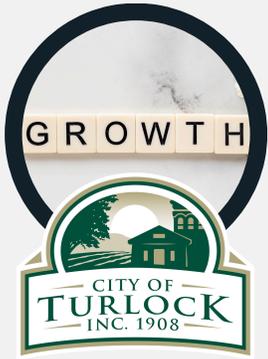


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - June 2025

The City of Turlock celebrated the annual 4th of July Independence Day Parade on June 27th in Downtown Turlock.



Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) plays a vital role in economic development by prioritizing the needs of existing businesses within the City. These businesses serve as the backbone of the local economy, driving job creation and economic resilience.

Through proactive engagement and support, BRE initiatives help businesses address challenges, capitalize on growth opportunities, and remain competitive, ultimately reinforcing the City's economic stability and reducing the likelihood of business closures.

During the months of June 2025, City of Turlock Economic Development staff met with 14 local businesses.

***2024-2025 Annual Business Retention and Expansion (BRE) Visits: 190 meetings**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below: New Town Cafe (located at 811 W. Hawkeye Avenue, Turlock, CA 95382)
Vitality Bowls (located at 2585 Geer Road, Turlock, CA 95382)
Impact Prints (located at 1140 N. Front Street, Turlock, CA 95380)
Quarterly Turlock Hotelier Meeting



Business Retention and Expansion (BRE)

During June 2025, City of Turlock staff and elected officials had the honor of attending and celebrating several ribbon-cutting events across the community.

Ribbon Cuttings and New Additions to Turlock:

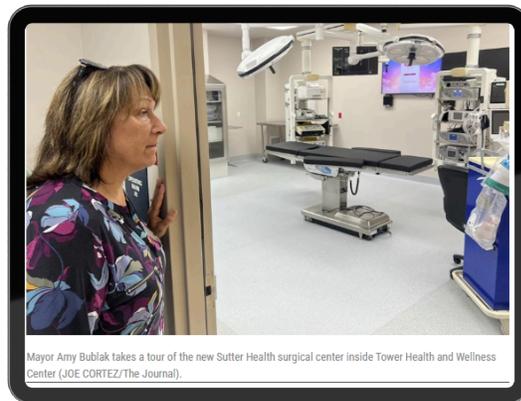
- Bella Forte Boutique (Ribbon Cutting at 200 W. Main Street, Turlock, CA)
- Sutter Health (Ribbon Cutting Inside Tower Health and Wellness Center, 1801 Colorado Ave., Turlock, CA)
- Curl Fitness is set to open the week of 6/30/2025 - 2710 Geer Road,, Turlock, CA 95382



Sutter Health opens new surgical center in Turlock



Sutter Health held a ribbon cutting ceremony for their new surgical center inside Tower Health and Wellness Center in Turlock (JOE CORTEZ/The Journal).



Mayor Amy Bubiak takes a tour of the new Sutter Health surgical center inside Tower Health and Wellness Center (JOE CORTEZ/The Journal).

OPENING SOON

cur | curfitnessurlock

CURFITNESS

OPENING NEXT WEEK!

COMPLETE MULTI-MILLION DOLLAR REMODEL AND EXPANSION ALMOST DONE!!

LAST CHANCE TO LOCK-IN EXCLUSIVE FOUNDING MEMBER RATES! JOIN ONLINE TODAY!





Workforce Development - Talent Development

Workforce development within economic development refers to a set of strategies and activities designed to enhance the skills, knowledge, and capabilities of the local labor force to meet current and future economic and industry needs.

It is an important element of economic development because a well-trained and adaptable workforce is vital for attracting and retaining businesses, fostering innovation, and driving economic growth.



Workforce Development Highlight:

Youth Career Services - Stanislaus Workforce Development

222 S. Thor Street #8, Turlock, CA

209.556.1558 Ext. 1266

Youth Career Services is a division of Stanislaus Workforce Development that provides assistance in: interview preparation, paid work experience, job seeking mentoring, and more. Youth Career Services can provide assistance in various career pathways such as: technology, health care, hospitality, warehouse/logistics, manufacturing, education, culinary arts, and more!

For more information visit:

<https://www.stanworkforce.com/youth/>



YOUTH WORKFORCE DEVELOPMENT

NEED HELP WITH YOUR EDUCATION? WORK? TRAINING? **WE CAN HELP!**

Youth Workforce Development can help you get your start, find that right opportunity and give you the financial support necessary to get you over the hump! If you are an Out of School youth age 17-24, come see all of the opportunities we can give you!

WHAT WE OFFER:	CAREER PATHWAYS:
<ul style="list-style-type: none"> Interview Assistance Transportation Assistance Paid Work Experience Employment Career Exploration Networking Mentoring Tutoring HSE (High School Equivalency)/Diploma Assistance College Assistance 	<ul style="list-style-type: none"> Technology Medical Hospitality Warehouse/Logistics Ag Manufacturing/Maintenance Culinary Auto Mechanic Welding Education/Child Care

MODESTO 1722 E. Barrett St. 2nd Floor Modesto, CA 95201
CERES 4224 Central Ave. Ceres, CA 95307
TURLOCK 222 S. Thor St. #8 & 803 Capitol St. Turlock, CA 95290
PATTERSON 901 W. Las Palmas Ave. Patterson, CA 95363
DAKDALE 215 9th Street Dardanelle, CA 95321

INTERESTED IN SIGNING UP? CALL (209) 556-1558

CAREER SERVICES

The project is fully funded (100%) by US Department of Labor's Workforce Innovation and Opportunity Act (WIOA) grant. Additional funding \$1,500,000 per year from Operating Expense Program. Available jobs and services are available upon request to individuals with disabilities.

Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to relocate or expand.

The WISP (Westside Industrial Specific Plan) is a key asset to our Turlock community, fostering a thriving industrial ecosystem that supports local businesses, creates jobs, and strengthens Turlock’s economy.

Through smart planning and strategic growth, this area continues to drive innovation, sustainability, and opportunity—all while reinforcing a circular economy that benefits our entire city.

We’re proud to showcase the vision behind this development and excited for what’s ahead!

Turlock is also home to power retail shopping center, Monte Vista Crossings, which ranks #4 in California, and #8 nationally.

Below: New 30 Acre Shopping Center Development, “Turlock Marketplace”

For more information visit: <https://www.loopnet.com/Listing/Countryside-Dr-Turlock-CA/32628785/>



Below: Retail Opportunity at 3015 N. Tegner Rd. Turlock, CA

For more information visit <https://www.loopnet.com/Listing/N-Tegner-Rd-Turlock-CA/34890501/>





Business Workshops

Supporting start-ups and entrepreneurs is a strategic investment within economic development. Innovation can drive new ideas, technologies, and create the "Spark" of a new business to open up, resulting in job creation, and adding more value to the local economy.

One of the ways the City of Turlock supports startups and entrepreneurs is by offering no-cost business workshops and implementing targeted business development programs. Workshops are held monthly within the City and feature a variety of topics and strategies presented by guest speakers with expertise in different areas of business.

Upcoming business workshops:

7/29/2025: How to Obtain Government Contracts
Register here: bit.ly/4jNhsEb

8/7/2025: Business Plan & Model Bootcamp
Register here: bit.ly/BusinessPlanBootcampTurlock

BUSINESS PLAN & MODEL BOOTCAMP

IDEAL FOR EARLY-STAGE FOUNDERS, SMALL BUSINESS OWNERS, AND ANYONE SEEKING TO DEVELOP A PRACTICAL BUSINESS PLAN.



NO COST TO ATTEND !!!

SCAN THE QR CODE



Or Visit:
bit.ly/BusinessPlanBootcampTurlock



WHAT YOU WILL LEARN ABOUT:

- HOW TO CREATE AN ACTIONABLE BUSINESS PLAN
- AVAILABLE SUPPORT FROM SCORE MENTORS
- CANVA TEMPLATES
- EXPERT INSIGHTS

WORKSHOP DETAILS

THURSDAY, 8/7/2025

FROM 10:00 AM - 12:30 PM
TURLOCK CITY HALL
156 S. BROADWAY, TURLOCK, CA 95380

BROUGHT TO YOU BY:




Government Contracts

Pathways to Grow your Business with the State of California

July 29

1:00pm-2:00pm

IN PERSON

250 N Broadway, Turlock, CA 95380

Learn the basics of state contracting. Explore the benefits of being a certified small or disabled veteran business.

AT NO COST + FREE PARKING



- Want to grow your business with government contracts?**
- Learn how to get certified as a Small Business (SB)* or Disabled Veteran Business Enterprise (DVBE)* and access real state contracting opportunities.
- * What's a DVBE? A business owned and operated by a service-disabled veteran.
 - * What's a Small/Disadvantaged Business? A certified small business that meets state requirements for size and ownership.
- In this workshop, you'll learn how to:**
- ✓ Register on Cal eProcure
 - ✓ Find contract opportunities
 - ✓ Connect with SB/DVBE Advocates
 - ✓ Meet key requirements like the "Commercially Useful Function"
 - ✓ Access free tools and resources

SCAN ME



bit.ly/4jNhsEb



Contratos gubernamentales

Caminos para hacer crecer su negocio con el estado de California

29 julio

11:30am-12:30pm

EN PERSONA

250 N Broadway, Turlock, CA 95380

Aprende lo básico sobre contratos con el estado. Descubre los beneficios de estar certificado como una pequeña empresa o empresa de veteranos discapacitados.

SIN COSTO + ESTACIONAMIENTO GRATUITO



- ¿Quieres hacer crecer tu negocio con contratos gubernamentales?**
- Aprende cómo certificarte como una Pequeña Empresa (SB)* o Empresa de Veteranos Discapacitados (DVBE)* y acceder a oportunidades reales de contratación con el estado.
- ¿Qué es una DVBE?
 - Una empresa propiedad y operada por un veterano con discapacidad en el servicio.
 - ¿Qué es una Pequeña Empresa o Empresa en Desventaja?
 - Una empresa certificada que cumple con los requisitos estatales de tamaño y propiedad.
- En este taller, aprenderás a:**
- ✓ Registrarte en Cal eProcure
 - ✓ Encontrar oportunidades de contratos
 - ✓ Conectarte con los defensores de SB/DVBE
 - ✓ Cumplir con requisitos clave como la "Función Comercialmente Útil"
 - ✓ Acceder a herramientas y recursos gratuitos

ESCANÉAME



bit.ly/3RHpoek



City of Turlock Small Business Development & Assistance Program

The City of Turlock launched a Small Business Development and Assistance Program which provides strategic consulting and business development strategies to elevate Turlock small businesses. The businesses eligible to participate must be Turlock businesses that have a business license with the City of Turlock, operate out of a commercial location in Turlock, have no more than 50 employees, and not be part of a franchise or corporate chain.

The business development program is limited to 100 businesses and will provide up to \$3,500 (while funds last) for online business ads through Google Search Ads and Meta (Facebook/Instagram) Ads.

The \$3,500 grant is disbursed in two installments of \$1,750. Participating businesses must first utilize the initial \$1,750 and submit proof of expenditure. Upon verification, the remaining \$1,750 will be released to the business.

There is currently 64 businesses in the program. Turlock City Council allocated \$325,000 in American Rescue Plan Act (ARPA) funds for this business development program.

Program Update:

64 Business participating in the program

54 Businesses have received the first payment of \$1,750.

15 Businesses have completed the grant program (has received total grant amount of \$3,500)

For more information on City of Turlock business workshops & business development programs please reach out to:

Anthony Sims - Economic Development Director - Communications Officer
209.668.6031
ASims@turlock.ca.us

SMALL BUSINESS DEVELOPMENT & ASSISTANCE PROGRAM

Get up to \$3,500 in grant funding to advertise your business online!

To Qualify

- Your business must be located in Turlock
- You must have a valid/up to date City of Turlock business license
- Operate out of a commercial location (Only one application per address/license holder)
- Employ 50 or fewer individuals
- Cannot be part of a franchise or corporate chain

First 100 qualified businesses — act fast!
Google| Meta Ads

For more info:

Anthony Sims- Economic Development Director & Communications Officer
(209)668-5540 X 1122
ASims@turlock.ca.us

Brought to you by the City of Turlock, utilizing American Rescue Plan Act (ARPA) Funds. Available on a first-come, first-served basis while funding lasts.



Turlock Partnership Incentive Program

\$1,000 Business Grant Available

The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.

The program provides a one-time payment of \$1,000 to help new businesses.

For more information visit:

https://www.cityofturlock.org/_pdf/files/CityofTurlockPartnershipIncentiveProgram-EligibilityRequirements.pdf



Eligibility

Participants must provide the following:

1. Must occupy an existing vacant building in the City of Turlock.
2. Provide a Business Plan (contact City of Turlock for available free business plan services).
3. Identify an appropriately zoned location of business (Free service provided by City of Turlock).
4. Participate in Pre-Development meeting (Free service provided by City of Turlock).
5. Agree to participate in minor record-keeping to provide feedback on a quarterly basis for at least 1 year to help improve program.

\$1,000 Business Grant Available

The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.

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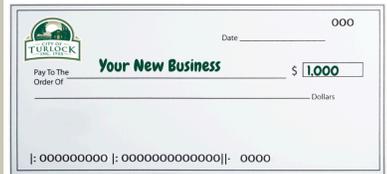
Application should be made prior to, or closely following, business opening. Payment will be awarded following completion of all requirements and business opening.

**Program is limited to 30 businesses per year*

Questions

Contact: Anthony Sims
Economic Development
Director
209.668.6031
ASims@turlock.ca.us

For more City of Turlock business resources visit:



Turlock Security Enhancement Pilot Program

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus. Second year cost is \$150 (participating business responsible for on-going costs after 1st year).

***Participating business is responsible for taxes**



COLLABORATING TO KEEP TURLOCK SAFE

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus.

**Program is currently limited to a one-year pilot program*

1st Year Costs: \$0

Cost after 1st Year: \$150 Annually

*Business to pay Fusus directly.
*If business decides not to participate after first year, Fusus equipment is to be returned to the City of Turlock.

INCREASING SAFETY. RESPECTING PRIVACY.

- The Turlock Security Enhancement Pilot Program enables businesses to share live video feeds with the Turlock Police Department in emergencies to improve community safety and law enforcement response.
- Access to your camera is conditional upon mutual agreement between you and the Turlock Police Department and will only be viewed in the event of a criminal incident in the proximity of your business.

What is Fusus and how does it work?



Scan the QR Code to watch a short video.

For more information, or to enroll your business, please contact:

Anthony Sims
Economic Development Director
City of Turlock
209.668.6031
ASims@turlock.ca.us

Melanie Suffecool
Crime Prevention Specialist
Turlock Police Department
209.656.3153
msuffecool@turlock.ca.us

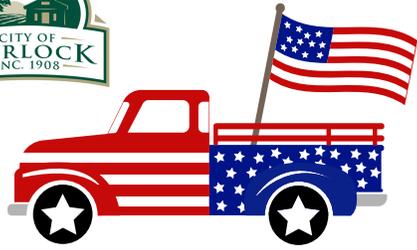
http://m.youtube.com/watch?v=zoyJuGR-jtE&ab_channel=Fusus

For more information on City of Turlock business workshops & business development programs please reach out to:

Anthony Sims - Economic Development Director - Communications Officer
209.668.6031
ASims@turlock.ca.us



Community News



City of Turlock’s annual independence Day Parade took place on Friday, June 27, 2025, in Downtown Turlock.

From colorful floats to smiling faces lining Main Street, it was wonderful to see our community come together to celebrate the freedoms we enjoy as a city and a nation.

Thank you to everyone who came out, participated, and helped bring this event to life, including our Grand Marshal, Abe Rojas. And a special thanks to the Turlock Downtown Property Owners’ Association for hosting and organizing such a memorable evening.



Community News



In honor of Public Services Week, the City's Human Relations Department and the team of Department Directors were proud to organize and host the 3rd Annual Ice Cream Social.

City staff came together to enjoy ice cream sundaes and root beer floats in celebration of Public Services Week together.





Leadergov Training for Department

Through the City of Turlock’s partnership with Leadergov for professional learning and development, the Economic Development and Communications Department participates in monthly leadership sessions focused on enhancing individual and team performance. These sessions provide structured opportunities for staff to engage in strategic activities that foster professional growth, strengthen communication and collaboration, and align departmental efforts with the City’s broader organizational goals. The program also supports the development of leadership competencies, promotes a culture of continuous improvement, and reinforces the City’s commitment to high-quality public service.

Initial department activities included:

- DISC Assessments
- Department Goal Setting Session
- Department SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- My Personal inventory Activity (describing individual work style, personality, etc.)



Download MyTurlock



Download the
City of Turlock
Mobile App





**C O M M U N I C A T I O N S
U P D A T E**

Did you know?

You can stay up to date on City of Turlock announcements and information by visiting the following website and social media pages.



<https://www.cityofturlock.org/>

facebook

<https://www.facebook.com/CityofTurlockCityHall>

<https://www.facebook.com/CityofTurlockEconomicDevelopment>

Instagram 

<https://www.instagram.com/city.of.turlock>

LinkedIn

<https://www.linkedin.com/company/city-of-turlock/>

**To stay up to date on FREE business workshops,
resources, and events visit:**

www.cityofturlock.org/businessresources

