



ECONOMIC DEVELOPMENT

MONTHLY REPORT — OCTOBER AND NOVEMBER 2023

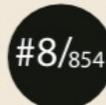
RETAIL TRADE AREA



Power Center
within 50 miles



Power Center
in California



Power Center
in the United States

Rankings based on customer cell tracking phone traffic to Monte Vista Crossing for the period of December 1, 2021 to May 1, 2022. Source: Placer.AI

Demographics

Within 20 miles

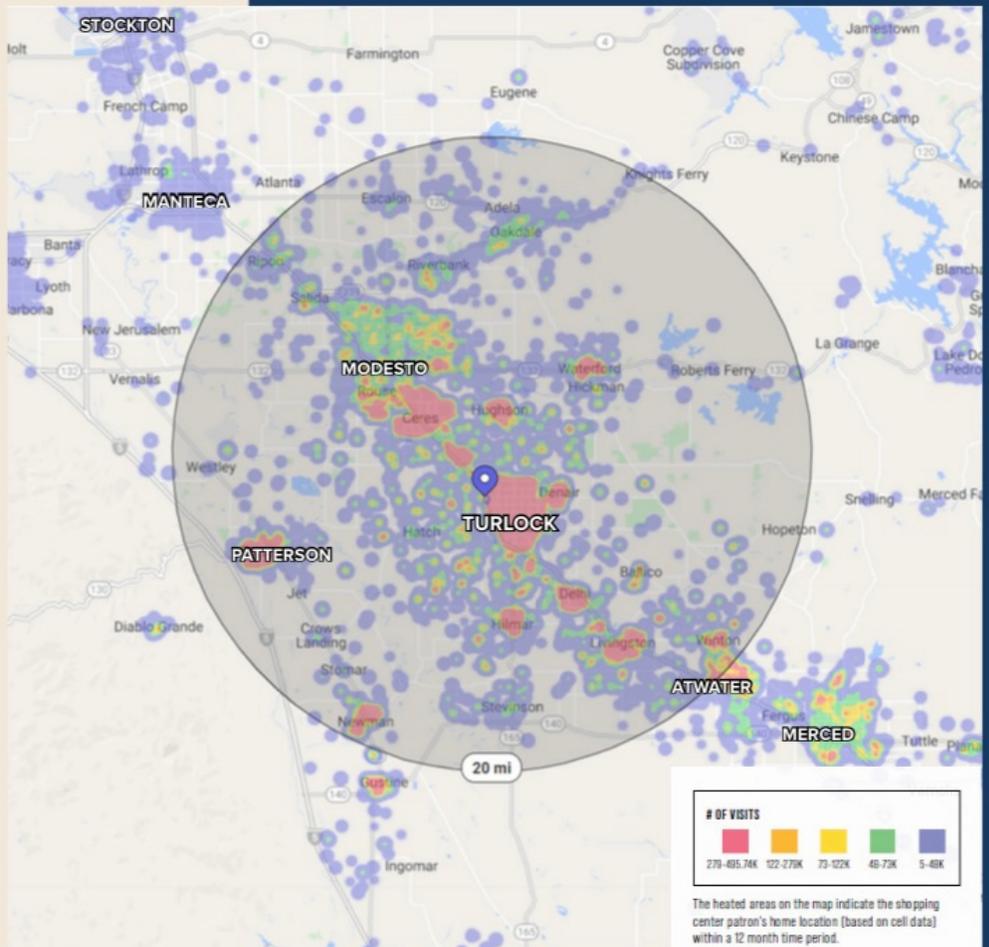
| | | |
|--|-------------------|-----------------|
| | Population | 640,882 |
| | Average HH Income | \$81,026 |

Traffic Counts

| | | |
|--|------------------|-------------------|
| | HWY 99 - | 75,000 CPD |
| | W Monte Vista - | 36,386 CPD |
| | Couttryside Dr - | 16,079 CPD |

Source: Esri 2022

TURLOCK COMMONS



OCTOBER & NOVEMBER 2023 BUSINESS RETENTION & EXPANSION EFFORTS

During the months of October and November 2023, business retention and expansion activities consisted of meeting with local businesses within all industries, and attending community events throughout Turlock.

Upon meeting with local businesses and organizations, the most common needs identified were assistance with recruiting new employees, strategies to implement that can retain existing employees, and employee training to enhance employee soft skills and supervisory skills. Businesses also communicated the desire for the City to continue to offer free business resource workshops.

TYPES OF BUSINESSES MET WITH IN OCTOBER & NOVEMBER

- Community Development
- Construction
- Education
- Energy
- Engineering
- Entrepreneurs/Startup
- Government
- Gym/Fitness
- Healthcare
- Hospitality
- Manufacturing
- Media/News
- Real Estate
- Restaurant
- Retail
- Technology

38

Businesses met with in
October and November 2023

9

Meetings on Calendar for
December 2023

COMMON NEEDS

- Recruiting Resources
- Employee Trainings
- Business Workshops





OCTOBER & NOVEMBER 2023 BUSINESS RETENTION & EXPANSION EFFORTS

Visitation Program:

The City of Turlock Economic Development Department's Visitation Program has a goal of meeting with 100 Turlock businesses each year. The #1 goal for the City's Economic Development Department is to be a supportive and reliable partner for the business community. During the months of October and November 2023, City staff met with businesses within the industries of Healthcare, Manufacturing, Workforce Development, Retail, and Food Services.



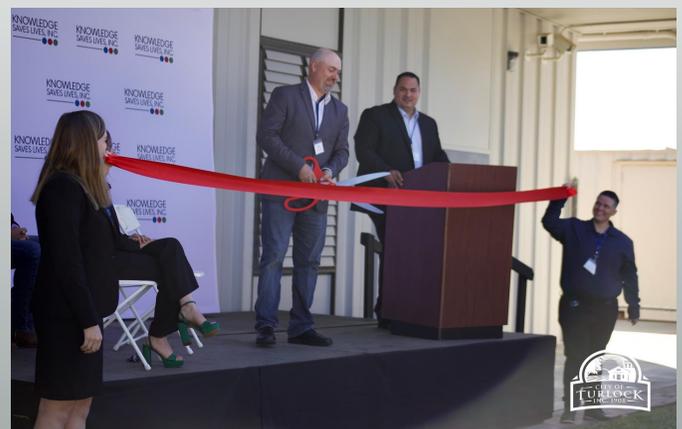


TURLOCK BUSINESSES IN THE NEWS

October and November 2023

Making historic news, the Stanislaus Regional Water Authority (SRWA), a joint partnership between the City of Ceres and the City of Turlock officially opened, and held a ribbon cutting ceremony in early November. The water treatment plant located in Hughson will be staffed by City of Turlock, and will provide an abundance of water and other benefits to residents, businesses, and the local agriculture region. Learn more about the SRWA here: <https://stanrwa.com/>

Knowledge Saves Lives, located at 312 S. Roselawn Avenue, Turlock, CA provides emergency preparedness solutions and trainings to businesses, schools, and government organizations. City staff attended a ribbon cutting ceremony in October and learned that Knowledge Saves Lives' mission is to help organizations plan, prepare, and empower them to succeed during emergency situations. Trainings include Safety and Emergency Preparedness Training, Lockdown Training, and consulting services. Learn more about this Turlock organization here: <https://www.knowledgesaveslives.com/>





TURLOCK BUSINESSES IN THE NEWS

October and November 2023

Also featured in local newspapers, a new Togo's location opened at 2868 W. Monte Vista Avenue within the Monte Vista Crossings Shopping Center. Pizza Factory returned to Turlock, and is now located at 1865 Countryside Drive. A new addition to downtown Turlock is coming soon. A downtown restaurant and lounge is set to begin construction, Nivel Restaurant.

Turlock Irrigation District's Construction and Maintenance Skills Series which taught community members skills such as plumbing, electrical, concrete, welding, and more was featured in an October edition of the Turlock Journal.

Making the biggest headlines, Turlock organization Kitchens for Change was featured on the Kelly Clarkson Show. Read more about these businesses here: <https://www.turlockjournal.com/>



TURLOCK JOURNAL

Pizza Factory returns to Turlock

Pizza Factory is back in Turlock and at a new location on Countryside Drive (CHRISTOPHER CORREA/The Journal).

Turlock Journal
Oct 14 · 🌐

The Turlock Irrigation District's inaugural Construction and Maintenance Skills Series taught community members who were accepted into the program skills like plumbing, electrical, concrete, welding, confined-space pipeline training, heavy-equipment operation, and more.

turlockjournal.com
TID offers skills course for community members

TURLOCK JOURNAL

Kelly Clarkson welcomes Turlock's Kitchens for Change

Kitchens for Change founders Elias Rabine and Audrey Smallwood speak about the mission of the organization to Kelly Clarkson and Chef José Andrés during a segment of Wednesday's "Kelly Clarkson Show" (Photo courtesy of the Kelly Clarkson Show).

TURLOCK JOURNAL

Council approves parking, live music exemptions for new Nivel Restaurant

Nivel Restaurant and Lounge will cover nearly 6,000 square feet at 309 N. Center St., be within the city height limits of 40 feet and have multiple outdoor seating areas on both floors (Photo contributed).



ATTRACTION EFFORTS

Industries Pursuing:

- Manufacturing
- Logistics
- Family Entertainment
- Trending Franchises/Restaurants/Retailers
- Technology Firms
- Workforce Development Organizations

COMING SOON

TURLOCK COMMONS

SWQ Countryside Dr & W Tuolumne Rd
Turlock, CA

Proposed 288,000 SF Power Center with Highway 99 exposure

Central Valley's Highest Trafficked Retail Destination

Anchor, Jr Anchors, Pads and Drive Thru Opportunities

Contact information:

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+1 916 440 1831
dave.white@placer.ai.com
RE License #07759894

John Brecher
Vice President, Retail
+1 916 440 1826
john.brecher@placer.ai.com
RE License #01897931

Torren Ragan
Senior Associate, Retail
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torren.ragan@placer.ai.com
RE License #02046828

RETAIL TRADE AREA

#1/4

Power Center within 50 miles

#4/119

Power Center in California

#8/854

Power Center in the United States

Rankings based on customer cell tracking phone traffic to Monte Vista Crossing for the period of December 1, 2021 to May 1, 2022. Source: Placer.AI

| Demographics | Within 20 miles |
|-------------------|-----------------|
| Population | 640,882 |
| Average HH Income | \$81,026 |

| Traffic Counts | |
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| Countryside Dr - | 16,079 CPD |

SITE PLAN (CONCEPTUAL)



WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES

City of Turlock Annual Job Fair

The annual job fair took place on 11/9/2023 from 10 a.m. - 2 p.m. at New Life Christian Center. The annual event hosted 55 employers, 225 job seekers, and coffee was provided by local Turlock business, Rise N Brew Coffee. Employers in attendance included Foster Farms, Valley Milk, LLC, Sensient Technologies, Tesla, and more!

The annual event was sponsored by the City of Turlock, EDD, and the Turlock Chamber of Commerce.



**THURSDAY
NOVEMBER 9, 2023**

10 A.M. - 2 P.M.
New Life Christian Center
2918 W. Tuolumne Rd., Turlock, CA

**LET US HELP YOU FIND A CAREER
40+ Employers**

- Dress for success and bring your resume
- Meet and interview with employers
- Discover job opportunities
- Resume critique
- Training and career information
- And more!

The EDD, an equal opportunity employer program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 1-800-933-6318. TTY users, please call the California Relay Service at 711. This employer seminar is provided for education and information purposes only; it does not constitute an endorsement of the curriculum or speakers by the State of California EDD or by the EAC. Aside from staff designated to represent the EDD, we assume no responsibility for the accuracy, legality, or content of the materials provided during this event.



**THURSDAY
11/9/2023
10AM-2PM**

NEW LIFE CHRISTIAN CENTER
2918 W. TUOLUMNE RD.,
TURLOCK, CA

Employers: Amazon, Freshpoint, Del Monte, Graham Packaging, Boyett Petroleum, Bronco Wine Co., Reed Family Companies, Bureau of Reclamation, and many others.

Participating Organizations: City of Turlock, EDD, Valley Milk, LLC, Foster Farms, City of Turlock Police, Turlock Unified School District, Stanislaus County Office of Education, Stanislaus County Sheriff's Office, and others.

Other Sponsors: Tesla, Sensient, SupHerb Farms, FedEx Ground, UPS, Conagra, Rise N Brew Coffee, and others.

AND MORE!





OCTOBER & NOVEMBER 2023 BUSINESS WORKSHOPS

Branding Your Business 10/5/2023 at Turlock City Hall

Free IN-PERSON Business Workshop

Presented by the Valley Sierra SBDC and the City of Turlock

BRANDING YOUR BUSINESS

We Will Be Covering

- BASIC PRINCIPLES OF BRANDING
- HOW TO INCORPORATE BRANDING INTO YOUR BUSINESS
- IMPORTANCE OF CUSTOMERS UNDERSTANDING YOUR BRAND AND MORE!

SCAN ME



Instructed by
BRYAN JUSTIN MARKS
SBDC DIGITAL MARKETING CONSULTANT & OWNER/CONSULTANT OF BJM CONSULTING

REGISTER HERE
bit.ly/brandingworkshopturlock

Location: TURLOCK CITY HALL
156 S. Broadway,
Turlock, CA 95380

Date/Time: Thursday, 10/5/2023
2:00 p.m. - 3:30 p.m.



Canva for Businesses 11/15/2023 at Turlock City Hall

Free IN-PERSON Business Workshop

Presented by the Valley Sierra SBDC and the City of Turlock

Canva FOR BUSINESSES WORKSHOP

Learn Canva Step by Step to Brand and Market Your Business

- BENEFITS OF USING CANVA
- HOW TO CREATE, HOW TO GET STARTED
- DISCOVERING TEMPLATES - TYPES OF DESIGN OPTIONS
- HOW TO DEVELOP YOUR BRANDING AND MARKETING TOOLS
- AND MORE!

SCAN ME



Instructed by
CHRIS CARROLL
SBDC DIGITAL MARKETING CONSULTANT & SMALL BUSINESS COACH

REGISTER HERE
bit.ly/canvaturlock

Location: TURLOCK CITY HALL
156 S. Broadway,
Turlock, CA 95380

Date/Time: Wednesday, 11/15/2023
1:30 p.m. - 3:00 p.m.



FUNDED IN PART THROUGH A COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. ALL OPINIONS, CONCLUSIONS, AND/OR RECOMMENDATIONS, EXPRESSED HEREIN ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REFLECT THE VIEWS OF THE SBA OR THE CENTRAL CA SBDC NETWORK.

PROCESSED BY SBA THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. RESPONSIBLE ACCREDITATION FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FINANCED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT INFO@VALLEYSBDC.COM



UPCOMING 2023 BUSINESS WORKSHOPS

Be on the look out for the following upcoming business workshops and events:

State Tax Credit & Incentives Seminar for Businesses

Date: Tuesday, 12/5/2023 from 10 a.m. - 11:30 a.m.

Location: Carnegie Arts Center - Turlock, CA

State Tax Credit & Incentives Seminar for Businesses

Date: Wednesday, 12/13/2023 from 1:30 p.m. - 3:00 p.m.

Location: Turlock City Hall (Yosemite Room)

STATE TAX CREDIT & INCENTIVES SEMINAR FOR BUSINESSES



Free IN-PERSON Business Seminar
Presented by

John Langreck, CPA
Fox Consulting Group

Learn how to help your company take advantage of federal and state tax incentive programs to offset your current year tax liability and reclaim taxes previously paid.

Topics Covered:

- R & D Tax Credit
- Employee Retention Credit
- Paid Sick Leave Refundable Credit
- Paid Family Leave Refundable Credit
- Work Opportunity Tax Credit
- New Employment Credit
- California Competes Tax Credit
- Employment Training Panel (ETP)

WHO SHOULD ATTEND?

Any business with 10 or more employees

Date
Tuesday, 12/5/2023

Start/End
10:00 AM - 11:30 AM

Location: Carnegie Arts Center
250 N. Broadway, Turlock, CA

REGISTER HERE



bit.ly/taxcreditseminarturlock




Free IN-PERSON Business Workshop

Presented by the Valley Sierra SBDC and the City of Turlock

facebook AND Instagram FOR SMALL BUSINESSES

Learn why you should use Facebook and Instagram for Your Small Business

- Key Marketing Tips for FB and IG
- Top Ways to Use FB and IG
- Which one is Best for My Small Business
- Best Uses of the Meta Business Dashboard
- Most Important Marketing Tools for Local Businesses 2024

Instructed by
CHRIS CARROLL
SBDC DIGITAL MARKETING CONSULTANT & SMALL BUSINESS COACH

SCAN ME



Location: TURLOCK CITY HALL
156 S. Broadway,
Turlock, CA 95380

Date/Time: Wednesday, 12/13/2023
1:30 p.m. - 3:00 p.m.

REGISTER HERE
<https://bit.ly/FBandIGforSmallBusinessesTurlockWorkshop>

POWERED BY **SBA**

THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT INFO@VALLEYSIERRASBDC.COM






OCTOBER & NOVEMBER 2023 COMMUNITY EVENTS

Columbia Pool Ground Breaking : 11/2/2023

"Today, as we break ground on the Columbia Pool in Turlock, we're not just building a place to swim," said Mayor Amy Bublak, "we're crafting memories, fostering community, and nurturing dreams for the children of Turlock. This pool is not just a structure, it's a promise of a brighter, healthier, and more united future for our community."

Columbia Pool is expected to be ready for the 2024 summertime swim season.



Coffee with the CM
Thursday, 11/30
9-10am

PLEASE JOIN CITY OF TURLOCK CITY MANAGER, REAGAN WILSON, FOR COFFEE AND A CONVERSATION

RISE N BREW
1504 COLORADO AVE
TURLOCK, CA 95380

Coffee with the CM

"Coffee and Conversations" is a great opportunity to meet and get to know Turlock City Manager, Reagan Wilson.

Be on the lookout for a date and location each month, as the "Coffee and a Conversation" series will continue monthly throughout 2023.

We strongly encourage all citizens to engage and participate in this community event series.

COMMUNICATION UPDATES



City Council Meetings

WHEN:

The Turlock City Council meets the second and fourth Tuesday of each month at 6:00 p.m.

LOCATION:

156 S. Broadway, Turlock, CA, 95380

City Council Meeting Agendas can be viewed here:

<https://www.cityofturlock.org/government/turlockcitycouncil/councilmeetings.asp#2>

City Council Meetings can be viewed live on our Turlock City Hall YouTube Channel:

<https://www.youtube.com/channel/UCctmLzJYoM50m5IEp52k-CA>

City Council Meetings

As a reminder, City Council meets the second and fourth Tuesday of each month at 6:00 p.m.



City of Turlock Planning Commission Meetings

WHEN:

The Turlock Planning Commission holds regular scheduled meetings on the first Thursday of each month at 6:00 p.m.

LOCATION:

156 S. Broadway, Turlock, CA, 95380

Turlock Planning Commission Meeting Agendas can be viewed here:

<https://www.cityofturlock.org/government/commissionscommittees/planningcommission/planningcommissionmeetings.asp>

Turlock Planning Commission Meetings

The Turlock Planning Commission holds regular scheduled meetings on the first Thursday of each month at 6:00 p.m.



COMMUNICATIONS UPDATE

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

