

ECONOMIC DEVELOPMENT



FEBRUARY 2023
MONTHLY REPORT



FEBRUARY 2023 BUSINESS RETENTION & EXPANSION EFFORTS

The #1 priority of economic development is being a reliable, supportive partner for the local business community.

During the month of February 2023, business retention and expansion activities consisted of meeting with local businesses and hosting business workshops throughout Turlock.

The most common assistance needed in February 2023 was recruiting support and assistance. Businesses are still struggling to find a skilled and reliable workforce. Business owners also requested assistance with permitting processes. Other needs identified were business resource workshops, availability of funding opportunities, and connecting with financial institutions that specialized in working with smaller businesses and entrepreneurs.

TYPES OF BUSINESSES MET WITH IN FEBRUARY

- Business Services
- Career Exploration
- Commercial Development
- Community Development
- Economic Development
- Education
- Energy
- Financial Services
- Hospitality
- Manufacturing
- News Media
- Non Profit
- Renewable Energy
- Retail
- Staffing
- Workforce Development



23

Business meetings in February 2023

18

Business meetings set for March 2023

COMMON NEEDS

- Recruiting Assistance
- Business Workshops
- Funding Opportunities
- Permitting processes



Business Retention and Expansion

TURLOCK BUSINESSES IN THE NEWS



Divert, Inc. is building a 70,000-square-foot food waste recovery facility in Turlock, which will turn organic food waste into renewable natural gas. A rendering of the new facility planned on West Main Street. Divert



Shah Groceries to bring international flavors to Turlock



modbee.com
National burger chain plans first Stanislaus site in Turlock, other major brands expanding

Throughout the month of February 2023, City of Turlock businesses continued to find themselves highlighted in the news. Both Divert, Inc. and Valley Milk, LLC announced expansion plans in the Westside Industrial Specific Plan (WISP) area of Turlock. The WISP continues to be the prime location for industrial and manufacturing companies within Stanislaus County.

Headlining all updates, one of Turlock's new hot spots, Roth Social House was showcased on GoodDay Sacramento. Other new additions to Turlock making headlines included the announcements of Checkers (national burger chain), and Shah Groceries opening soon in Turlock. With a diverse population, vibrant downtown, and robust shopping districts, Turlock continues to be the place to be for restaurants, retail stores, and manufacturing companies.

FEBRUARY 2023 BUSINESS WORKSHOPS



Dedicated to the business community, the City of Turlock continues to provide business workshops and business resource events each month in which businesses of all sizes can learn strategies to assist in business growth.

During the month of February 2023, business workshops that took place included the 2nd session of the Micro Business Development Cohort where participants learned about business permitting processes and business entity types. The Stanislaus County Employer Advisory Council also hosted a Paid Family Leave Workshop for HR professionals. The workshop had 30+ attendees and was hosted at Turlock City Hall.

JOIN OUR COMMUNITY OF ENTREPRENEURS AND LEARN FROM EXPERTS!

WE ARE NOW ACCEPTING APPLICATIONS FOR

STANISLAUS EQUITY PARTNERS:
**MICRO BUSINESS DEVELOPMENT HUB
2023 COHORT**

01/26/23 - 06/29/23*
ONCE A MONTH ON EVERY FOURTH THURSDAY

6:00 PM - 8:00 PM

SCAN FOR APPLICATION OR VISIT:
[HTTPS://WWW.STANEP.ORG/BUSINESSHUB](https://www.stanep.org/businesshub)

HAMPTON INN
1821 LANDER AVE, TURLOCK, CA

WWW.STANEP.ORG

IN PARTNERSHIP WITH:



Stanislaus County Employer Advisory Council

In-person and Virtual Meeting on
Friday, February 17, 2023, 9 a.m.

Paid Family Leave (PFL) Employer Seminar

The presentation is provided by the Employment Development Department's (EDD's) Outreach Development Section. Join subject matter experts as they discuss the State Disability Insurance program (SDI) and its two components. Topics covered include:

- Integration
- Employer Responsibilities
- State Disability Insurance Online Employer Registration
- Live Question and Answer Session

When: Friday, February 17, 2023, 9 a.m.



MARCH 2023 BUSINESS WORKSHOPS



The first ever Turlock Business Conference will be held on Monday 3/6/2023 from 10 am - 11:30 am hosted at The Grand Oak event center in Turlock, CA. The Turlock Business Conference will feature 3 economists that will each provide an update on the current economy, a business forecast of what's to come, and also provide business strategies that business owners and executives can incorporate when operating their business through economic uncertainty.

Session 3 of the Micro Business Development Hub will also take place on Thursday 3/23/2023. The Cohort consists of 10-15 entrepreneurs and small businesses. Each session provides participants more strategies and resources in optimizing their business.

TURLOCK BUSINESS CONFERENCE

Welcome

Hosted By:  Mayor Amy Bublak
City of Turlock

Speakers:

-  Dr. Gokce Soydemir Ph.D.
California State University Stanislaus
Professor of Business Economics
-  Somjita Mitra
California Department of Finance
Chief Economist
-  Jeff Ault
Regional Vice President -
Westamerica Bank

A Business Forecast and the Current Economy

Monday 3/6/2023
10:00 a.m. - 11:30 a.m.
ALL LOCAL BUSINESSES WELCOME

JOIN OUR COMMUNITY OF ENTREPRENEURS AND LEARN FROM EXPERTS!

WE ARE NOW ACCEPTING APPLICATIONS FOR

STANISLAUS EQUITY PARTNERS: MICRO BUSINESS DEVELOPMENT HUB 2023 COHORT

01/26/23 - 06/29/23*
*ONCE A MONTH ON EVERY FOURTH THURSDAY

6:00 PM - 8:00PM

SCAN FOR APPLICATION OR VISIT:
[HTTPS://WWW.STANEP.ORG/BUSINESSHUB](https://www.stanep.org/businesshub)

HAMPTON INN
1821 LANDER AVE, TURLOCK, CA

SPACE IS LIMITED! BUSINESS MUST BE IN STANISLAUS COUNTY TO BE CONSIDERED.

WWW.STANEP.ORG

IN PARTNERSHIP WITH:   

Micro-Business Development Hub

Micro-Business Development Hub's mission is to create a community of support and resources for micro business start-up entrepreneurs with less than five employees. Each session is designed to learn from experts, share their entrepreneurship experiences with each other, and participate in a curriculum that will help them develop a strong foundation for their business.

2023 COHORT SESSIONS

UPCOMING 2023 BUSINESS WORKSHOPS



Free IN-PERSON Seminar

FUNDING FOR TRAINING THROUGH ETP (EMPLOYMENT TRAINING PANEL)

Our Presenter
Lourdes Uranday
HR Expert
Chairperson Stanislaus County EAC
Executive VP Consultrex

WHO SHOULD ATTEND?

- BUSINESSES
- HR PROFESSIONALS
- PAYROLL DEPTS

Thursdays 3/23/2023
9:00 a.m. - 10:00 a.m.
Location: Turlock City Hall
156 S. Broadway Turlock, CA 95380

REGISTER HERE:



WHAT WILL THIS SEMINAR TEACH ME?

This seminar will teach attendees how to acquire funding for employers to provide training to their employees. We will cover the Employment Training Panel application process, which types of training qualifies for funding, trainee eligibility and requirements, and more!



In partnership with the City of Turlock, Turlock Chamber of Commerce, Consultrex, and the Stanislaus County Employer Advisory Council, a FREE in-person Employment Training Panel business workshop will be held on Thursday 3/23/2023 at Turlock City Hall.

The Funding for Training through ETP (Employment Training Panel) Seminar will teach attendees how to acquire funding for employers to provide training to their employees. The seminar will cover the Employment Training Panel application process, which types of training qualifies for funding, trainee eligibility, and more!

Register for this FREE In-Person event here:

<https://www.eventbrite.com/e/funding-for-training-through-etp-employment-training-panel-tickets-576733644857>

Other workshops coming in 2023:

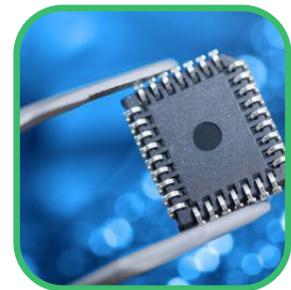
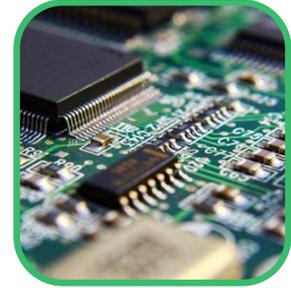
- Digital Literacy for Businesses
- Cyber Security for Businesses
- Financial Literacy
- Careers in Your Community Event
- and more!

ATTRACTION EFFORTS



Industries Pursuing:

Semiconductor Manufacturing
Family Entertainment
Ag-Tech
Renewable Energy Sector
Trending Franchises
Trending Restaurants
Trending Retailers
Technology Firms
Workforce Development Organizations



WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES



Invest in People

Turlock Journal
Feb 11 · 🌐

TURLOCK JOURNAL

City of Turlock, Stan State aim to get students 'Career Ready'



A \$1.2 million grant awarded about a year ago from the Economic Development Administration will allow Volt Institute to create the VOLT-on-the-Go program, which brings training directly to students, as opposed to students having to travel to Volt headquarters for instruction.



turlockjournal.com
VOLT to bring specialized tech training directly to students



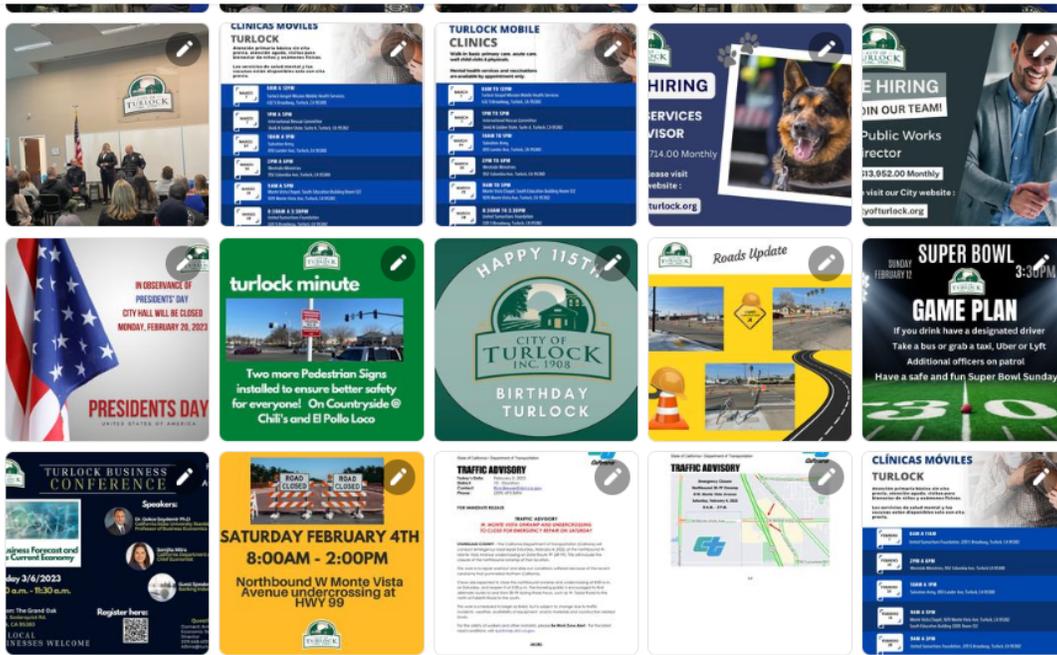
COMMUNICATION UPDATES



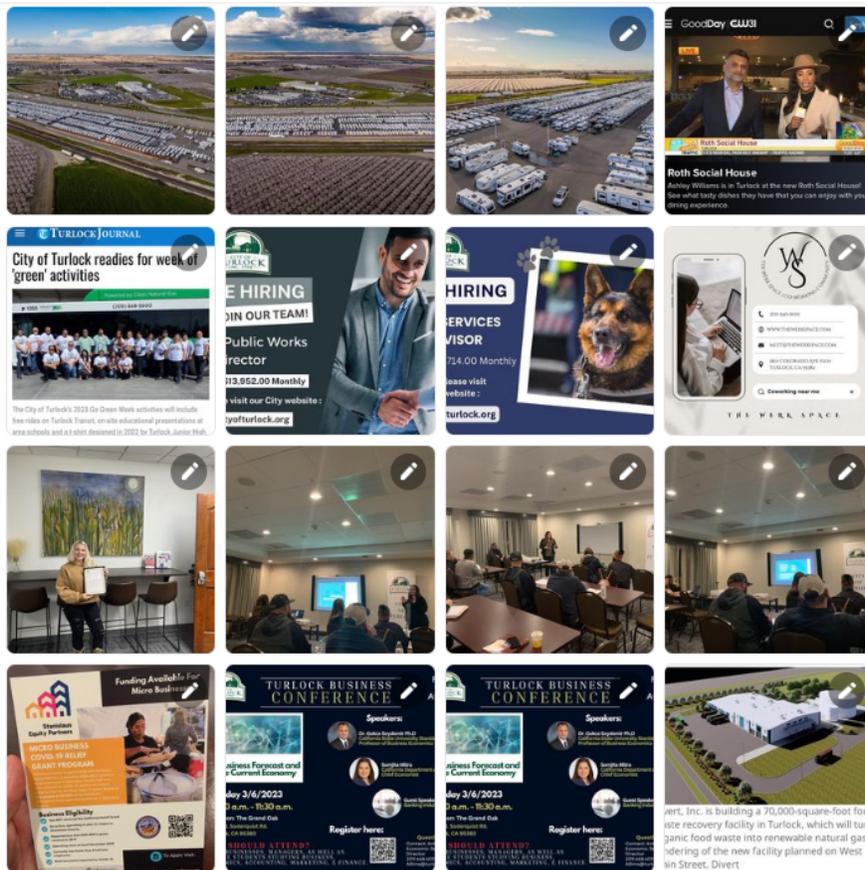
facebook

Follow us!

City of Turlock City Hall



City of Turlock Economic Development



COMMUNICATION UPDATES



Instagram



city.of.turlock

Edit profile

Open Business Suite

262 posts

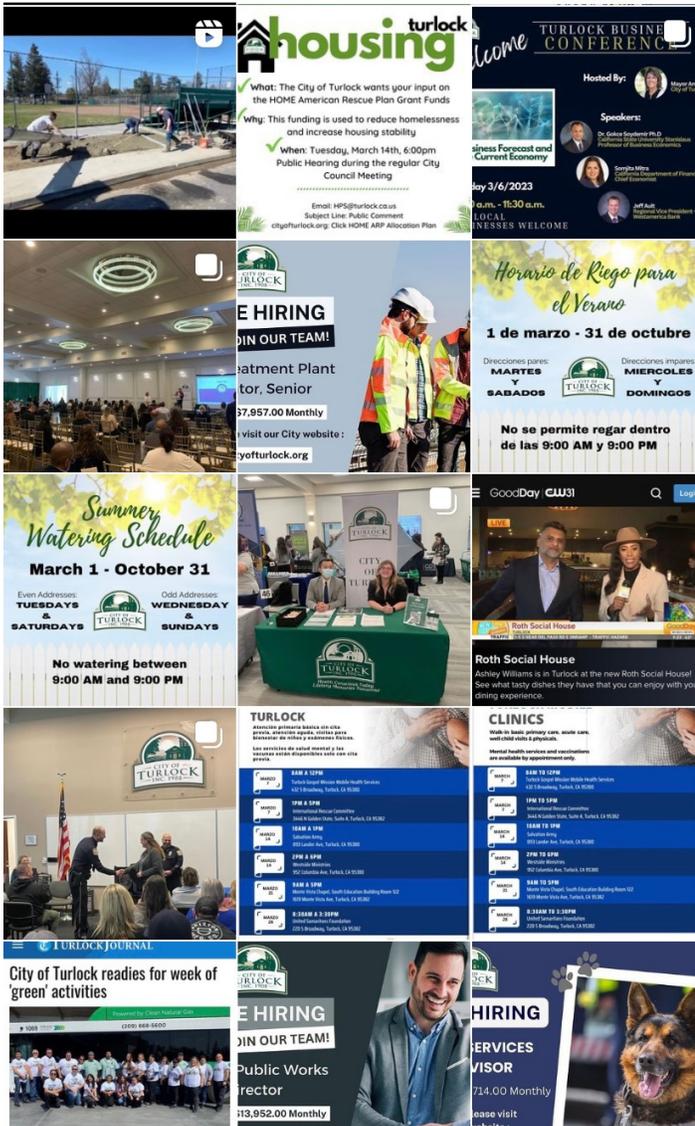
1,283 followers

861 following

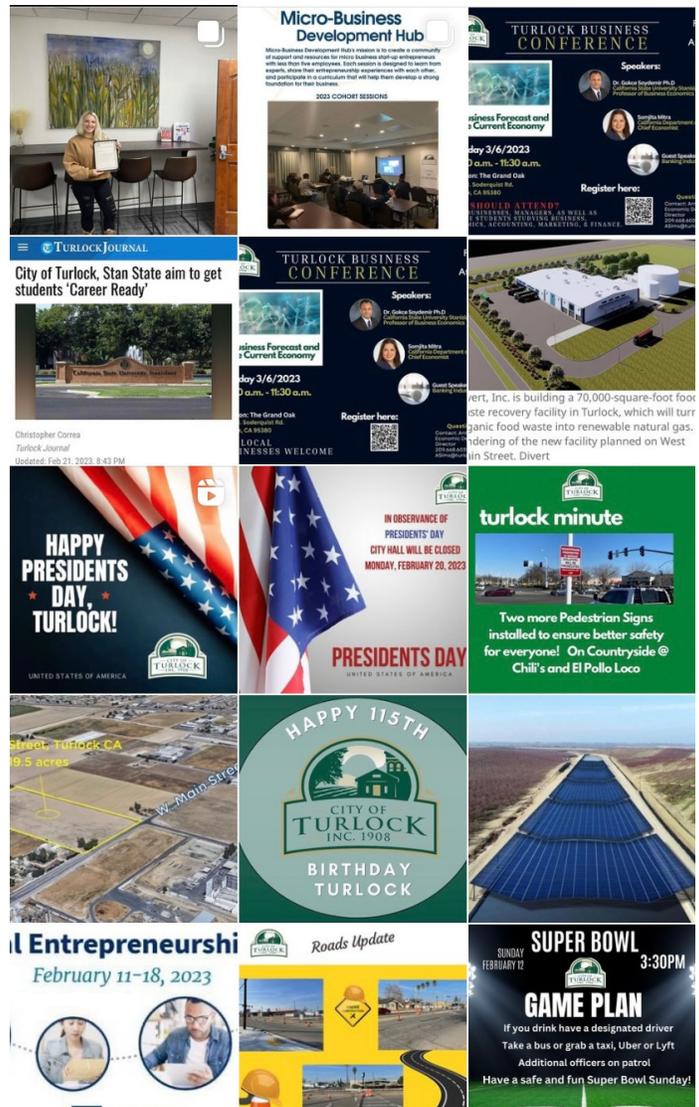
City of Turlock
Government organization
www.cityofturlock.org



city.of.turlock



city.of.turlock



COMMUNICATION UPDATES



3,039

FOLLOWERS

City of Turlock
3,039 followers
3w • 🌐

The City of Turlock is proud to be home to [The Werk Space](#). Located at 1801 Colorado Avenue #200, The Werk Space empowers small businesses to reach their full potential. With a supportive coworking community and flexible workspaces, you'll have all the resources you need to make a big impact and grow your business.

This new business was able to participate in the City of Turlock Partnership Incentive Program. The City of Turlock Partnership Incentive Program is designed to assist in the permitting process and predevelopment stages for new businesses in Turlock, operating out of a physical location in the City of Turlock.

Please be sure to check out this new Turlock business!

#coworking
#supportlocalbusinesses
Anthony Sims

209-340-9019
WWW.THEWERKSPACE.CO
MEET@THEWERKSPACE
1801 COLORADO AVE #
TURLOCK, CA 95382
Coworking near me

THE WERK SPA

City of Turlock
3,039 followers
2mo • 🌐

We're **#hiring** a City Engineer!

This position will be responsible for the management of the Engineering Division and programs/functions involving the management, coordination, and delivery of the Citywide engineering and surveying service.

For more information, please visit <https://lnkd.in/e2RdBMsu>

#engineeringcareers #management #engineer

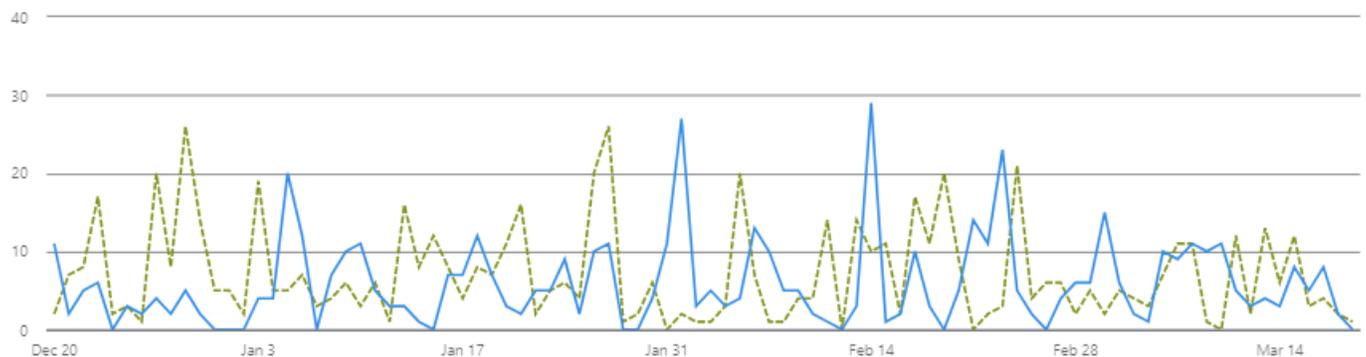
WE'RE HIRING
COME JOIN OUR TEAM!

City Engineer

To apply, please visit our City website :
<https://www.cityofturlock.org/workingforus/jobopportunities/>

Visitor metrics 📊

Page views ▾ All pages ▾ All filters



✓ Desktop

532

✓ Mobile

641



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

