

**ECONOMIC**

# *Development*

**Monthly Report**

**October 2022**



# October 2022 Business Retention & Expansion Efforts

## TYPES OF BUSINESSES MET WITH IN OCTOBER

**Automotive Sales**  
**Business Services - Financial**  
**Business Services - I.T.**  
**Commercial Real Estate**  
**Distribution - Warehouse**  
**Education**  
**Energy**  
**Healthcare**  
**Manufacturing - Food**  
**Marketing**  
**News Media**  
**Non-Profit - Service**  
**Restaurant - Food Services**  
**Retail**  
**Service**



27

Businesses met with in October

8

Meetings on Calendar in November

## COMMON NEEDS

- Grant Information
- Networking Events
- More Business Workshops





# Turlock Businesses in the News

Spanky's Wieners introduces Turlock to the wild side of hot dogs



Local dairies receive grants to take on greenhouse gas reductions



Six Turlock-area dairies have received California Department of Food and Agriculture grants to improve their manure management practices (Journal file photo).

City of Turlock to manage surface water project



**BREAKING NEWS**



**amazon**



# October 2022 Business Workshops



## TAX CREDIT & INCENTIVES FOR MANUFACTURING & AGRICULTURE INDUSTRIES SEMINAR

Monday,  
October 24th  
9:00-11:30am



Turlock City Hall  
156 S Broadway  
Turlock

TAX CREDIT AND INCENTIVE PROGRAMS OFFER TREMENDOUS SAVINGS, BUT ARE RARELY UTILIZED. COME LEARN ABOUT:

Equipment Tax Credit | Most Underutilized Programs  
Cal-Competes Tax Credit | Employee Retention Credit  
Insider Tips About Tax Credits for Manufacturers



Gil Gonzales, President

- Former appointee to Governor Brown
- Directly negotiated \$150M+ in economic incentives on behalf of businesses



Julie Herd, Business Dev. Specialist

- Governor's Office of Business and Economic Development
- Regional Specialist - Central Valley

SEATS ARE LIMITED  
EVENTBRITE REGISTRATION  
LIGHT BREAKFAST PROVIDED



## OPPORTUNITY STANISLAUS PRESENTS RISING TIDES: A Foundational Training for HR Practitioners

Brought to you by the City of Turlock with Turlock ARPA funds for Turlock businesses to prosper!

Attend this FREE 4 hour training and get a bonus toolkit with the resources you need to attract and retain high-quality talent!

### YOU'LL LEARN:

- The benefits local companies are offering and ideas for free/low-cost benefits
- Job descriptions & postings: The 6 Things You're Doing Wrong
- When to use a staffing agency
- Local salaries for all your positions
- Employee onboarding: Why it Matters & How to do it Right

### LOCAL TRAINERS WITH EXPERTISE YOU CAN TRUST!



### QUESTIONS?

CONTACT AMBER EDWARDS  
AT 209.422.6430 OR  
AEDWARDS@OPPORTUNITYSTANISLAUS.COM

### EVENT DETAILS

THURSDAY, OCTOBER 6 • 9 AM - 1 PM • 156 S. BROADWAY, SUITE 230  
REGISTER AT [BIT.LY/RISINGTIDESTRAINING](https://bit.ly/risingtidestraining) - HURRY SPOTS ARE LIMITED!

Presented by Opportunity Stanislaus with support from Availability Professional Staffing and sponsored by the City of Turlock.





# October 2022 Business Workshops

Brought to you by the City of Turlock with ARPA funds to support our Turlock businesses, and contribute to their success and future.

## WOMEN WHO MEAN BUSINESS

WOMEN'S NETWORKING EVENT.



Host:  
**Jessica Chang Irish**



Feature Speaker:  
**Ali Cox**

Presented by Valley Sierra SBDC, City of Turlock, & Tower Health & Wellness Center




### RETAIL AND SALES WORKSHOP

# Q1 AND BEYOND



Brought to you by the City of Turlock with ARPA funds to support our Turlock businesses, and contribute to their success and future.



Workshop Taught By  
**Rhonda Lowe**

Rhonda is an entrepreneur with 30 years of experience, primarily in retail and marketing. She is passionate about preserving the presence & prosperity of small businesses in our communities.

**October 19<sup>th</sup>  
6 - 7:30 PM**

This FREE Event takes place at the Turlock Public Library.

**REGISTER HERE** <https://valleysmallbiz.com/Q1>





# Upcoming Business Workshops

## 11/2/2022

## 11/3/2022

**Apply Now**

**CITY OF TURLOCK INC. 1908**

EDD Employment Development Department State of California

**JOB FAIR 11/2/2022**

LET US HELP YOU FIND A CAREER

**60+ Employers**

- Dress for success and bring your résumé
- Meet and interview with employers
- Find out about job opportunities
- Résumé critique
- Training and career information
- And more!

WEDNESDAY, NOVEMBER 02, 2022

1 P.M. - 4 P.M.

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

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 1-209-976-4318. 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.

**qb** AMERICA'S SBDC CALIFORNIA VALLEY SIERRA OPPORTUNITY Stanislaus

**BOOKKEEPING BASICS & QuickBooks ONLINE**

**FREE IN-PERSON WORKSHOP**

For small businesses who are new or prospective Quickbooks Online (QBO) Users

**LEARNING TOPICS:**

- Bookkeeping Overview
- Setting up QBO for the First Time
- Financial Statements Explained
- And more!

Presented By: **Amy Porter**

Amy has worked with the small business community for 20 years. She loves helping clients understand their business finances and finding a bookkeeping program that works for their company.

**November 3<sup>RD</sup> 9:00 - 11:00 AM**

**Holiday Inn Express & Suites**  
3001 Countryside Dr, Turlock, CA

**Register Here: [valleysmallbiz.com/QBO](http://valleysmallbiz.com/QBO)**

## Date: To be determined





# 2nd Quarter 2022 Sales Tax Update

## General Overview

California sales tax receipts increased by 4.9% over the same quarter from last year, with Northern California reporting a 3.8% increase compared to a 5.8% increase for Southern California. Sales tax receipts for the City of Turlock decreased by 7.8% over the same period.

**Economic Activity:** Real Gross Domestic Product (GDP) decreased at an annual rate of 0.9% in the second quarter of 2022. U.S. inflation accelerated to 9.1% in June of 2022, while California's headline inflation was 8.3% year over year as of June of 2022.

(DIR, BEA, BLS, July Finance Bulletin)

**Employment:** The U.S. unemployment rate remained unchanged at 3.6% in June of 2022, 0.1 percentage point higher than the February of 2020 pre-pandemic low of 3.5%. California's unemployment rate fell to a new record-low of 3.9% in July of 2022, now 0.2 percentage point lower than the February of 2020 pre-pandemic rate of 4.1%.

(July, August Finance Bulletin)

**Personal Income:** U.S. personal income increased by 4.6% for the second quarter of 2022, compared to same quarter previous year. Personal consumption and expenditures increased by 8.4%, resulting in a 50.9% decrease in US personal savings for the second quarter of 2022, compared to same quarter previous year. (BEA)

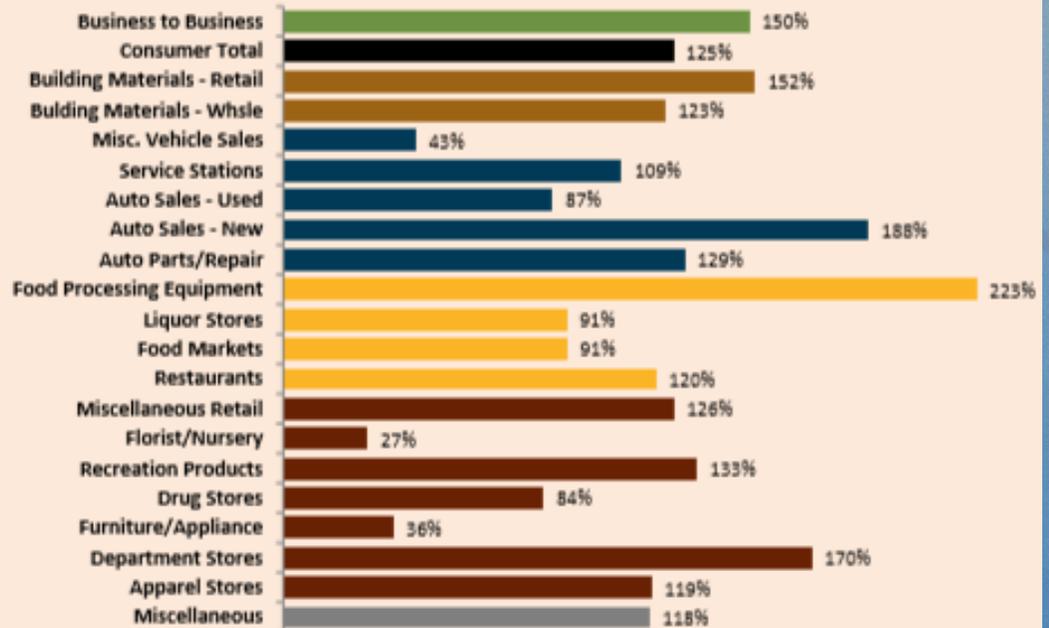
## Quarterly Business Activity

### Performance Analysis

2022Q2 Taxable Sales	\$ 424.4 million
2021Q2 Taxable Sales	\$ 411.1 million
Percent Change	3.2%



## 2nd Quarter 2022 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION



## Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from July, 2021 through June of 2022. These twenty five businesses generate 52.9% of Turlock's Sales and Use Tax Revenue.

ARCO AM/PM MINI MARTS	JOE M.GOMES AND SONS	SHELL SERVICE STATIONS
BONANDER PONTIAC/BUICK/GMC	KOHL'S DEPARTMENT STORES	SMITH CHEVROLET
CHEVRON SERVICE STATIONS	LOWE'S HOME CENTERS	TARGET STORES
COSTCO WHOLESALE	MCDONALD'S RESTAURANTS	TJ MAXX
FIRE HOUSE COOPERATIVE - MMD	N & S TURLOCK	TURLOCK CRYSLR DDGE JEEP RAM
GARTON FORD TRACTOR	NELSON-JAMESON	UNITED RENTALS
HOME DEPOT	ROSS STORES	VALERO SERVICE STATIONS
INDEPENDENT ELECTRIC SUPPLY	SAFeway SERVICE STATIONS	WAL MART STORES
JKB ENERGY		

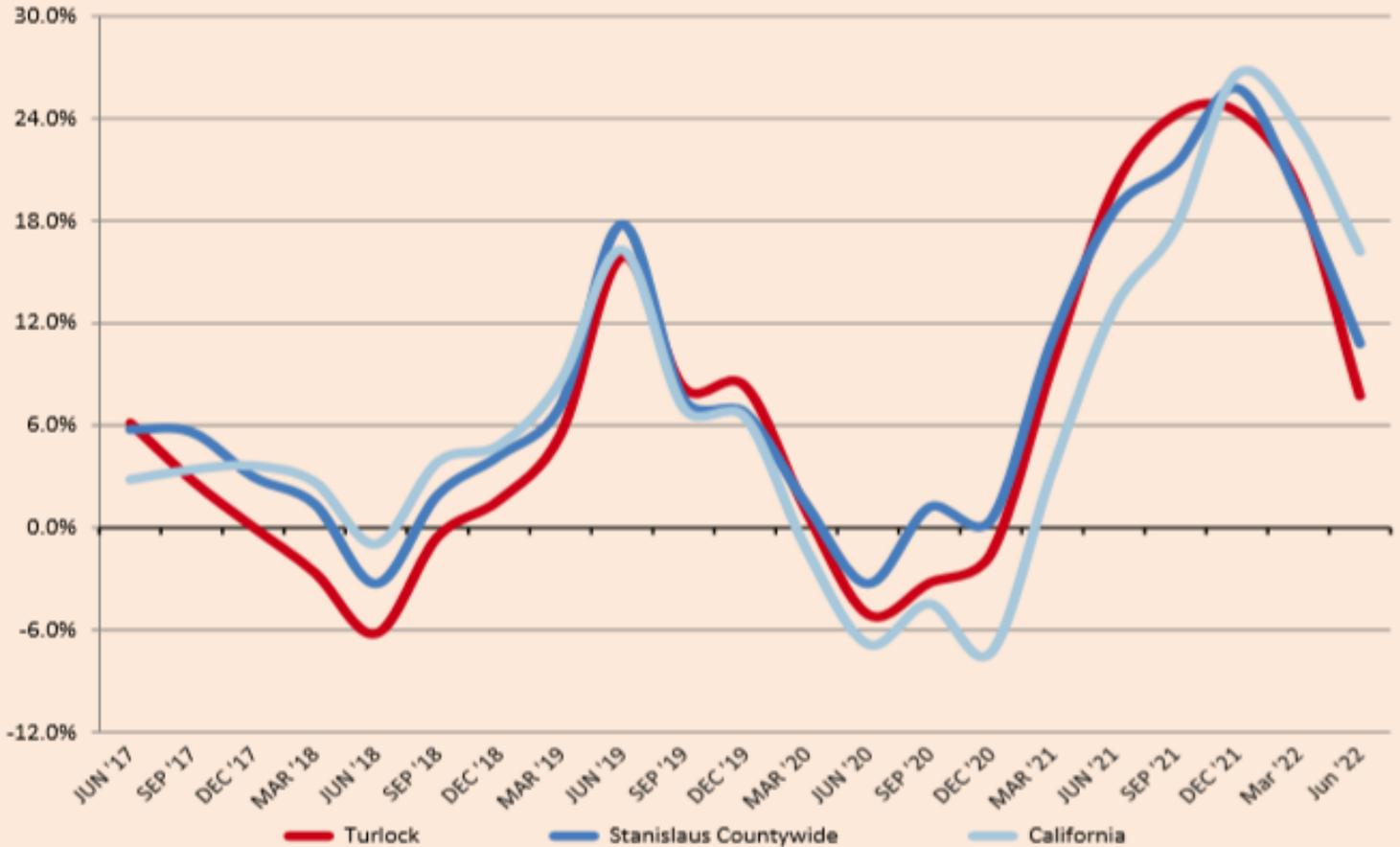


# 2nd Quarter 2022 Sales Tax Update

City of Turlock

2022Q2 Sales Tax Update

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2022Q2	2021Q2	% Change
General Retail	1,453,998	1,404,959	3.5%
Food Products	791,819	782,772	1.2%
Transportation	1,014,135	1,090,922	-7.0%
Construction	408,465	598,092	-31.7%
Business To Business	545,934	826,246	-33.9%
Miscellaneous	41,480	37,938	9.3%
<b>Gross 1%</b>	<b>4,255,831</b>	<b>4,740,929</b>	<b>-10.2%</b>
County Pool	738,617	664,679	11.1%
State Pool	(1,501)	1,400	-207.2%
County Sharing	(249,647)	(270,350)	7.7%
Administration	(39,526)	(37,223)	-6.2%
<b>Subtotal</b>	<b>447,943</b>	<b>358,505</b>	<b>24.9%</b>
<b>Total Sales Tax</b>	<b>4,703,774</b>	<b>5,099,433</b>	<b>-7.8%</b>

Sales Tax Cash Basis Performance Stanislaus County

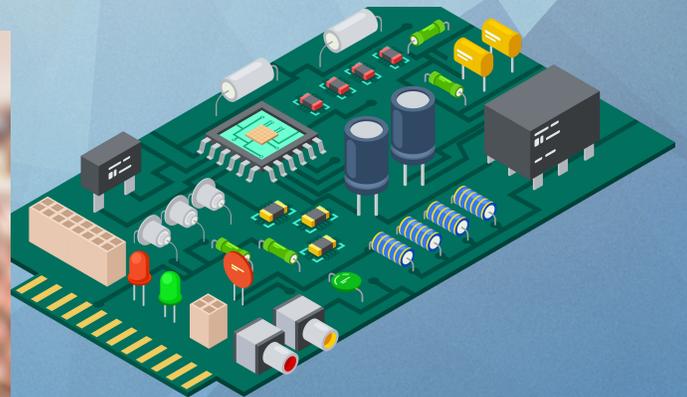
	% Change
Ceres	-0.67%
Modesto	1.8%
Newman	-4.80%
Oakdale	-5.75%
Patterson	0.3%
Riverbank	6.9%
Turlock	-7.76%
Waterford	14.4%
Hughson	8.6%
Stanislaus County	-1.57%
Countywide	-0.93%



# Attraction Efforts

## Industries Pursuing:

- Semiconductor Manufacturing**
- Green Energy/Sustainable Energy**
- Trending Franchises/Restaurants/Retailers**
- Technology Firms**
- Workforce Development/Education**





# Workforce Development Talent Development Opportunities

**Apply Now**

**JOB FAIR 11/2/2022**  
LET US HELP YOU FIND A CAREER

**60+ Employers**  
Dress for success and bring your résumé  
Meet and interview with employers  
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And more!

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# JOB FAIR

## Hospital to host hiring event

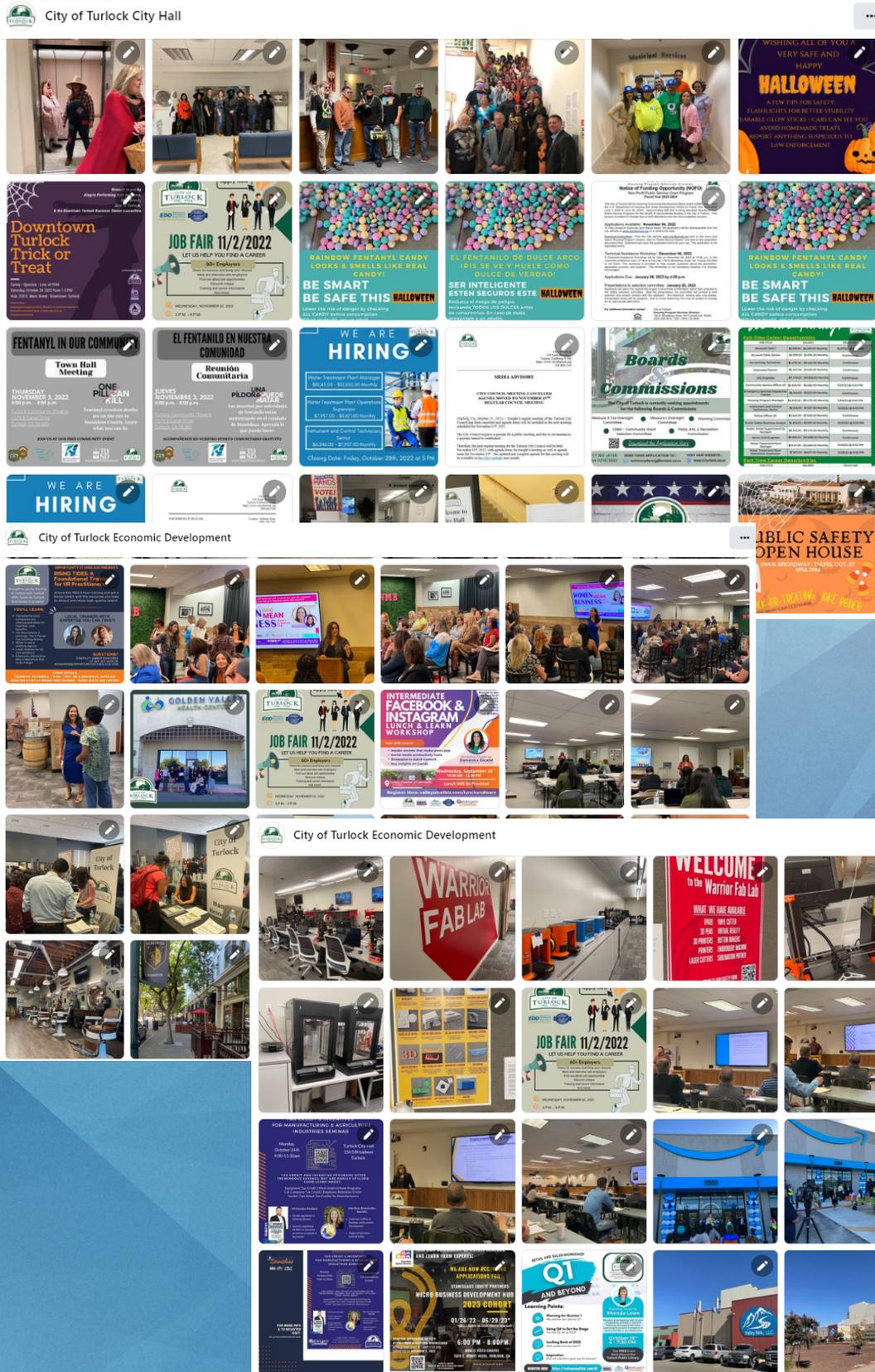


**On the spot  
hiring!**



# Communication Updates

# facebook





# Communication Updates



# Instagram



city.of.turlock [Edit profile](#)

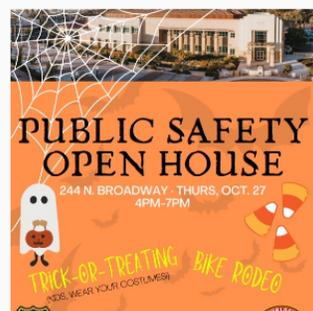
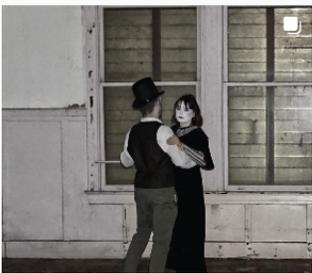
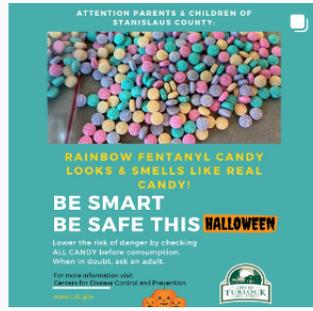
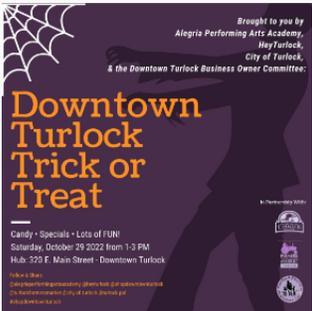
121 posts 777 followers 699 following

City of Turlock  
Government organization  
[www.cityofturlock.org](http://www.cityofturlock.org)



## FOLLOW US

POSTS REELS SAVED TAGGED





# Communication Updates

# LinkedIn 1,939 FOLLOWERS

**City of Turlock**  
1,939 followers  
2w • 🌐

The City of Turlock was proud to attend and participate in the Turlock Amazon Ribbon Cutting Ceremony!



**City of Turlock**  
1,939 followers  
1mo • 🌐

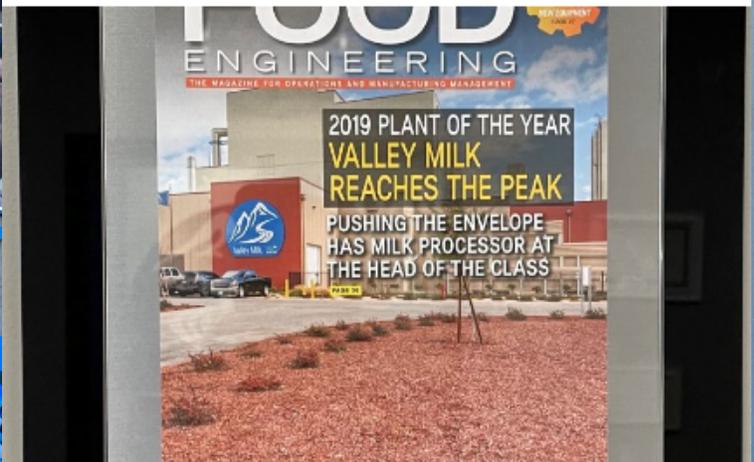
Another highlight of the dynamic Turlock food manufacturing community.

Valley Milk, LLC began production in 2018, processes over 2.5 million pounds of milk per day, and provides dry milk products to over 30 countries across the globe.

In 2019, Valley Milk, LLC was awarded 2019 Plant of the Year by Food Engineering Magazine.

Learn more at:  
<https://valleymilkca.com/>

Video:  
Valley Milk, LLC – This is Our Story  
<https://lnkd.in/gNkwb592>



**City of Turlock**  
1,939 followers  
2w • 🌐

Are you looking to start or grow your micro business in Stanislaus County, connect with other entrepreneurs, and learn from business experts? Consider joining STEP's Micro Business Development Hub (MBDH) Cohort and start building a sc...see more



**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**

**MONTE VISTA CHAPEL**  
**1619 E. MONTE VISTA, TURLOCK, CA**

**WWW.STANEP.ORG**

SCAN FOR APPLICATION OR VISIT:  
[HTTPS://WWW.STANEP.ORG/BUSINESSHUB](https://www.stanep.org/businesshub)  
APPLICATIONS MUST BE COMPLETED AND SUBMITTED BY DECEMBER 2, 2022



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

IN PARTNERSHIP WITH:







**City of Turlock**  
1,939 followers  
1mo • Edited • 🌐

The City of Turlock is proud to partner with Opportunity Stanislaus and the Valley Sierra SBDC to host Rising Tides HR Seminar at Turlock City Hall this morning. ...see more

**OPPORTUNITY STANISLAUS PRESENTS**

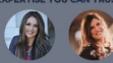
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# Community News



**Turlock Journal**  
October 18 at 9:57 PM · 🌐

The surveillance cameras installed at Broadway and Denair parks are equipped with a siren and two-way communication feature to allow the security company to audibly announce that criminal activity is being recorded to prevent crime.

## City of Turlock to manage surface water project



TURLOCKJOURNAL.COM

City installs security cameras at Broadway, Denair parks  
With the goal of making the public spaces in Turlock a little safer



ATTENTION PARENTS & CHILDREN OF STANISLAUS COUNTY:

**RAINBOW FENTANYL CANDY LOOKS & SMELLS LIKE REAL CANDY!**

**BE SMART BE SAFE THIS HALLOWEEN**

Lower the risk of danger by checking ALL CANDY before consumption. When in doubt, ask an adult.

For more information visit [Centers for Disease Control and Prevention](http://www.cdc.gov)

[www.cdc.gov](http://www.cdc.gov)



## Construction underway for new Hilmar elementary site



**Apply Now**

Employment Development Department  
State of California

## JOB FAIR 11/2/2022

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# HALLOWEEN

Brought to you by  
Alegria Performing Arts Academy,  
HeyTurlock,  
City of Turlock,  
& the Downtown Turlock Business Owner Committee:

## Downtown Turlock Trick or Treat

In Partnership With



# SPOOKY





## 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](http://www.cityofturlock.org/businessresources)

