



MONTHLY REPORT — MAY 2023



Economic Development



**"Turlock is open
for business,
Chick-Fil-A,
we want you."**

Mayor Amy
Bublak,
State of the
City Address
5/19/2023

MAY 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 May 2023, business retention and expansion activities consisted of meeting with potential incoming new businesses, existing businesses, and hosting business workshops throughout Turlock. Other activities included attending Ribbon Cutting Ceremonies, business networking events, as well as predevelopment meetings. Businesses still struggle to fully staff their operation, as well as expand their marketing footprint to reach more customers, and attract new customers. However, through the use of social media, businesses continue to be creative to further expand their advertising reach and attract more consumers.

The "pop-up" model continues to be a success, as Sundays from 10am - 2pm, downtown Turlock now hosts "The Market", a weekly event that will run from May 2023 through October 2023. The weekly event provides live music, vendors, and food. Learn more here:

<https://www.instagram.com/themarketturlock/>

TYPES OF BUSINESSES MET WITH IN MAY 2023

- Business Services
- Commercial Development
- Construction
- EV Charging
- Non Profit Community Dev.
- Potential Incoming Business

- Healthcare
- Restaurants
- Workforce Development

COMMON NEEDS

- Recruiting Assistance
- SBA Loan Assistance
- Improved Permitting processes



20 Business meetings in May 2023



15 Business meetings set for June 2023



TURLOCK BUSINESSES IN THE NEWS



NEWS

UPDATE



☰ **TURLOCK JOURNAL**

More weekend shopping awaits
downtown at 'The Market'



May 2023 was another month where City of Turlock businesses continued to receive coverage and positive exposure in the news.

The Turlock Chamber of Commerce celebrated ribbon cutting events for a new UPS Store located at 2445 Geer Rd., Don's Mobile Glass located at 326 S. Center Street, and Shergill Freight Lines, Inc. located at 1037 S. Kilroy Rd.

A new downtown Turlock event, The Market, will take place every Sunday from 10 a.m. - 2 p.m. for the months of May through October 2023. The weekly event provides live music, vendors, and food. Learn more here: <https://www.instagram.com/themarketturlock/>

MAY 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 May 2023, business workshops that took place included the 5th session of the **Micro Business Development Cohort** where participants learned strategies on financial planning and business funding.



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

SALVATION ARMY
893 LANDER AVE, TURLOCK 95380

THURSDAY, JAN. 26 (6-8PM)
COHORT INTRODUCTION &
BUSINESS PLAN

THURSDAY, FEB. 23 (6-8PM)
BUSINESS STRATEGY
AND PERMITTING

THURSDAY, MAR. 23 (6-8PM)
MARKETING & BUSINESS
COMMUNICATION

THURSDAY, APR. 27 (6-8PM)
QUICKBOOKS

THURSDAY, MAY 25 (6-8PM)
FINANCIAL PLANNING & BUSINESS
FUNDING

THURSDAY, JUNE 22 (6-8PM)
FINANCIAL PROJECTIONS &
COMPLETION PRESENTATION

In partnership with:

To Register Contact:
Monica Vergara mvergara@stanep.org
209-225-9591



MAY 2023 BUSINESS WORKSHOPS



Through a joint effort between Apex Technology Management, City of Turlock, Turlock Chamber of Commerce, and the Stanislaus Latino Chamber of Commerce, local businesses and IT professionals had the opportunity to learn from industry experts about trending business cyber security threats.

A Former Police Chief, a member of the FBI Sacramento Cyber Task Force, and an industry leader in cyber security shared strategies on how to protect your business, how to mitigate risk of a ransomware attack, and many more key takeaways.

The event was held at Carnegie Arts Center on May 11th, 2023, and was well attended.



CYBERCRIMINALS ARE TARGETING YOUR BUSINESS

Learn how to mitigate the risk of a ransomware attack from the FBI, a retired Police Chief, and industry experts!

May 11, 2023 10:00AM - 11:30AM

REGISTER NOW

Carnegie Arts Center
250 N Broadway
Turlock, CA 95380



The Cybercrime Threat is Real – Learn how to protect your business from an FBI Special Agent assigned to the Sacramento Cyber Task Force, a retired Police Chief who leads a Cybersecurity company in the Public Sector, and other industry professionals. Learn the latest cybersecurity trends & tactics that can help protect your business from online threats. Get expert insights on how to prevent, detect, and respond to cyber-attacks. Learn best practices from real-world case studies and discover practical solutions to help secure your business' network, systems, and data. Register now to join the fight against cyber-crime!

MEET OUR SPEAKERS



Marc Coopwood

VP, Public Sector
Marc leads Apex's Public Sector Division. He was the Former Assistant Chief of Police in Beverly Hills, California.



Alexander Schmidt

FBI: Sacramento Cyber Task Force
Alexander has served as an FBI special Agent since 2017. Prior to joining the FBI, he served as an officer in the US Coast Guard.



George Passidakis

Director of Sales & Marketing
George has over 30+ years of experience in IT. He has been with Apex for 10+ years.

www.apex.com/turlock or Scan the QR code

WWW.APEX.COM | INFO@APEX.COM

REFRESHMENTS WILL BE PROVIDED


UPCOMING 2023 BUSINESS WORKSHOPS AND EVENTS



Other workshops coming in 2023:

- Digital Literacy for Businesses
- Financial Literacy
- Key to the City Presentation 7/5/2023
- Careers in Your Community Event
- and more!



Turlock Associated Police Officers 

Presents

An Evening With George Piro

A top decorated retired FBI Agent from Turlock

Key to the City Presented by City of Turlock
Mayor Amy Bublak

WEDNESDAY, JULY 5, 2023
5:30 pm Reception ~ 6:00 pm Dinner
Assyrian American Civic Club
2618 N. Golden State Blvd - Turlock - CA

\$50 Per Person	Tickets can be purchased at:
\$1,000 Gold Sponsorship (reserved table of 8 with signage)	City of Turlock 156 S. Broadway, Ste 230
\$500 Silver Sponsorship (reserved table of 8 with signage)	(cash/check/Venmo) 209-668-5540

Proceeds to benefit Turlock Widows & Orphans Fund

Sponsored by: Matt Swanson, Associated Feed & Supply Co. - Jim Vieira, P&F Metals
TAPO Turlock Associated Police Officers - Harvest Church



ATTRACTION EFFORTS



☰ **TURLOCK JOURNAL**

New indoor sports complex in the works for Turlock



A new indoor sports complex project under consideration would be built on the land that is now the west parking lot of the Stanislaus County Fairgrounds, adjacent to the current outdoor Turlock Sports Park fields (KRISTINA HACKER/The Journal).

Industries Pursuing:

Semiconductor Manufacturing
Family Entertainment
In Door Sports Complex
Ag-Tech
Renewable Energy Sector
Trending Franchises
Trending Restaurants
Trending Retailers
Technology Firms
Workforce Development Hubs
Innovation Centers

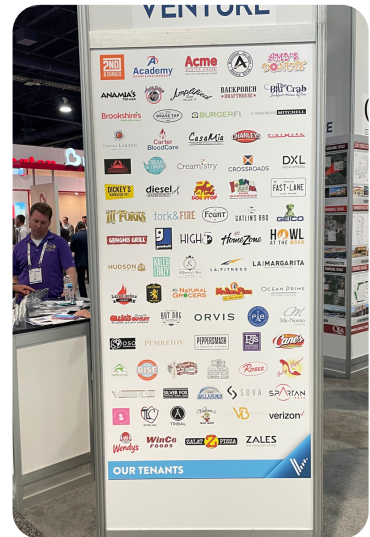


ICSC Las Vegas is an annual event where commercial developers, site selectors, retailers, franchises, economic development organizations, and communities gather together to network and market their communities.

15,000 - 20,000 professionals attend the annual event and create development and relationship opportunities.

**ICSC stands for International Council of Shopping Centers.*

ATTRACTION EFFORTS



ATTRACTION EFFORTS



WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES



Invest in People



BAY VALLEY TECH
Code Academy
www.bayvalleytech.com



COMMUNICATION UPDATES



Mayor Bublak hosted the State of Turlock Address on Friday, May 19th, 2023 from 12pm - 1pm. The event was well attended and encouraged volunteerism for local non-profit organizations.



Please join us for
THE CITY OF TURLOCK

State of
TURLOCK
Address

Friday, May 19, 2023
12:00 PM - 1:00 PM

Presentations by



Mayor
Amy Bublak

With Special Guest Speaker
The Honorable
Tom McClintock



Harvest Church
Downtown Turlock Campus
130 Third Street,
Turlock, California
95380

This is a free event and
open to the public



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

