



# Economic Development



# APRIL 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 April 2023, business retention and expansion activities consisted of meeting with local businesses and hosting business workshops throughout Turlock. Other activities included attending Ribbon Cutting Ceremonies and Ground Breaking Celebrations.

The most common assistance needed in April 2023 was recruiting assistance and help with City permitting process. Employers are still struggling to fully staff their organizations, and look for all available opportunities and resources to meet candidates.

## TYPES OF BUSINESSES MET WITH IN APRIL

- Business Services
- Commercial Development
- Cyber Security
- Education
- Financial Services
- Hospitality
- Manufacturing
- Non Profit
- Restaurants
- Retail
- Workforce Development



17

Business meetings in April 2023

15

Business meetings set for May 2023

## COMMON NEEDS

- Recruiting Assistance
- Networking/Referral Opportunities
- Improved Permitting processes



# TURLOCK BUSINESSES IN THE NEWS



## NEWS

### UPDATE >

**Turlock Journal**  
Apr 26 · 🌐

Within the same warehouse space at 460 N. Kilroy Rd., somewhat hidden behind the Regal Cinemas shopping center, are Falling Prices and BidRL, two businesses that opened last year offering discounted deals on everything from small knick-knacks to appliances.



turlockjournal.com

The hidden Turlock warehouses full of deals

## TURLOCK JOURNAL

### The truck bringing flavor to town



## TURLOCK JOURNAL

### Breaking ground in Turlock

Major projects underway in West Turlock

## TURLOCK JOURNAL

### Taste buds rejoice as Carnitas Purepecha hosts grand opening



Turlock Mayor Amy Bublak and Vice Mayor Pam Franco were among the government officials to join Valley Milk CEO Glenn Wallace and employees in breaking ground on a new anhydrous milk fat addition on Thursday at the company plant at 400 N.

Throughout the month of April 2023, City of Turlock businesses continued to be highlighted in the news.

Ground Breaking Celebrations for both Divert, Inc. and Valley Milk, LLC took place during the month of April 2023. Mayor Bublak and City staff were in attendance to celebrate these remarkable Turlock businesses. Other local businesses in the news included Flavor Town BBQ, Co., Carnitas Purepecha, BidRL, Jessica's House, and news broke of a new Korean Corndog eatery opening soon called Corn'd.

# TURLOCK BUSINESSES IN THE NEWS



**NEWS**

UPDATE



Turlock Journal

May 3 · 🌐

Local non-profit releases annual report.



turlockjournal.com

A year at the new Jessica's House



TURLOCK JOURNAL

## Bipartisanship, fentanyl and housing crisis topics at Turlock Government Night



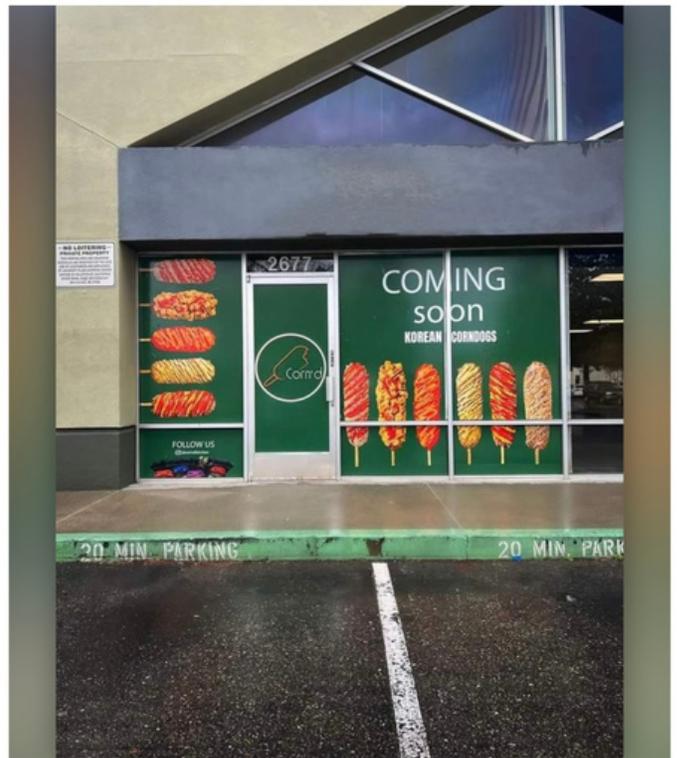
Congressman John Duarte talks at the Turlock Government Night event, hosted by Supervisor Vito Chiesa, on Wednesday. Along Duarte were Mayor Amy Bublak, Assemblymember Juan Alanis and state Sen. Marie Alvarado-Gil (JOE CORTEZ/The Journal).



TURLOCK JOURNAL

## Ready to get Corn'd?

Turlock trio set to offer unique 'mutant' Korean corndogs



The space at 2677 Geer Rd. in Turlock that was once the home of Mexican popsicle shop Paeteria y Nieveria La Jungla Michoacana will soon be occupied by another colorful tenant: Corn'd (Photo contributed).

Read more about these amazing Turlock businesses:

<https://www.turlockjournal.com/>

# APRIL 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 April 2023, business workshops that took place included the 4th session of the **Micro Business Development Cohort** where participants learned the benefits of using Quickbooks for their business accounting procedures.

The City of Turlock also partnered with the Small Business Administration to host a seminar on "SBA Disaster Assistance Loan Programs for Stanislaus County Businesses" on Thursday 4/27/2023 at Turlock City Hall. Attendees had the opportunity to learn about disaster related loan programs available to them in the event their business was financially impacted by flooding in Central California. Learn more here: <https://disasterloanassistance.sba.gov/ela/s/>

**SBA** U.S. Small Business Administration **Free IN-PERSON Business Workshop**

## SBA Disaster Assistance Loan Programs for Stanislaus County Businesses

Join us for a **FREE IN-PERSON** business information session about the Economic Injury Disaster Loan Program (EIDL) being offered by the U.S. Small Business Administration - Office of Disaster Recovery and Resilience (SBA) for Stanislaus County businesses. With Q & A at the end.

**Thursday 4/27/2023**  
**10:00 a.m. - 11:00 a.m.**

**Location: Turlock City Hall**  
156 S. Broadway Turlock, CA 95380

register here: 

**Who is Eligible?**

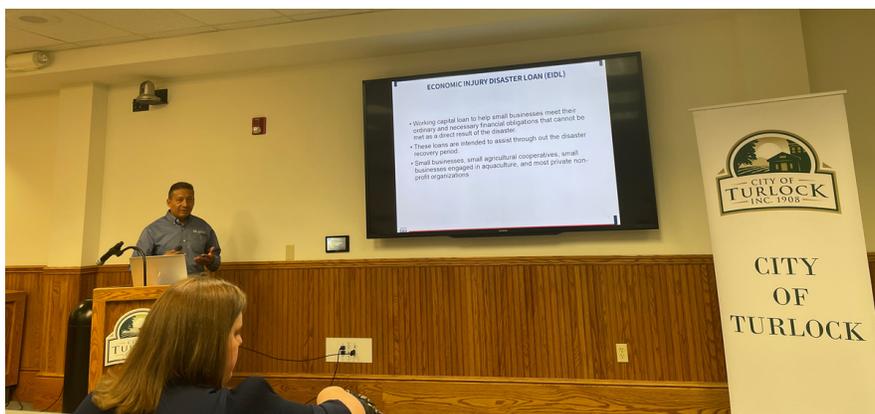
- Small Businesses
- Small agricultural cooperatives
- Small business engaged in aquaculture,
- Most private, non-profit organizations of all sizes



## 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 AND EVENTS

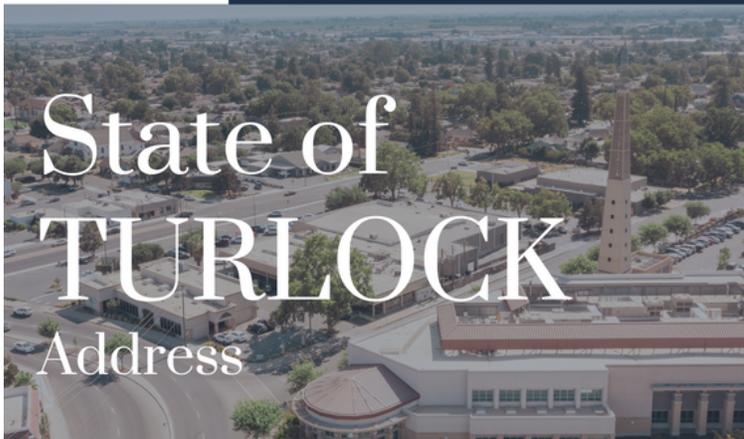


## Other workshops coming in 2023:

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



Please join us for  
THE CITY OF TURLOCK



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*



## 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](http://www.apex.com/turlock) or Scan the QR code

WWW.APEX.COM | INFO@APEX.COM

REFRESHMENTS WILL BE PROVIDED

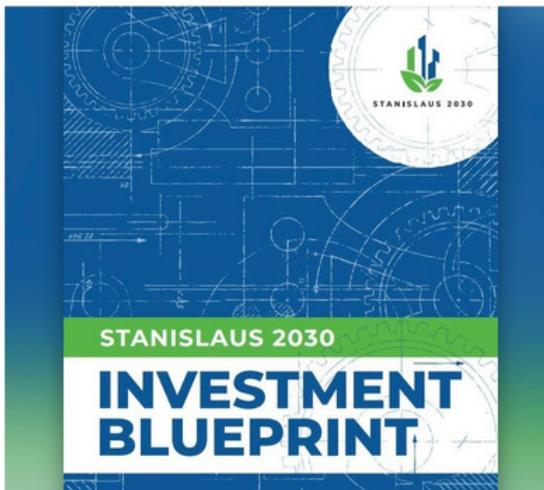
# ATTRACTION EFFORTS



## Industries Pursuing:



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



# WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES



## Invest in People



# COMMUNICATION UPDATES



## ROADS PROGRAM

### 2023 Construction

expected to begin in mid to late May

STREET NAME	PROJECT LIMITS	DISTRICT
20th Century Blvd.	East of Golden State Blvd. to Geer Rd.	4
Carrigan St.	N. Johnson Rd. to N. Quincy Rd.	1
Corrello St.	Sierra Vista Dr. to Marlee Dr.	1
Delbon Ave.	N. Olive Ave. to Colorado Ave.	1
East Ave.	Golden State Blvd. to Daubenberger Rd. (except for the County island)	1
Flower St.	N. Soderquist Rd. to N. 1st St.	2
Fosberg Rd.	E. Monte Vista Ave. to E. Christoffersen Pkwy.	3
Julian St.	N. Soderquist Rd. to N. 1st St.	2
Locust St.	Vermont Ave. to W. Main St.	2
Mira Flores Dr.	El Paseo St. to Murphy Dr.	1
N. Orange St.	W. Main St. to Flower St.	2
Old Vineyard Rd.	E. Marshall St. to E. Canal Dr.	1
Park St.	N. Soderquist Rd. to N. 1st St.	2
Spruce St.	South Ave. to High St.	2
Wayside Dr.	Geer Rd. to Pioneer Ave.	1



### Pictured Above:

Participating in the annual Love Turlock event is Mayor Amy Bublak, Vice Mayor Pam Franco, and City Manager Reagan Wilson,

### Pictured Above:

2023 Roads Construction Projects



### Pictured Right :

City of Turlock wins 2023 Central Valley Best Places to Work Award. Human Relations Director Jessie Dhami and Principal Human Relations Analyst, Darlene Ingersoll accepted the award for the City of Turlock. The City of Turlock hired 195 new employees from April 2022 through April 2023.

# COMMUNICATION UPDATES



Please join us for  
THE CITY OF TURLOCK

## Pictured Right:

Join us on Friday, May 19th, 2023 from 12pm - 1pm for Mayor Bublak's annual State of Turlock Address.



# 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*

## Pictured Below:

Mayor Amy Bublak and Vice Mayor Pam Franco celebrated the completion of Wayside Drive road project.



## Pictured Below:

Mayor Bublak and City staff join local elementary school students for the annual City of Turlock Arbor Day Celebration. City staff and students spent the afternoon planting new trees and learned the value of tree maintenance.



# COMMUNICATION UPDATES



## facebook

Follow us!

City of Turlock City Hall



City of Turlock Economic Development



# COMMUNICATION UPDATES



## Instagram

city.of.turlock ▾



339 Posts

1,434 Followers

900 Following

city.of.turlock ▾



city.of.turlock ▾



The grid contains various posts including:

- NATIONAL ARBOR DAY**: Promoting tree planting in Walnut Storm Basin.
- WALNUT/CHRISTOPHERSON STORM BASIN**: Details about the tree planting event.
- 4-22-23**: Advertisement for a classic car show.
- Disaster Assistance Programs for Stanislaus County Businesses**: Information on a free in-person business workshop.
- HOUSING**: Information about the HOME American Rescue Plan Grant and Community Development Block Grant (CDBG).
- EMPLOYMENT**: Job opening for a Treatment Plant Supervisor.
- turlock minute**: Reminder for a City Council meeting.
- HAPPY Easter**: Seasonal greeting with Easter eggs.
- TURLOCK BUSINESS CONFERENCE**: Event announcement for May 3/6/2023.
- You're Invited**: National Volunteer Recognition Week.
- TURLOCK Government Night**: Event for bringing government to the people.
- CLINICS**: Information about mental health services.
- Full-Time Career Opportunities**: Table listing various city jobs.

The grid contains various posts including:

- FREE IN-PERSON BUSINESS WORKSHOP**: Details about a disaster assistance program.
- Turlock High School**: Information about a field trip.
- WORKFORCE DEVELOPMENT**: Advertisement for a free iPad.
- CYBERCRIMINALS ARE TARGETING YOUR BUSINESS**: Information about a cybersecurity workshop.
- drawing for \$1K cash prize!**: Registration for a drawing.
- REGISTER**: Registration for a free event.
- TEMPORARY COLLECTION SCHEDULE**: Calendar of collection events.
- TEMPORARY EVENTS**: Calendar of temporary collection events.
- 2023 Construction**: Table listing construction projects.
- GLOBAL PAY IT FORWARD DAY**: Information about a volunteer event.

# COMMUNICATION UPDATES



# 3,406

# FOLLOWERS

**City of Turlock**  
3,408 followers  
2w • Edited •

Thank you to our local leaders, organizations, and residents for coming out today to volunteer for community projects across our city!

...see more



CC You and 59 others

**City of Turlock**  
3,408 followers  
2w •

It was an exciting day in Turlock, as we gathered to celebrate the Ground Breaking event for Divert, Inc's new 65,000 square foot facility, which will be located at 4407 W. Main Street, Turlock, CA.

...see more



CC Gorgiz Younan and 67 others

6 comments - 3 reposts

**City of Turlock**  
3,408 followers  
1mo • Edited •

We are happy to announce that the City of Turlock was recognized at the 2023 Celebrate the Central Valley event as one of the agencies that has grown by ten percent or more annually!

#growingteam #opportunities #career

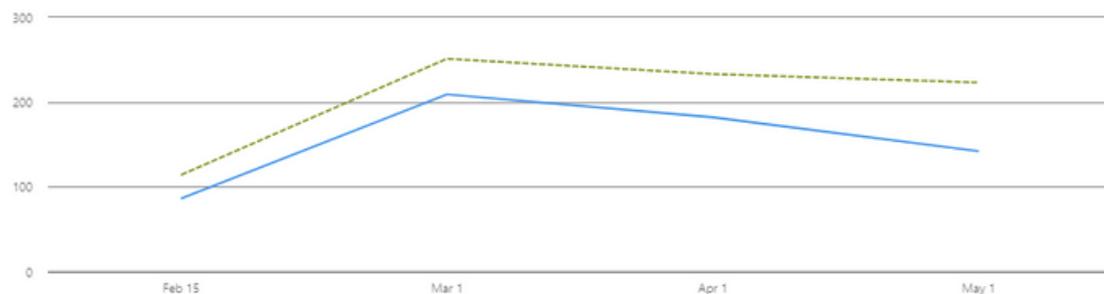


CC Gorgiz Younan and 51 others

1 repost

## Visitor metrics

Page views All pages All filters



Desktop

619

Mobile

821



## 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)

