



Economic Development Department

Monthly Report

AUGUST
2022

August 2022 BRE Efforts

Business Retention & Expansion



TYPES OF BUSINESSES MET WITH IN AUGUST



- Business Services
- Developer - Commercial Real Estate
- Distribution Warehouse
- Education
- Energy
- Entertainment
- Food Manufacturing
- Healthcare
- Marketing
- Non-Profit
- Property Management
- Restaurant
- Retail
- Workforce Development



COMMON NEEDS

- Workforce
- Community Events
- Micro Funding Resources

26

Businesses met
with in August

13

Meetings on Calendar
for September

August 2022 Business Workshops

VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER & CITY OF TURLOCK PRESENT

SMALL BIZ SOCIAL MEDIA SUMMIT

MEET THE SPEAKERS

Tiffany Phillips
Tiffany is a business owner, social media expert & SBDC consultant who helps her clients implement successful social media strategies.

Claudia Newcorn
Claudia is an award-winning SBDC consultant & President of Acorn Enterprises who helps businesses develop & apply marketing solutions.

EVENT LOCATION:
Carnegie Arts Center
250 N Broadway, Turlock, CA

Twitter | TikTok | Facebook | Instagram | LinkedIn

August 29TH
1 PM - 4 PM

REGISTER HERE

SUMMIT SCHEDULE

- 1:00 PM: Check In and Introductions
- 1:30 PM: Workshop 1: Strategic Marketing
- 2:10 PM: Workshop 2: Social Media Technical Session
- 2:40 PM: Networking Time
- 3:00 PM: Workshop 3: Social Media Trends and Strategy
- 3:30 PM: O&A Session

Learn More and Register Here: <https://bit.ly/vssmsummit>

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

SBA U.S. Small Business Administration | **CALIFORNIA** Governor's Office of Business and Economic Development | **TURLOCK** CITY OF TURLOCK | **OPPORTUNITY Stanislaus** | **Valley Sierra SBDC** AMERICA'S SMALL BUSINESS DEVELOPMENT CENTER



Upcoming Business Workshops

9/14/2022

9/21/2022

9/28/2022

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

September 14th 3:00 - 4:30 PM

FREE TURLOCK WORKSHOP BUSINESS PLAN

Discover how even a simple plan can transform a business!

Find the competition, understand financials, and create an amazing roadmap for business.

Workshop taught by **Rhonda Lowe**
Rhonda has been an entrepreneur for over 30 years. She is passionate about preserving the presence & prosperity of small businesses in our communities.

Register Here: valleymallbiz.com/bizplan

Turlock Public Library @ 650 N Minaret Ave.

Get Your Site Right

An SEO Masterclass Webinar · Join us via Zoom

Meet The Speaker:
Greg Farnish, SBDC consultant, has been a web developer since 1995. He helps clients understand their strategic goals, then create a plan to achieve them.

You Will Learn:

- On-site optimization & keywords
- Make your site crawler-friendly
- How to use Google Search Console
- Practices recommended by Google
- Local SEO for storefront businesses

10AM-11AM SEPT 21ST
Register: bit.ly/sbdcseo

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

INTERMEDIATE FACEBOOK & INSTAGRAM LUNCH & LEARN WORKSHOP

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

You Will Learn:

- Insider secrets that make posts pop
- Social media productivity tools
- Strategies to batch content
- Key insights on trends

Workshop Taught by **Domenica Escatell**
Digital Marketing Consultant

Wednesday, September 28th
11:00 AM - 12:30 PM

Turlock Chamber of Commerce
1150 E. 8th Street, Suite 200, Turlock, CA

Lunch Will Be Provided

Register Here: valleymallbiz.com/lunchandlearn

10/5/2022

10/6/2022

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

TOWER HEALTH & WELLNESS CENTER

OCTOBER 5TH
4:30 - 6 PM

Register here: valleymallbiz.com/wmb

CITY OF TURLOCK INC. 1908

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

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

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 5 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

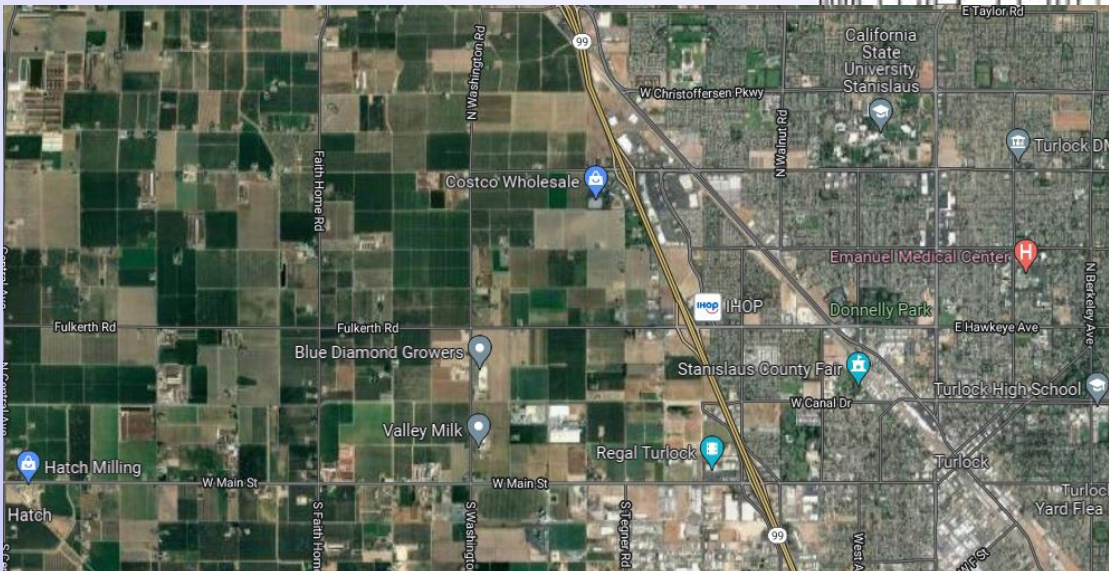
EVENT DETAILS
THURSDAY, OCTOBER 6 · 9 AM - 1 PM · 156 S. BROADWAY, SUITE 230
REGISTER AT BIT.LY/RISINGTIDESTRAINING - HURRY SPOTS ARE LIMITED!

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

Attraction Efforts

Industries Pursuing:

- Semiconductor Manufacturing
- Green Energy/Sustainable Energy
- Trending Franchises/Restaurants/Retailers
- Technology Firms



New Commercial Developments

Open:

Tesla Charging Stations (Country Side Drive)
Turlock Comics



Under Construction/Opening Soon:

Amazon
Texas Roadhouse
Pizza Factory
El Rosal
Hotel



Workforce Development Talent Development Opportunities

Coming Soon



JOB FAIR

**THE CITY OF TURLOCK
IS SEEKING INTERNS/VOLUNTEERS
TO JOIN OUR
M.V.P
PROGRAM**

Our Municipal Volunteer Partnership (M.V.P) program is designed to give students, adults, and seniors insight into employment opportunities and to enhance their educational and career goals.

**INTERNS/VOLUNTEERS POSSIBILITIES
IN THE FOLLOWING DEPARTMENTS:**

- City Attorney
- City Manager
- Human Resources
- Finance
- Public Works
- Municipal Services
- Development Services
- Economic Development
- Risk Management
- Police Administration
- Fire Administration

The City of Turlock's M.V.P program is more than just a volunteer/intern opportunity. It is a stepping stone toward the chance to work, explore and grow within the City of Turlock!

HOW TO APPLY?

Email the City of Turlock's Human Resources Department for an application and submit a copy of your resume and list of references.

Telephone: (209) 668-5150
Fax: (209) 668-5529
E-mail: HR@turlock.ca.us



CAREER
READY

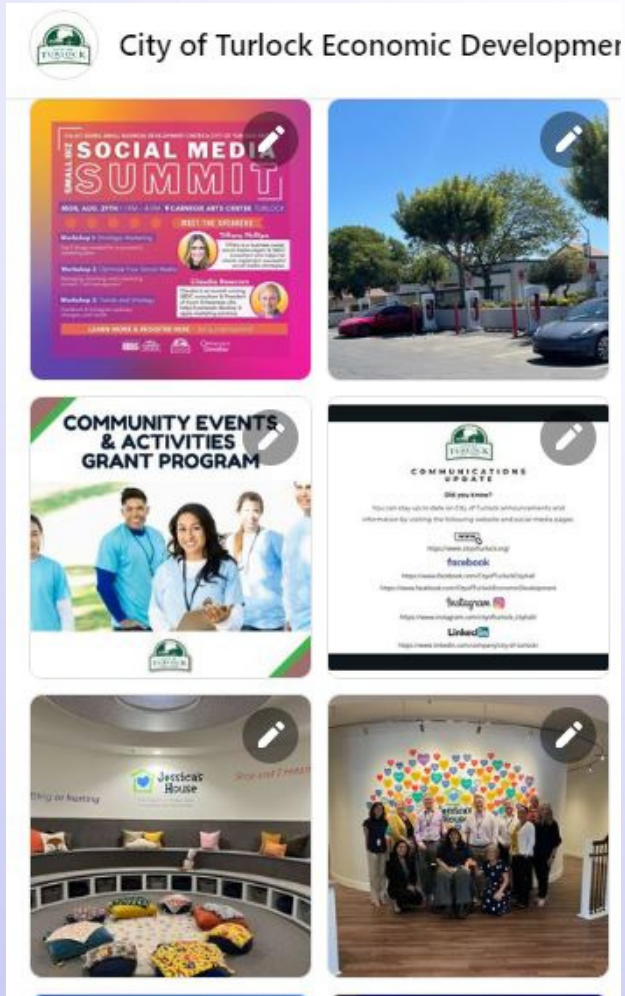
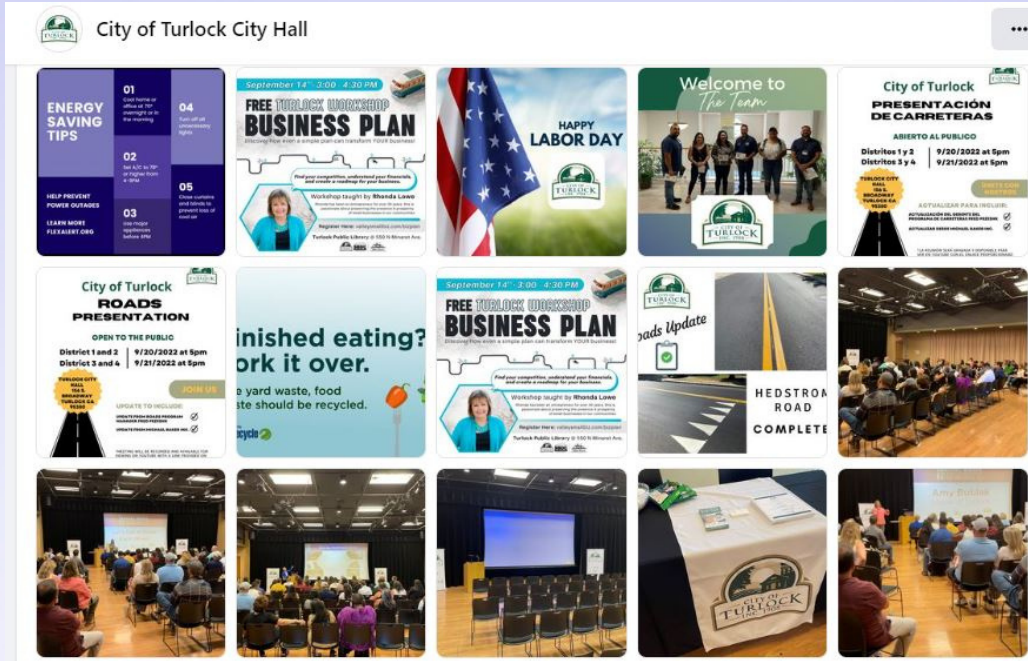


@STANSTATE

STEM CRU

Industry Partner

Communication Updates: facebook



Communication Updates: Instagram



Communication Updates:



City of Turlock
1,419 followers
2w • Edited • 🌐

The Social Media Summit was a wonderful opportunity for small business entrepreneurs to learn new strategies and tips for social media marketi

City of Turlock
1,419 followers
6d • 🌐

We are **#hiring!** To apply, please visit <https://lnkd.in/g-xGppwx>.

JOB TITLE	SALARY	DEADLINE
Account Clerk, Senior	\$4,059.00 - \$4,934.00 Monthly	Continuous
Accounting Technician	\$4,475.00 - \$5,439.00 Monthly	Continuous
Assistant Engineer	\$6,745.00 - \$8,198.00 Monthly	Continuous
Associate Civil Engineer	\$8,198.00 - \$9,965.00 Monthly	Continuous
City Engineer	\$11,478.00 - \$13,952.00 Monthly	Continuous
Code Compliance Technician	\$4,059.00 - \$4,934.00 Monthly	09/08/2022 @ 5:00 PM
Emergency Services	\$4,544.00 - \$5,523.00 Monthly	Continuous

Visitor demographics ?

Location

Modesto, California Area · 265 (42%)

Merced, California Area · 58 (9%)

Greater Los Angeles Area · 37 (6%)

San Francisco Bay Area · 27 (4%)

Stockton, California Area · 14 (2%)

Bengaluru Area, India · 12 (2%)

Dallas/Fort Worth Area · 10 (2%)

Sacramento, California Area · 9 (1%)

Greater Boston Area · 5 (1%)

Orange County, California Area · 4 (1%)

Visitor demographics ?

Job function

Operations · 86 (14%)

Community and Social Services · 46 (7%)

Human Resources · 40 (6%)

Business Development · 38 (6%)

Research · 31 (5%)

Education · 27 (4%)

Marketing · 27 (4%)

Accounting · 23 (4%)

Engineering · 20 (3%)

Finance · 20 (3%)

Communication Updates:

Follow us!



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