

# Economic Development



**Monthly Report**  
**September**  
**2022**

# September 2022 BRE Efforts



## Business Retention & Expansion

### TYPES OF BUSINESSES MET WITH IN SEPTEMBER

- Automotive Sales
- Business Services - I.T.
- Commercial Real Estate
- Education
- Healthcare
- Hospitality
- Marketing
- Non-Profit - Service
- Photography
- Retail
- Service
- Staffing
- Workforce Development



**15**

Businesses met with in September

**12**

Meetings on Calendar for October

### COMMON NEEDS

Workforce  
Micro Loan Information

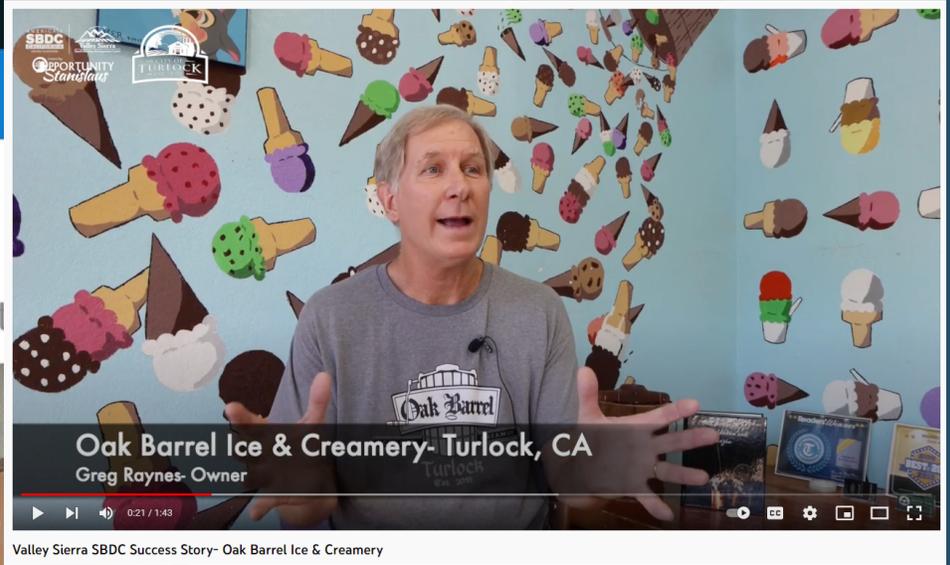


# Turlock Businesses in the News

TURLOCK JOURNAL

## Through the lens of Just Us Photography & Design

Turlock business wins inaugural pitch contest



## The Modesto Bee

News Local Sports Opinion California • Biz

AGRICULTURE

## USDA grants \$130 million to encourage 'climate-smart' dairy and almonds in California

BY IOHN HOLLAND UPDATED SEPTEMBER 21, 2022 8:39 AM



## Tesoro Fine Mexican Restaurant

Central Valley Hispanic Chamber of Commerce (Modesto Area) is helping to elevate Hispanic-owned businesses during National Hispanic Heritage Month from September 15 to October 15. One of their members is the classic fine Mexican restaurant "Tesoro." The owners brought their vision to life and want to bring the taste of Mexico to the community of Turlock. They strive to make it a comfortable, family atmosphere.



## 15 New Businesses in September

**Addi Loc Turlock Eye Care Optometric Corp.**

**Aquatic Pool & Spa Inc.**

**Brows by B Deleon**

**Carnitas Purepecha LLC**

**Cash Cloud Inc.**

**Clark Tree Works**

**Elite Digital Web Design**

**IC Electronics Inc.**

**La Taquiza**

**Pacific West Builders**

**Sig Landscape**

**Tandoori Pizza**

**The Beauty Skin Queen**

**Wicked Esthetics by Kelly**

**Zumar Industries Inc.**





# September 2022 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 14<sup>th</sup> - 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](http://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 Patten, 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 21<sup>ST</sup>**  
Register: [bit.ly/sbdcseo](http://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 Escatel**  
Digital Marketing Consultant

**Wednesday, September 28<sup>th</sup>**  
11:00 AM - 12:30 PM

Turlock Chamber of Commerce  
1100 Granddust State Blvd, Turlock, CA

Lunch Will Be Provided

Register Here: [valleymallbiz.com/lunchandlearn](http://valleymallbiz.com/lunchandlearn)





# Upcoming Business Workshops

## 10/6/2022

## 10/5/2022

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/wwmb](https://valleymallbiz.com/wwmb)

**OPPORTUNITY STANISLAUS PRESENTS**  
**RIISING 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 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](mailto:AEDWARDS@OPPORTUNITYSTANISLAUS.COM)

**EVENT DETAILS**  
**THURSDAY, OCTOBER 6 - 9 AM - 1 PM - 156 S. BROADWAY, SUITE 230**  
**REGISTER AT [BIT.LY/RIISINGTIDESTRAINING](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.

## 10/19/2022

**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 19th**  
**6 - 7:30 PM**

This FREE Event takes place at the Turlock Public Library.

**Learning Points:**

- Q1 Planning for Quarter 1**  
Why and how can I plan for Q1?
- Using Q4 to Set the Stage**  
How can Q4 set up 2023?
- Looking Back at 2022**  
What worked and what didn't?
- Inspiration**  
What will make this a great year for business?

**REGISTER HERE** <https://valleymallbiz.com/01>

## 10/24/2022

### 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

## 11/2/2022

**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  
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**

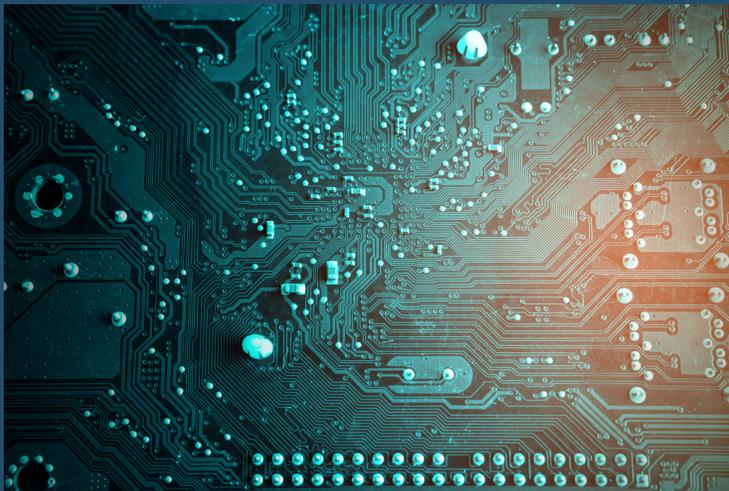
The EDD, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 1-209-576-6118. TTY users, please call 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.

# Attraction Efforts



Industries Pursuing:

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





# New Commercial Developments

## Under Construction/Opening Soon:

Amazon  
Texas Roadhouse  
Pizza Factory  
New York Bagels  
El Rosal  
Hotel





# Workforce Development Talent Development Opportunities

CSU Stanislaus STEM CRU  
Industry Partner

## UC Merced Job Fair September 2022



### Industry Partners

ASPIRE is working closely with industry partners that want to engage with, motivate, and support STEM students in the central valley. If your company would like to be involved with STEM CRU please email us at [aspire@csustan.edu](mailto:aspire@csustan.edu)

#### Industry Partners



Hilmar Cheese



NASA



E & J Gallo Winery



Modesto Irrigation District



Turlock Irrigation District



San Luis National Wildlife Refuge Complex



River Partners



City of Turlock



## CSU Stanislaus Career Fair September 2022



11/2/2022



**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
- Find out about job opportunities
- Résumé critique
- Training and career information
- And more!



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# Communications Updates

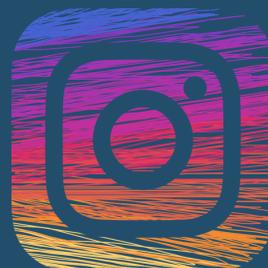
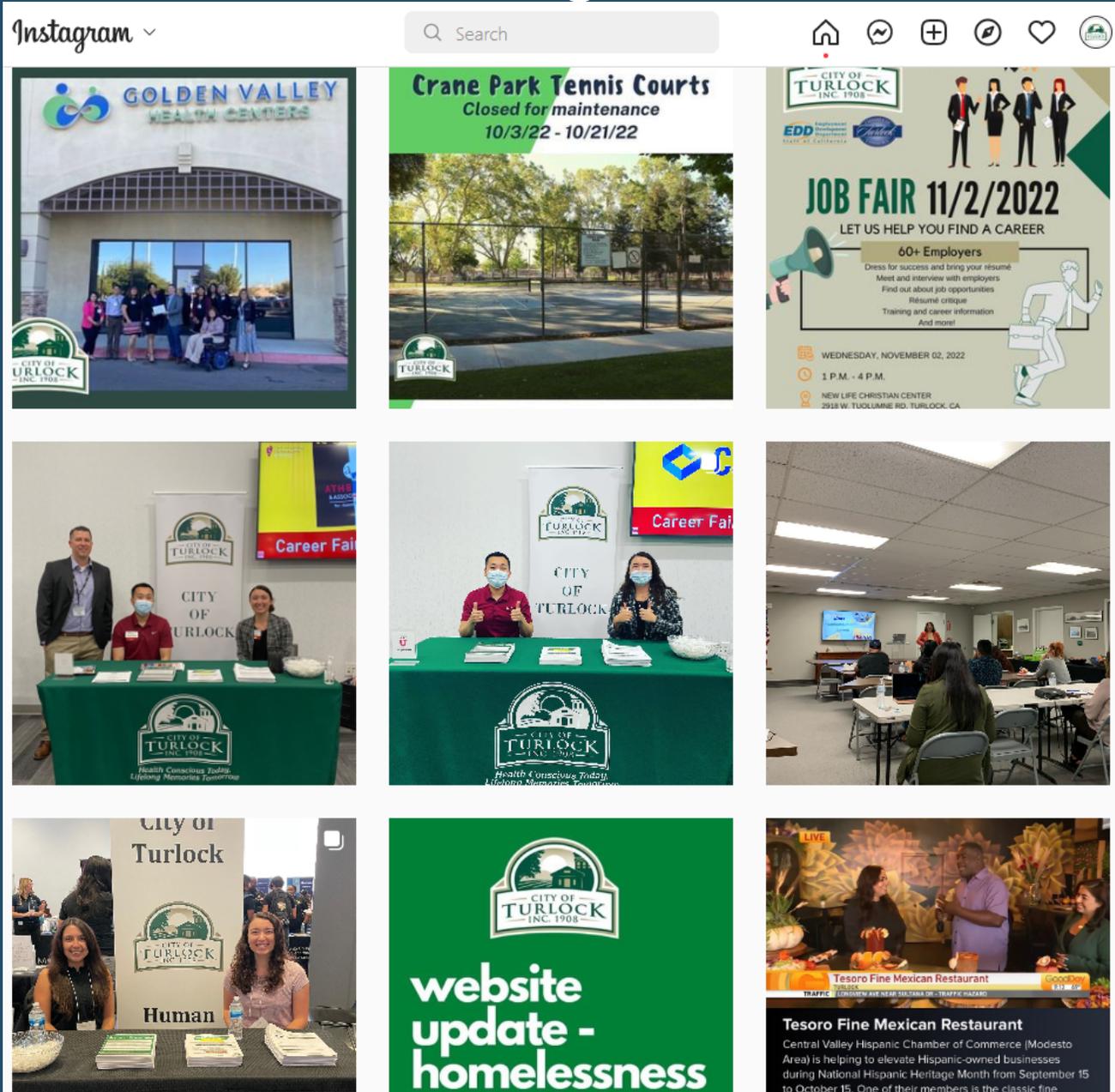
# facebook

## City of Turlock City Hall

## City of Turlock Economic Development

# Communications Updates

# Instagram



# Communications Updates



# 1,753 FOLLOWERS

**City of Turlock**  
1,723 followers  
3w • 🌐

Local Turlock business wins countywide Micro Business Hub Pitch Contest!

Congratulations to Just Us Photography & Design! ...see more

## Turlock business wins inaugural pitch contest



**City of Turlock**  
1,723 followers  
2w • 🌐

Another Turlock business being highlighted in the news!! Way to go Tesoro!



**Tesoro Fine Mexican Restaurant**  
TURLOCK  
TRAFFIC | LONGVIEW AVE NEAR SULTANA DR - TRAFFIC HAZARD  
GoodDay 9:13 69°

## Tesoro Fine Mexican Restaurant

**City of Turlock**  
1,723 followers  
3w • 🌐

Mark your calendars!

Join us in downtown Turlock on October 15th from 12pm - 5p & Stroll!

We can't wait to see you!

[#supportsmallbusiness](#)  
[#downtown](#)  
[#communityengagement](#)



**SIP · STROLL · SHOP**  
THE FIRST ANNUAL  
*Turlock Sip & Stroll*  
OCTOBER 15<sup>TH</sup> 12 - 5 PM  
IN HISTORIC DOWNTOWN TURLOCK

**Tickets**  
E-SALE \$35 | AT THE DOOR \$45  
LIMITED SPACES AVAILABLE  
Buy your tickets now!

**Sponsored by**  
VAIL CREEK JEWELRY DESIGNS  
LRD  
TURLOCK BOOK



# September 2022 Community Updates



## Senior Center open for lunch and activities!

**Senior Luncheon Grand Opening**  
"Offering good food and friendship"

**WHEN:** Monday, September 12, doors open at 10:30 AM for coffee and conversation, & lunch served between 11:30 AM and 12 PM

**WHERE:** Turlock Senior Center  
1191 Cahill St, Turlock, 95380

For luncheon program moving forward: Reservations are encouraged. Walk-ins are welcome while supplies last. Adults 60 or older & their spouses of any age are eligible. A disabled adult who is a dependent of a senior is also eligible. No eligible participant will be denied a meal due to inability to make a donation. Guests under 60 are welcome, but must pay the full cost of the meal, currently \$6.

**TURLOCK COUNTY & STATE HEALTH & SAFETY GUIDANCE MUST BE FOLLOWED.**



# September 2022 Community Workshops



9/20/2022 and 9/21/2022

**City of Turlock**  
**ROADS PRESENTATION**

**OPEN TO THE PUBLIC**

District 1 and 2 | 9/20/2022 at 5pm  
District 3 and 4 | 9/21/2022 at 5pm

**TURLOCK CITY HALL**  
156 S. BROADWAY  
TURLOCK CA 95380

**JOIN US**

**UPDATE TO INCLUDE:**

- UPDATE FROM CITY ROADS PROGRAM MANAGER FRED PEZESHK ✓
- UPDATE FROM MICHAEL BAKER INC. ✓

\*MEETING WILL BE RECORDED AND AVAILABLE FOR VIEWING ON YOUTUBE WITH A LINK PROVIDED ON THE CITY'S WEBSITE

CITYOFTURLOCK.ORG

9/22/2022

**LESSENING HOMELESSNESS IN TURLOCK - A CITY UPDATE**

**OPEN TO THE PUBLIC**  
SEPTEMBER 22, 2022 @ 6PM

**JOIN US**

**UPDATE TO INCLUDE:**

- WELCOME FROM CITY MANAGER REAGAN WILSON ✓
- POWERPOINT PRESENTATION FROM POLICE CHIEF HEDDEN ✓
- POWERPOINT PRESENTATION FROM BRAD HAWN, STANISLAUS HOMELESS ALLIANCE ✓
- Q & A SESSION ✓

**TURLOCK SENIOR CENTER**  
1191 CAHILL ST  
TURLOCK CA 95380

ALL MEETING INFORMATION WILL BE AVAILABLE ON THE CITY'S WEBSITE

CITYOFTURLOCK.CA.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/>

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**To stay up to date on FREE business workshops,  
resources, and events visit:**

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

