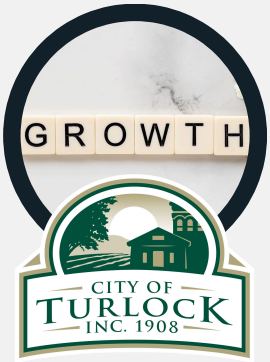


# ECONOMIC DEVELOPMENT & COMMUNICATIONS



*Monthly Report - September 2025*



**TURLOCK  
IS  
OPEN FOR  
BUSINESS !**



# City of Turlock – Economic Development & Communications

## Executive Summary – September 2025 Report

### *Key Highlights*

- Business Retention & Expansion (BRE): 17 local businesses visited in September; 47 visits total for FY 2025-2026.
- New Business Openings: Burlington (1840 Countryside Dr.) and Protein House (1858 Countryside Dr.).
- Workforce Development: Engaged students at CSU Stanislaus' Meet the Firms night (9/18/2025).
- Business Attraction: Continued promotion of the Westside Industrial Specific Plan (WISP), a 2,600-acre industrial hub.
- Business Workshops: Monthly no-cost sessions; upcoming AI Business Solutions Showcase on 10/23/2025.
- Business Incentives: Turlock Partnership Incentive Program (\$1,000 grants) and Security Enhancement Pilot Program (first-year costs covered for 59 businesses).
- Community Engagement: Celebrated National Senior Center Month, attended the 7th Annual Warriors Explore Downtown, and the 2025 Melon Carnival.
- City Recognition: Employee Service Awards presented at the Sept. 23 Council meeting; 9/11 remembrance ceremony at Fire Station 31.



# TURLOCK BY THE NUMBERS

TURLOCK POPULATION

**73,100**

\* POPULATION ERROR  
ON AUGUST REPORT

20 MILE POPULATION RADIUS

**640,000**

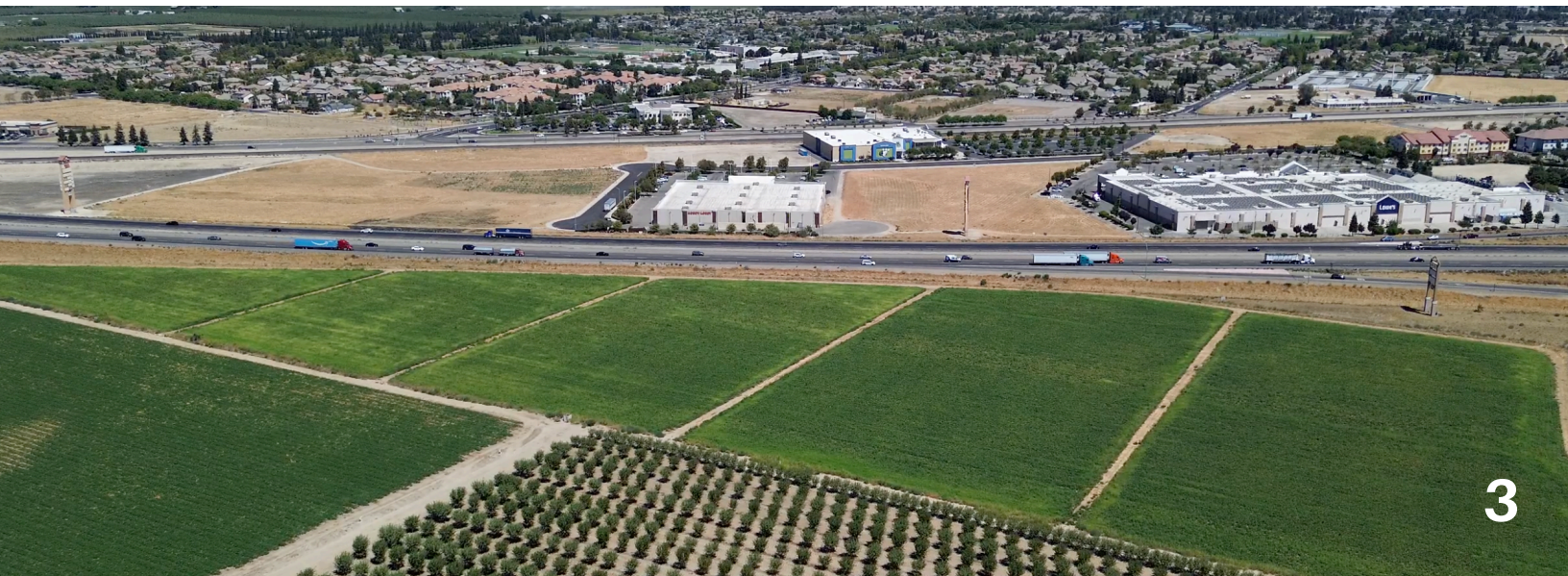
CSU STANISLAUS AVERAGE ANNUAL ENROLLMENT

**8,000 - 10,000**

TURLOCK LABOR FORCE

**33,000**

Data Sources: ESRI, Placer.AI, CSU Stanislaus





## Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) plays a vital role in economic development by prioritizing the needs of existing businesses within the City. These businesses serve as the backbone of the local economy, driving job creation and economic resilience.

Through proactive engagement and support, BRE initiatives help businesses address challenges, capitalize on growth opportunities, and remain competitive, ultimately reinforcing the City's economic stability and reducing the likelihood of business closures.

During the month of September 2025, City of Turlock Economic Development staff met with 17 local businesses.

**\*2025-2026 Annual Business Retention and Expansion (BRE) Visits: 47 meetings**  
(reporting period : 7/1/2025 - June 30/2026)

**Pictured Below:**

**Burlington is now open in Turlock!**

**(1840 Countryside Drive, Turlock, CA 95380)**



**Pictured Below:**

**Local company, Turlock Fruit Company featured in the news. Turlock Fruit Company supplied about 2.3 million melon balls to the U.S. Open. The local melons were one of the key ingredients for popular drink, the Honeydeuce Cocktail!**



**Pictured Above:**

**City of Turlock Annual Job Fair will take place Wednesday, November 5, 2025 from 10 a.m. - 2 p.m. at New Life Christian Center (2918 W. Tuolumne Rd. Turlock, CA)**  
**50+ employers are expected to be in attendance.**



**Pictured Above:**

**Now open, Protein House!**

**(1858 Countryside Drive, Turlock, CA 95380)**



## Workforce Development - Talent Development

Workforce development within economic development refers to a set of strategies and activities designed to enhance the skills, knowledge, and capabilities of the local labor force to meet current and future economic and industry needs.

It is an important element of economic development because a well-trained and adaptable workforce is vital for attracting and retaining businesses, fostering innovation, and driving economic growth.

### Meet the Firms Night at CSU Stanislaus September 18, 2025

Our City of Turlock HR and Economic Development staff had the pleasure of meeting many bright, motivated students at CSU Stanislaus' Meet the Firms night on September 18, 2025. The event gave students an opportunity to connect with potential employers from local industries.



## Monthly Report - September 2025



### Fresno State - Parent University Virtual Courses (no cost for Turlock residents)



**FRESNO STATE**  
Parent University

**CITY OF TURLOCK**

**VIRTUAL CLASSES  
AT NO COST**

**October 2025**  
Classes start the week of October 20th

<b>Digital Literacy 1 to 4</b>	<b>Professional Development</b>
<b>Financial Literacy</b>	<b>Small Business Development</b>
<b>Health and Wellness</b>	<b>Social Emotional Learning</b>
<b>Parenting Skills</b>	<b>Spanish Conversation</b>
<b>Pathway to College</b>	

**Register Today!**

- Virtual 4 Week Classes evenings Via Zoom
- 6:30pm-8:30pm
- Monday/Wednesday Sessions
- Tuesday/Thursday Sessions

Scan above or visit:  
[fresnostate.edu/parentuniversity](https://fresnostate.edu/parentuniversity)

Email: [parentuniversity@mail.fresnostate.edu](mailto:parentuniversity@mail.fresnostate.edu) Call: 559.278.0719 Text: 559.554.2532





Attraction strategies within economic development are designed to draw new businesses, industries, and investments to a region. These strategies typically involve a combination of marketing, incentives, infrastructure development, and partnership-building to create a compelling case for businesses to relocate or expand.

- The Westside Industrial Specific Plan (WISP) is one of Turlock's greatest assets, cultivating a dynamic industrial hub that fuels local business growth, generates quality jobs, and strengthens our economy. Spanning 2,600 acres, this area represents smart planning and strategic expansion, driving innovation, advancing sustainability, and creating opportunities that support a circular economy for the entire community. We are proud to highlight the vision behind this development and look forward to the bright future it continues to shape!

### ECONOMIC DEVELOPMENT

**OPEN FOR BUSINESS!**

**VIBRANT & GROWING COMMUNITY**

**PERFECT FOR RETAIL, MFG, LOGISTICS, AG, WAREHOUSING, AND BIO-ECONOMY**

**RETAIL & INDUSTRIAL RECRUITMENT**

**CONTACT US**  
**Anthony Sims**  
 Economic Development Director & Communications Officer  
 asims@turlock.ca.us  
 (209)668-5540 X 1122

**DISCOVER TURLOCK**

<https://www.cityofturlock.org>

**OPPORTUNITY HERE!**

- Sites available!
- High-visibility locations along freeway 99
- Retail, Industrial, Manufacturing, Logistics, Agriculture, Warehousing, Bio-Economy
- Contact us for more information

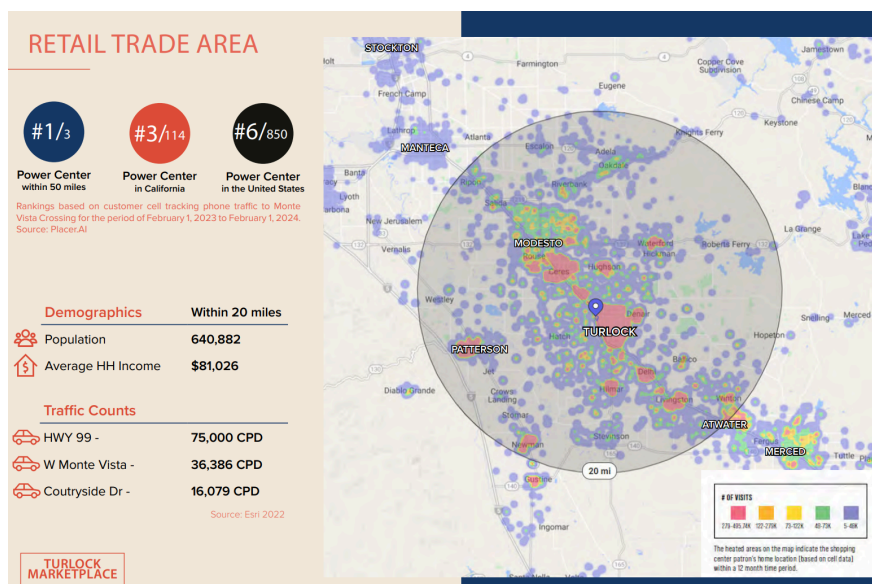
**DEVELOPMENT MADE EASY**

- No-cost pre-development meetings
- City grants available for new businesses
- Great energy rates through TID
- Dedicated support for developers
- We want your business here!

**BUSINESS THRIVES HERE**

- 73,100 population
- 640K population within a 20-mile radius
- 99k+ vehicles per day on freeway 99
- Monte Vista Crossings Power Retail Center (#3 in CA, #8 in the U.S.)
- Home to CSU Stanislaus
- Historic Downtown Turlock
- Home to Amazon, Divert Inc., Blue Diamond, Valley Milk, CSU Stanislaus & more!

**GROW WITH TURLOCK**



Above Aerial footage of the WISP, and nearby commercial properties.

Find available Turlock commercial properties here:  
<https://www.loopnet.com/search/commercial-real-estate/turlock-ca/for-sale/>



## Business Workshops

Supporting startups and entrepreneurs is a strategic investment in economic development. Innovation sparks new ideas, technologies, and businesses, driving job creation and adding lasting value to the local economy.

The City of Turlock supports startups, entrepreneurs, and the broader business community by offering no-cost business workshops and implementing targeted business development programs.

These workshops are held monthly and feature a wide range of topics and strategies, presented by guest speakers with expertise in various areas of business.


### Upcoming business workshops:

10/23/2025: AI Business Solutions Showcase


*For more information, see flyer below.*

### Past workshops/speaking events:


9/16/2025: Housing Department staff, Rosa Casas speaks to a local real estate group, CVAR, about the City of Turlock's First Time Home Buyer Program.




**OUR GUEST SPEAKER:**



**ROSA CASAS**  
Housing Program Services

 **HOLIDAY INN EXPRESS & SUITES**  
3001 HOTEL DR, TURLOCK

 **SEPTEMBER 16<sup>TH</sup>, 2025 - 08:30 AM**  
EVERY TUESDAY



**NO-COST EVENT**

## AI BUSINESS SOLUTIONS SHOWCASE

**Speakers:**  
Business AI Solution Experts from Apple

### Why Attend ?

- ✓ Learn trending AI solutions
- ✓ Best business solutions available
- ✓ Apple solutions that can grow and manage your business
- ✓ Learn how to choose the right Macs, iPads, iPhones, and apps

**Date & Time:**  
Thursday, October 23rd, 2025 from 1 pm - 3 pm

**Location:**  
Carnegie Arts Center  
250 N. Broadway, Turlock, CA

**Register Here:**



Or Visit:  
[tinyurl.com/TurlockAIworkshop](https://tinyurl.com/TurlockAIworkshop)



## First Time Home Buyer Program



**Down Payment Assistance**  
Up To \$100,000 Gap Financing

The total amount of the loan plus any accrued interest becomes due and payable when the property is sold, rented, no longer occupied by the primary borrower or 30 year maturity date whichever occurs first.

Who You Should Choose The Check-End link for See Financing







## Turlock Partnership Incentive Program

### \$1,000 Business Grant Available

The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.

The program provides a one-time payment of \$1,000 to help new businesses.

For more information visit:

[https://www.cityofturlock.org/\\_pdf/files/CityofTurlockPartnerShipIncentiveProgram-EligibilityRequirements.pdf](https://www.cityofturlock.org/_pdf/files/CityofTurlockPartnerShipIncentiveProgram-EligibilityRequirements.pdf)



### City of Turlock Partnership Incentive Program

**Eligibility**  
Participants must provide the following:

1. Must occupy an existing vacant building in the City of Turlock.
2. Provide a Business Plan (contact City of Turlock for available free business plan services).
3. Identify an appropriately zoned location of business (Free service provided by City of Turlock).
4. Participate in Pre-Development meeting (Free service provided by City of Turlock).
5. Agree to participate in minor record-keeping to provide feedback on a quarterly basis for at least 1 year to help improve program.

**\$1,000 Business Grant Available**  
The goal of this program is for new businesses to open in vacant store fronts and create additional jobs in our community.  
The program provides a one-time payment of \$1,000 to help new businesses.  
Application should be made prior to, or closely following, business opening. Payment will be awarded following completion of all requirements and business opening.  
*\*Program is limited to 30 businesses per year*

**Questions**  
Contact: Anthony Sims  
Economic Development Director  
209.668.6031  
ASims@turlock.ca.us

For more City of Turlock business resources visit:




## Turlock Security Enhancement Pilot Program

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus. Second year cost is \$150 (participating business responsible for on-going costs after 1<sup>st</sup> year).

**\*The participating business is responsible for taxes**



**TURLOCK SECURITY ENHANCEMENT PILOT PROGRAM**

**COLLABORATING TO KEEP TURLOCK SAFE**

The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus' video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs in the downtown district.

The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus.

*\*Program is currently limited to a one-year pilot program*

**1st Year Costs: \$0**      **Cost after 1st Year: \$150 Annually**

*\*Business to pay Fusus directly.  
\*If business decides not to participate after first year, Fusus equipment is to be returned to the City of Turlock.*

**INCREASING SAFETY. RESPECTING PRIVACY.**

- The Turlock Security Enhancement Pilot Program enables businesses to share live video feeds with the Turlock Police Department in emergencies to improve community safety and law enforcement response.
- Access to your camera is conditional upon mutual agreement between you and the Turlock Police Department and will only be viewed in the event of a criminal incident in the proximity of your business.

**What is Fusus and how does it work?**



Scan the QR Code to watch a short video.

**For more information, or to enroll your business, please contact:**

Anthony Sims  
Economic Development Director  
City of Turlock  
209.668.6031  
ASims@turlock.ca.us

Melanie Suffecool  
Crime Prevention Specialist  
Turlock Police Department  
209.656.3153  
msuffecool@turlock.ca.us

[http://m.youtube.com/watch?v=zoyJUGR-jtE&ab\\_channel=Fusus](http://m.youtube.com/watch?v=zoyJUGR-jtE&ab_channel=Fusus)

For more information on City of Turlock business workshops & business development programs please reach out to:

Anthony Sims - Economic Development Director - Communications Officer  
209.668.6031  
ASims@turlock.ca.us



## Community News

Turlock is home to a variety of family-friendly community events held throughout the year. September was no exception, bringing a number of exciting and fun activities for all to enjoy.

- The 7th Annual Warriors Explore Downtown Turlock event took place on Wednesday, 9/17/2025 from 4pm - 8pm





## Community News

**National Senior Center Month:** September marked National Senior Center Month, and we were proud to celebrate the wonderful services and activities our Senior Center provides to Turlock's senior community year-round.

From billiards and painting to dancing and sharing meals, the Senior Center is a place where friendships grow and community thrives.

Want to learn more about programs and activities?

Visit us at 1191 Cahill Ave, call (209) 668-5594, or check out [turlockseniors.com](http://turlockseniors.com).





## Community News



**Turlock Melon Carnival:** The 2025 Turlock Melon Carnival was a great time to come together as a community and celebrate a tradition that's been part of our city for over a century.

From melon pageants and drone shows to kiddie kaper parades, watermelon-eating contests, and cornhole tournaments—it was nonstop melon fun!

If you missed this year's event, check out a few of our favorite moments in the photos below.

A special thank you to the Turlock Historical Society and the Turlock Downtown Property Owners Association (TDPOA) for helping preserve this important part of Turlock's history.

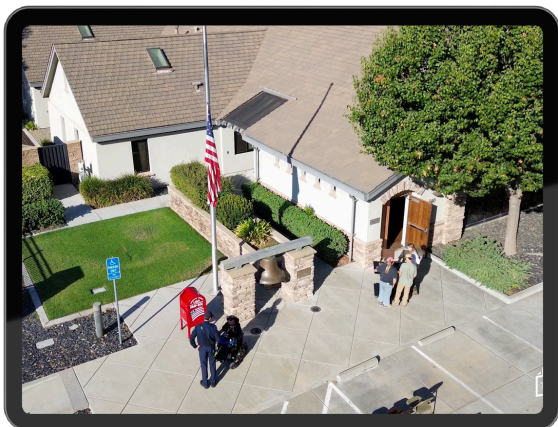




## Community News

Other events throughout the month included:

- **Employee Service Awards 2025:** The City of Turlock continues to celebrate the dedication of its employees through the Employee Service Awards program. Staff reaching milestone years of service (1, 5, 10, 15, 20, 25, and 30+) as of June 30, 2025, were recognized at the September 23, 2025 City Council meeting with certificates and service awards, honoring their commitment to the community and one another.
- **Remembering 9/11:** On the morning of September 11, 2025, our community gathered at Fire Station 31 to remember and honor September 11, 2001. Thank you to everyone who joined us in paying tribute to the victims, their families, and the first responders whose courage and sacrifice will never be forgotten. Together, we reflect on the strength that comes from unity and the importance of never forgetting.

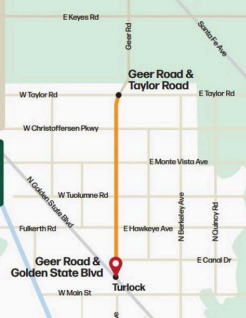






### Upcoming Community Events:

#### Geer Road Pavement Rehabilitation Project



**You are invited**  
to attend a Public Information Meeting

The City of Turlock is designing the rehabilitation of the Geer Road corridor between North Golden State Boulevard and Taylor Road.

This effort marks another milestone advanced under the **Turlock Roads Initiative Program**. The goal of this project is to improve the corridor consistent with the City's General Plan.

Upgrades to the Geer Road corridor include some or all of the following:

- pavement rehabilitation
- pedestrian facilities
- ADA curb ramps
- roadway restriping
- other potential improvements

Members of the community are encouraged to join us to gain insights into the project, ask questions, and provide feedback concerning various aspects of its design and execution.

**Date:** Wednesday, October 22, 2025  
**Time:** 6:00PM to 8:00PM  
**Location:** Turlock City Hall, Yosemite Community Room  
156 S Broadway, Turlock, CA 95380

For further information, please contact: [FPezeshk@turlock.ca.us](mailto:FPezeshk@turlock.ca.us)

#### TRICK OR TREAT & MEET:

A COMMUNITY SAFETY EVENT!

TURLOCK POLICE DEPARTMENT  
244 N. BROADWAY  
TURLOCK, CA

THURSDAY, OCT 30TH  
FROM 4PM - 7PM!

LEARN TIPS AND TRICKS FOR HALLOWEEN SAFETY!

SAFETY FIRST

FACE-PAINTING  
TRICK-OR-TREATING  
ACTIVITIES  
COSTUMES

#### JOB FAIR

**Wednesday  
November 5, 2025**

10 A.M. - 2 P.M.

New Life Christian Center  
2918 W. Tuolumne Rd., Turlock, CA

**Let us help you  
find a career!**

50+ Employers

**Apply Now**

- Dress for success and bring your resume
- Meet and interview with employers
- Discover job opportunities
- Resume critique
- Training and career information
- And more!

The City of Turlock and EDD are equal opportunity partners for this information. If you need help or services because of a disability, call us at 1-209-576-6118. If you use a TTY, call the California Relay Service at 711.

#### THE CITY OF TURLOCK PRESENTS...

# 51<sup>ST</sup> ANNUAL TURKEY TROT

## NOVEMBER 22, 2025

**Location:**  
Donnelly Park  
600 Pedras Rd, Turlock, CA 95382

**Registration:**  
September 4 - November 14  
(Register by October 17 for a guaranteed custom race shirt!)

Prizes will be awarded to top finishers in each age group for the 1 Mile and 2 Mile Runs. 1 Mile Walk participants will not receive prizes, but all participants will be entered into a prize drawing!

**Ages 12 & Under:**  
1 Mile Run  
\$22.00 per participant

**Ages 13 & Up:**  
1 Mile Walk  
\$22.00 per participant  
(OR)  
2 Mile Run  
\$28.00 per participant

209-668-5594  
[recreation@turlock.ca.us](mailto:recreation@turlock.ca.us)

#### 46TH ANNUAL TURLOCK DOWNTOWN CHRISTMAS PARADE

# GINGERBREAD Dreamland

DECEMBER 5, 2025  
6:30PM



## Leadergov Training for Department

Through the City of Turlock’s partnership with Leadergov for professional learning and development, the Economic Development and Communications Department participates in monthly leadership sessions focused on enhancing individual and team performance. These sessions provide structured opportunities for staff to engage in strategic activities that foster professional growth, strengthen communication and collaboration, and align departmental efforts with the City’s broader organizational goals. The program also supports the development of leadership competencies, promotes a culture of continuous improvement, and reinforces the City’s commitment to high-quality public service.

Initial department activities and topics include:

- DISC Assessments
- Department Goal Setting Session
- Department SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- My Personal inventory Activity (describing individual work style, personality, etc.)
- Leading Change and Keys to facilitating Change







## 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>

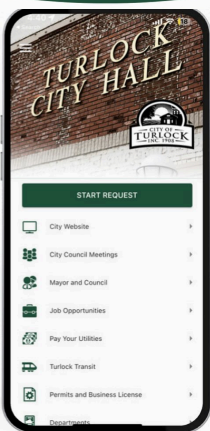
**LinkedIn**

<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)

**Download  
MyTurlock**



**Download the  
City of Turlock  
Mobile App**



### CITY OF TURLOCK City Council Meetings

Join in-person to participate during public comment
 Watch on Spectrum channel 2
 Stream live on Youtube or watch a recorded version online

<https://ci.turlock.ca.us/government/turlockcitycouncil/councilmeetings.asp>

TIME: 6:00 P.M.

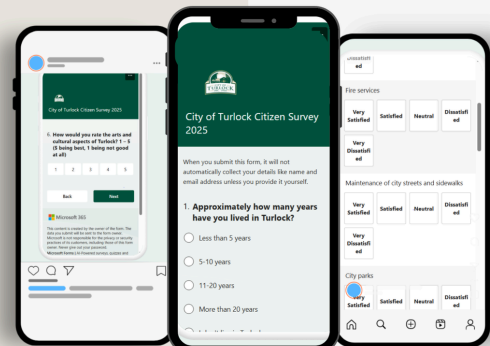
2<sup>nd</sup> & 4<sup>th</sup> Tuesday of the month

LOCATION:

156 S. Broadway, 2<sup>nd</sup> Floor

## Citizen Survey 2025

TAKES FOUR MINUTES OR LESS



VISIT  
[TINYURL.COM/CITYOFTURLOCKSURVEY2025](https://tinyurl.com/cityofturlocksurvey2025)  
OR SCAN THE QR CODE TO START