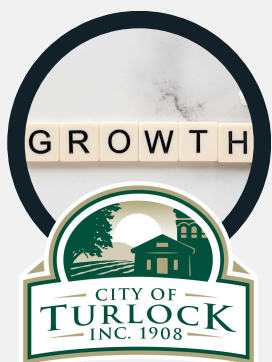


HomeGoods
NOW OPEN

ECONOMIC
DEVELOPMENT
& COMMUNICATIONS



Monthly Report/ July and August 2024

Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) is a critical component of economic development strategies. The primary focus of BRE initiatives is to support existing businesses within the City.

Existing businesses contribute significantly to job creation and economic stability. By helping them grow, communities can sustain economic health and reduce the risk of business closures. Activities and actionable strategies within BRE include:

- Business Assessments
- Regular Business Retention Visits and Surveys
- Provide access to Business Workshops and Business Consulting services
- Connecting existing businesses with resources and stakeholders that provide funding resources, employee recruitment assistance, business exposure, real estate opportunities, etc.

During the months of July and August 2024, City of Turlock Economic Development Department staff met with 37 local businesses.



Workforce Development - Talent Development

Workforce development in 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.

Regional workforce development - talent development partners that provide educational programs and trade skill vocational training include:

- **California State University Stanislaus** - <https://www.csustan.edu/>
- **California State University Stanislaus - Career Ready U** - <https://www.csustan.edu/career/careerreadyu>
- **California State University Stanislaus - STEM CRU** - <https://www.csustan.edu/aspire/stem-cru>
- **Modesto Junior College** - <https://www.mjc.edu/index.html>
- **The Volt Institute** - <https://www.voltinstitute.com/>
- **Bay Valley Tech** - <https://www.bayvalleytech.com/>

Supporting Start-up and Entrepreneurs

Supporting start-ups and entrepreneurs is a strategic investment within economic development. Innovation can drive new ideas, technologies, and create the “Spark” of a new business to open up, resulting in job creation, and adding more value to the local economy. One of the ways that the City of Turlock supports start-ups and entrepreneurs is by providing no-cost business workshops. Business workshops take place within the City of Turlock monthly, and have different topics and strategies presented by different guest speakers.

During the month of July, the City of Turlock partnered with the Small Business Administration (SBA) to host a business workshop titled, “Access to Capital with the SBA” at the Carnegie Arts Center.

The City also launched a new Small Business Development and Assistance Program by partnering with Pressert Marketing. The program will provide strategic consulting and business development strategies to elevate Turlock small businesses. The businesses eligible to participate must be Turlock businesses that have a business license with the City of Turlock, operate out of a commercial location in Turlock, have no more than 50 employees, and not be part of a franchise or corporate chain. The business development program is limited to 100 businesses.

The City of Turlock Business Development and Assistance Program aims to provide strategic consulting and business development strategies to elevate Turlock small businesses, as well as providing a “Matching-funds Grants” element for local businesses to utilize for Facebook/Instagram Ads, Google Ads, and Website Development.

This City of Turlock Small Business Development and Assistance program - “Matching Funds Grants” - is limited to 100 businesses and while limited funding is still available. Even if your business does not meet these initial requirements, we still encourage you to apply and plan on attending the FREE in-person workshops that will also be assisting with services at no-charge!



WEC **SBA** U.S. Small Business Administration
July 25
 Starts @ 11:30AM
Access to Capital with SBA
 Location: Carnegie Arts Center
 250 N. Broadway
 Turlock, CA 95320

Attention: Small Business Entrepreneurs, start ups and existing businesses. Come learn what the U.S. Small Business Administration (SBA) has to offer regarding access to capital.

Learn About

- Loan application process
- What lenders and SBA seek
- Different loan programs available

Discover

- How much you can borrow
- How long to wait
- How to benefit your business
- How to get business loans

Requirements Provided

IN PERSON WORKSHOP IN TURLOCK

Find Out

- Maximum loan sizes
- Interest rates
- Guaranty fee structures

Government Contracting

- Access to Capital
- Counseling & Training
- Master Assistance

FRESNO STATE
 Continuing and Local Education
<https://turlock.ok/ATCSBA>

miguelpreciado@mail.fresnostate.edu (559) 278-5461 [WcCenterFresnoState](https://www.fresnostate.edu)

LOCATION: Carnegie Arts Center, 250 N. Broadway, Turlock, CA 95380




City of Turlock
 Small Business Development and Assistance Program

GET UP TO
\$3,500
 AND/OR
FREE SERVICES
 FOR YOUR BUSINESS

Website Development |
Google Ads |
Social Media Ads |
In-person Workshops |

Whether or not you apply for or receive a grant, you'll also gain access to FREE in-person workshops, one-on-one consultations, and a suite of marketing services.

CITY OF TURLOCK **PRESSERT MARKETING**

Limited Spots, Limited Funds
 No Obligation, Get Details

APPLY NOW!

<https://www.pressertmarketing.com/turlock-city-business-program-grant-application>
 If you have any questions, please feel free to contact us:
 David Franssen, Pressert Marketing (209) 678-5303 d@pressertmarketing.com
 Brought to you by the City of Turlock, utilizing American Rescue Plan Act (ARPA) funds.
 Administered by Pressert Marketing, including FREE services.



Current Economic Development Projects

- City of Turlock Business Development & Assistance Program
- Economic Development Strategic Plan Update - stakeholder meetings and community workshops coming soon!
- Annual BRE Visits: 38 meetings and counting! (reporting period is 7/1/2024 - June 30/2025)
- City of Turlock Annual Job Fair: Coming Soon (Late October 2024 or Early November 2024)
- Sales Tax Reporting
 - 12 of the last 13 quarters have resulting in positive growth for the City of Turlock!

2024 Q1 3.9 % positive as compared to same reporting period in previous year

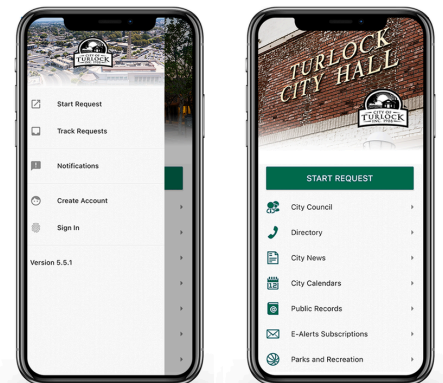
2023 Q4 5.3% positive as compared to same reporting period in previous year

Sales Tax Cash Basis Performance Stanislaus County	
	% Change
Ceres	-3.4%
Modesto	-2.6%
Newman	16.1%
Oakdale	2.8%
Patterson	-1.0%
Riverbank	4.1%
Turlock	3.9%
Waterford	13.4%
Hughson	20.4%
Stanislaus County	4.2%
Countywide	1.2%

Sales Tax Cash Basis Performance Stanislaus County	
	% Change
Ceres	-8.8%
Modesto	-12.0%
Newman	23.4%
Oakdale	0.5%
Patterson	34.4%
Riverbank	-11.0%
Turlock	5.3%
Waterford	-15.5%
Hughson	25.1%
Stanislaus County	-7.5%
Countywide	-2.2%

Communications Department Projects

- City of Turlock Communications Plan - stakeholder meetings and community workshops coming soon!
- Download the City of Turlock mobile app, "MyTurlock"





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



City of Turlock

Small Business Development and Assistance Program

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- | Social Media Ads |
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