



**MARCH
2023**

ECONOMIC DEVELOPMENT MONTHLY REPORT

MARCH 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 March 2023, business retention and expansion activities consisted of meeting with local businesses and hosting business workshops throughout Turlock.

The most common assistance needed in March 2023 was recruiting assistance and identifying networking opportunities. Filling the void in the current workforce has been an ongoing challenge, and employers are struggling to fully staff their organizations. Employers are seeing the benefits of networking and are looking for opportunities to be involved in other collaborative business networks, where they can assist or support one another. Business owners also requested assistance with permitting processes, as well as an expedited, more streamlined process.

TYPES OF BUSINESSES MET WITH IN MARCH

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



25

Business meetings in March 2023

14

Business meetings set for April 2023

COMMON NEEDS

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



TURLOCK BUSINESSES IN THE NEWS



NEWS

UPDATE



TURLOCK JOURNAL

Business owner starts walking club for Turlock moms



Local business owner Mariela Vasquez, pictured with her daughters Camila and Sofia, has started a Turlock walking club for local moms (JOE CORTEZ/The Journal).

TURLOCK JOURNAL

Turlock to Portugal

Soccer team prepares for international tourney



The TSP FC 2007 Boys will take their talents to Portugal when they compete in the IberCup international tournament in April (Photo courtesy of Turlock Sports Park).

TURLOCK JOURNAL

Official grand opening set for West Coast Sourdough



TURLOCK JOURNAL

Downtown Turlock revs up for Cars and Coffee

Taqueria La Primera and Café Rome to host first event as business partners



Erika Neal of Café Rome and Sergio Gutierrez of Taqueria La Primera will be hosting their first event, Cars and Coffee, since the two businesses joined forces in January (CHRISTOPHER CORREA/The Journal).

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

Headlining all updates, Turlock Sports Park's 2007 soccer boys qualified to compete in an international April tournament that will be hosted in Portugal. Other new additions to Turlock making headlines included the grand opening of West Coast Sourdough, located at 3210 W. Monte Vista Avenue. The first 200 guests on opening day received free food items. Taqueria La Primera and Cafe Rome also partnered together to provide a "Cars and Coffee" event in downtown Turlock on March 25, 2023. The event featured numerous classic cars and was well attended. Lastly, local business owner, Mariela Vasquez started a weekend walking club for Turlock moms. Mariela Vasquez owns Nutrition Vibes, located at 334 N. Center Street, Suite C, Turlock, CA.

MARCH 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 March 2023, business workshops that took place included the 3rd session of the **Micro Business Development Cohort** where participants learned about marketing and business communication, as well as Turlock's first ever "**Turlock Business Conference**". The Turlock Business Conference took place on March 6th and was hosted at the Grand Oak. The event provided 200 attendees insight on the current business economy, a business forecast, and strategies and measures to consider when operating a business in a potential recession.

The event featured an Economist Professor from CSU Stanislaus, the Chief Economist from the California Department of Finance, as well as the Regional Vice President of a local bank. If you missed the conference, the event can be viewed on the City of Turlock YouTube channel.

<https://www.youtube.com/watch?v=Uon5bJhoaU4>



The poster for the Turlock Business Conference features a dark blue background. At the top left is the City of Turlock logo. The word "Welcome" is written in a white, cursive font. The title "TURLOCK BUSINESS CONFERENCE" is in a gold, serif font. Below the title, it says "Hosted By:" followed by a photo of Mayor Amy Bublak and her name and title. Underneath, it says "Speakers:" followed by photos and names of three speakers: Dr. Gokce Soydemir, Somjita Mitra, and Jeff Ault. At the bottom, it lists the date "Monday 3/6/2023", the time "10:00 a.m. - 11:30 a.m.", and the text "ALL LOCAL BUSINESSES WELCOME". There is also a graphic of a network of nodes and lines.

TURLOCK BUSINESS CONFERENCE

Hosted By:  Mayor Amy Bublak
City of Turlock

Speakers:

 Dr. Gokce Soydemir Ph.D.
California State University Stanislaus
Professor of Business Economics

 Somjita Mitra
California Department of Finance
Chief Economist

 Jeff Ault
Regional Vice President -
Westamerica Bank

Monday 3/6/2023
10:00 a.m. - 11:30 a.m.
ALL LOCAL
BUSINESSES WELCOME



MARCH 2023 BUSINESS WORKSHOPS



Free IN-PERSON Seminar

FUNDING FOR TRAINING THROUGH ETP (EMPLOYMENT TRAINING PANEL)

Our Presenter
Lourdes Uranday
HR Expert
Chairperson
Stanislaus County EAC
Executive VP
Consultrex

WHO SHOULD ATTEND?

- BUSINESSES
- HR PROFESSIONALS
- PAYROLL DEPTS

Thursdays 3/23/2023
9:00 a.m. - 10:00 a.m.
Location: Turlock City Hall
156 S. Broadway Turlock, CA 95380

REGISTER HERE:

WHAT WILL THIS SEMINAR TEACH ME?
This seminar will teach attendees how to acquire funding for employers to provide training to their employees. We will cover the Employment Training Panel application process, which types of training qualifies for funding, trainee eligibility and requirements, and more!

Logos for Stanislaus County EAC, City of Turlock, and ConsultrEX.



The City of Turlock also hosted a special workshop on March 23rd where local businesses learned about funding opportunities to train their employees. The **"Funding for Training through ETP (Employment Training Panel)"** workshop was hosted at Turlock City Hall and was attended by 25 - 30 local businesses.

The seminar taught attendees how to acquire funding for employers to provide training to their employees. Attendees learned about the Employment Training Panel application process, which types of training qualifies for funding, trainee eligibility, requirements, and more. The session was very engaging and attendees had a chance to network and collaborate at the end of the seminar.

UPCOMING 2023 BUSINESS WORKSHOPS



Other workshops coming in 2023:

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



ATTRACTION EFFORTS



Industries Pursuing:

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

☰ **TURLOCK JOURNAL**

Stanislaus 2030 project receives \$1.3M boost for childcare program, economic development



☰ **TURLOCK JOURNAL**

Bringing 'opportunity' to Turlock

Agency reports to Council on local business development efforts



Opportunity Stanislaus holds an Economic Elevate event at Turlock City Hall in 2022 (Photo contributed).

☰ **TURLOCK JOURNAL**

County puts \$12M towards Crows Landing Industrial Park



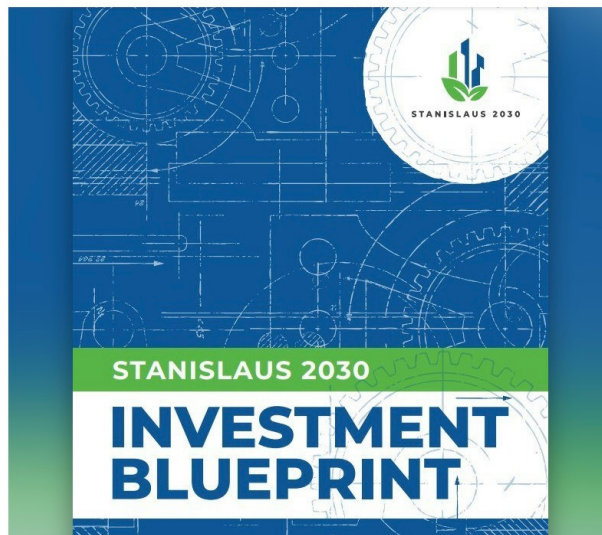
WORKFORCE DEVELOPMENT TALENT DEVELOPMENT OPPORTUNITIES



Invest in People

TURLOCK JOURNAL

Stanislaus 2030 project receives \$1.3M boost for childcare program, economic development



STANISLAUS COUNTY
WORKFORCE
DEVELOPMENT



BAY VALLEY TECH
Code Academy
www.bayvalleytech.com



COMMUNICATION UPDATES



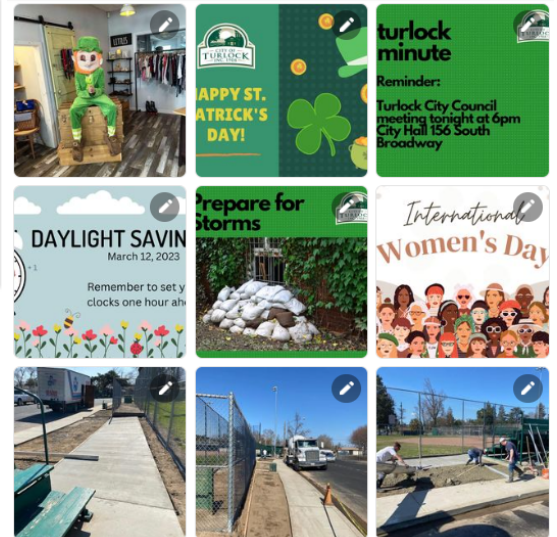
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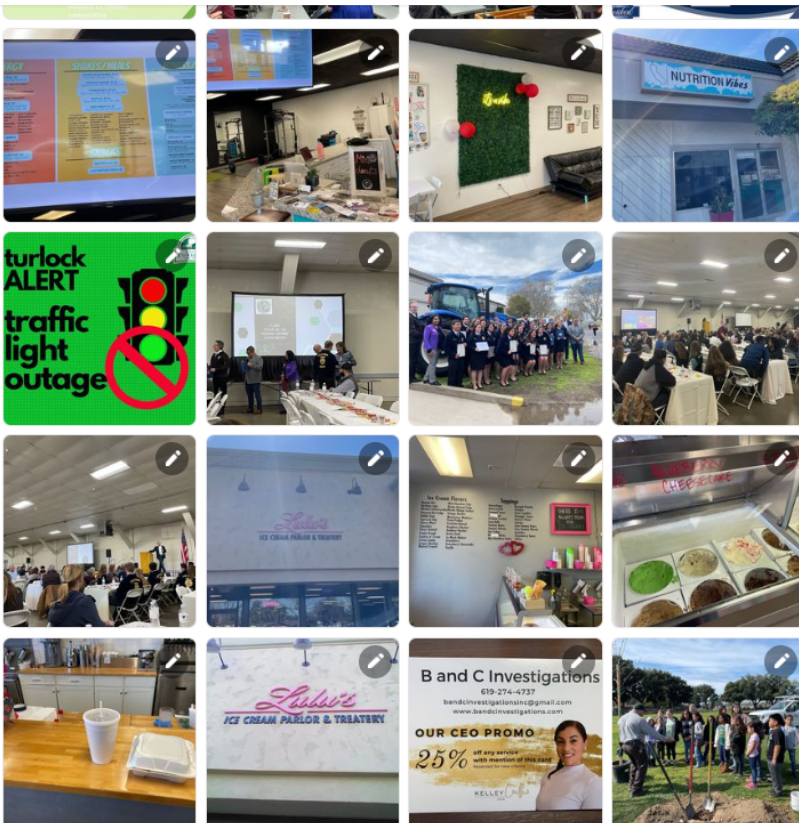
City of Turlock City Hall



City of Turlock City Hall



City of Turlock Economic Development



City of Turlock Economic Development



COMMUNICATION UPDATES



city.of.turlock ▾



Instagram



285 Posts 1,357 Followers 875 Following

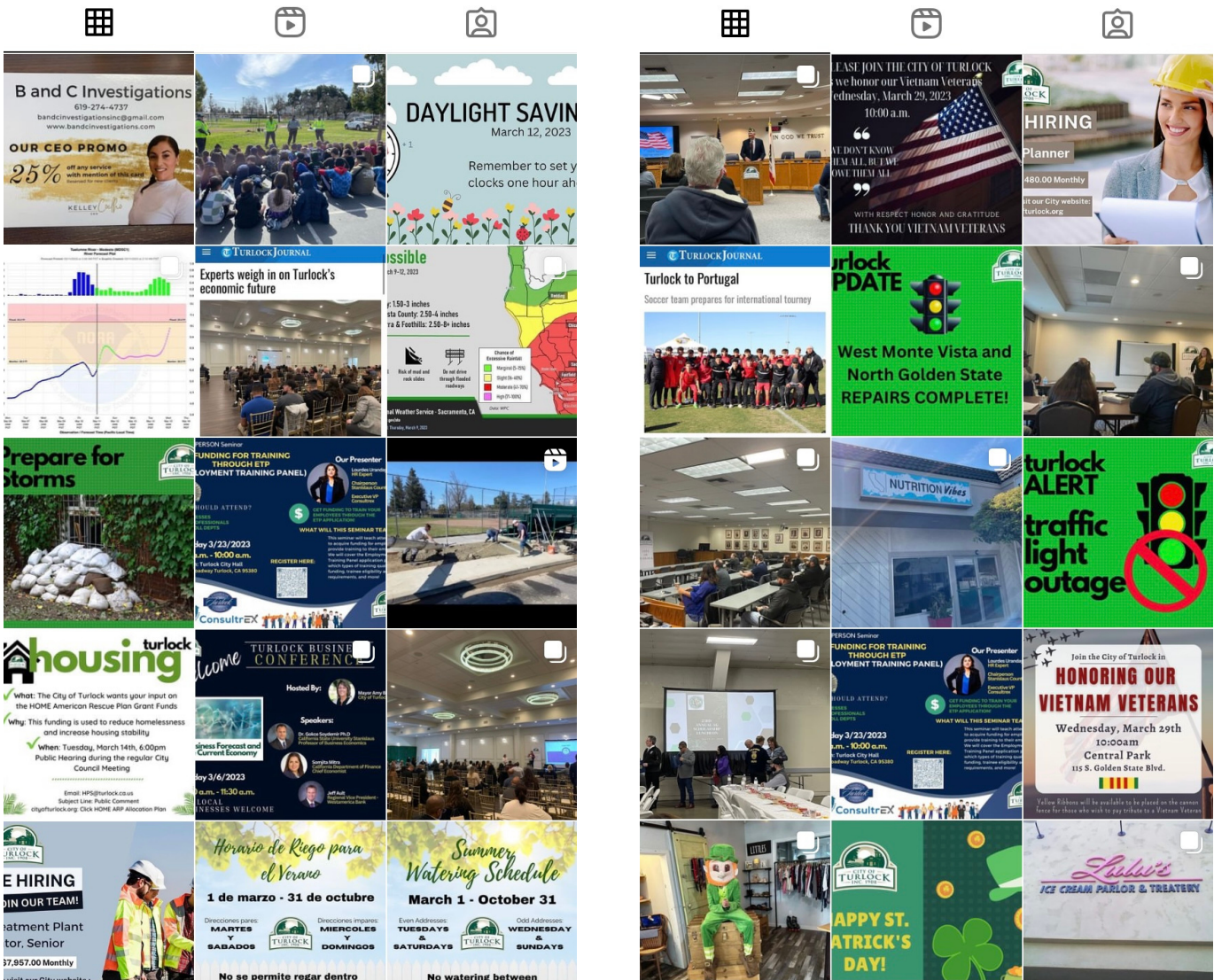
City of Turlock
Government organization
156 S. Broadway, Turlock, California
www.cityofturlock.org



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COMMUNICATION UPDATES



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Turlock Business Spotlight!

What a wonderful day for ice cream! ...see more

You and 70 others

3 comments • 1 repost

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Go Green Week is off and running!

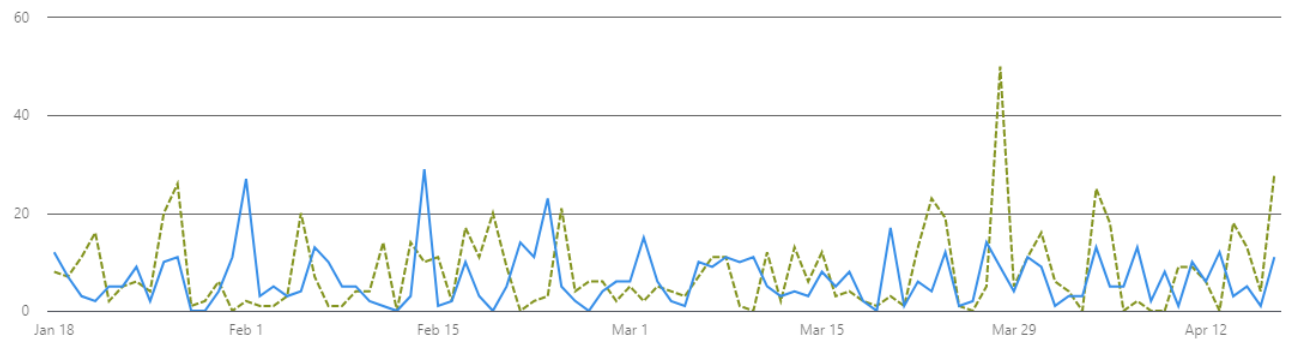
City of Turlock Municipal Services employees visited Julien Elementary Sch ...see more

You and 47 others

2 reposts

Visitor metrics

Page views All pages All filters



- Desktop 588
- Mobile 703



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

