

ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - October 2025



DISCOVER TURLOCK FOR THE HOLIDAYS!

CELEBRATE THE SEASON WITH HOMETOWN CHARM

Holiday Events

- Shop the Blocks | Sunday, 11/02/25
10am - 5pm (Downtown Turlock)
- Turkey Trot Run | Saturday, 11/22/25
Check-in at 8:00am (Donnelly Park)
- Holiday Market | Saturday 11/08/25
10am - 4pm (Fairgrounds)
- Festival of Lights | Friday 11/28/25
5:00pm - 9:00pm (Central Park)
- Christmas Parade | Friday, 12/05/25
6:30pm (Downtown Turlock)
- Holiday Lights Tour | 12/8-13/25
(Turlock Transit Center)

Shopping in

- Downtown Turlock
- Monte Vista Crossings
- Geer Road
- Shop all of Turlock!

Watch The Promo

VIDEO NOW



Local Shopping | Holiday Events | Family Fun

Visit DiscoverTurlock.com



City of Turlock – Economic Development & Communications

Executive Summary – October 2025 Report

Key Highlights

- Conducted 21 business visits in October (68 total FY25–26) as part of the Business Retention & Expansion Program, highlighted Jura’s Pizza’s 46-year milestone and Dave’s Hot Chicken grand opening.
- Hosted the Annual City of Turlock Job Fair on November 5 with 40+ employers and 460+ job seekers, strengthening local employment connections.
- Promoted Fresno State Parent University no-cost virtual courses to build workforce skills and career readiness for Turlock residents.
- Continued marketing the Westside Industrial Specific Plan (WISP), a 2,600-acre industrial hub supporting innovation, sustainability, and quality job creation.
- Highlighted key commercial investment opportunities at 1901 Geer Road and 250 Market Street, driving new business attraction efforts.
- Hosted no-cost workshop on AI Business Solutions Showcase and provided media coverage for the First-Time Homebuyer Workshop.
- Launched the “Discover Turlock for the Holidays” campaign, achieving 379K+ ad impressions and a 75% video completion rate, encouraging residents and visitors to shop and dine locally.
- Supported community engagement events such as Trick-or-Treat & Meet and the Geer Road Pavement Rehabilitation Meeting while continuing LeaderGov professional development to enhance staff leadership and collaboration.

Summary:

October reflected strong momentum across economic development, workforce partnerships, and communications, reinforcing Turlock’s commitment to sustainable growth and community connection.



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



DISCOVER TURLOCK FOR THE HOLIDAYS!
CELEBRATE THE SEASON WITH HOMETOWN CHARM

Holiday Events

- Shop the Blocks | Sunday, 11/02/25
10am - 5pm (Downtown Turlock)
- Turkey Trot Run | Saturday, 11/22/25
Check-in at 8:00am (Donnelly Park)
- Holiday Market | Saturday 11/08/25
10am - 4pm (Fairgrounds)
- Festival of Lights | Friday 11/28/25
5:00pm - 9:00pm (Central Park)
- Christmas Parade | Friday, 12/05/25
6:30pm (Downtown Turlock)
- Holiday Lights Tour | 12/8-13/25
(Turlock Transit Center)

Shopping in

- Downtown Turlock
- Monte Vista Crossings
- Geer Road
- Shop all of Turlock!

Watch The Promo
VIDEO NOW

Local Shopping | Holiday Events | Family Fun

Visit DiscoverTurlock.com



General Overview

California sales tax receipts increased by 0.2% over the same quarter from last year, with Northern California reporting a 0.4% increase compared to a 0.2% increase for Southern California. Sales tax receipts for the City of Turlock decreased by 3.0% over the same period.

Economic Activity: Real Gross Domestic Product (GDP) increased at an annual rate of 2.5% in the first quarter of 2025. U.S. inflation ticked up to 2.7% in June of 2025, down 6.4 percentage points from its most recent peak of 9.1% in June of 2022. California's headline inflation increased to 3.0%. (DIR, BEA, BLS, August Finance Bulletin)

Employment: The U.S. unemployment rate remained the same at 4.1% in April of 2025. California's unemployment rate increased by 0.1 percentage point to 5.4% as of June 2025, 0.4 percentage points higher than the September 2023 rate of 5.0% (EDD, BLS, April Finance Bulletin)

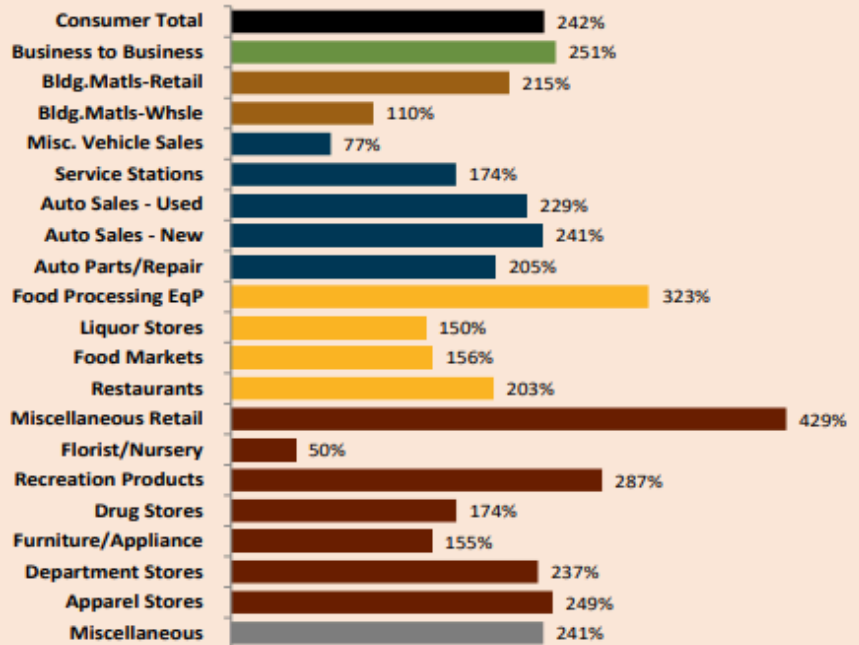
Personal Income: U.S. personal income increased by 4.9% for the first quarter of 2025, compared to same quarter previous year. Compensation of employees increased by 4.8% while personal current taxes increased by 7.9% from the previous period, resulting in a net gain of 4.5% in disposable income. (BEA)

Quarterly Business Activity Performance Analysis

2025Q2 Taxable Sales	\$ 486.1 million
2024Q2 Taxable Sales	\$ 514.1 million
Percent Change	-5.5%



2nd Quarter 2025 Sales Tax & Capture Gap Analysis Report STANISLAUS COUNTY REGION



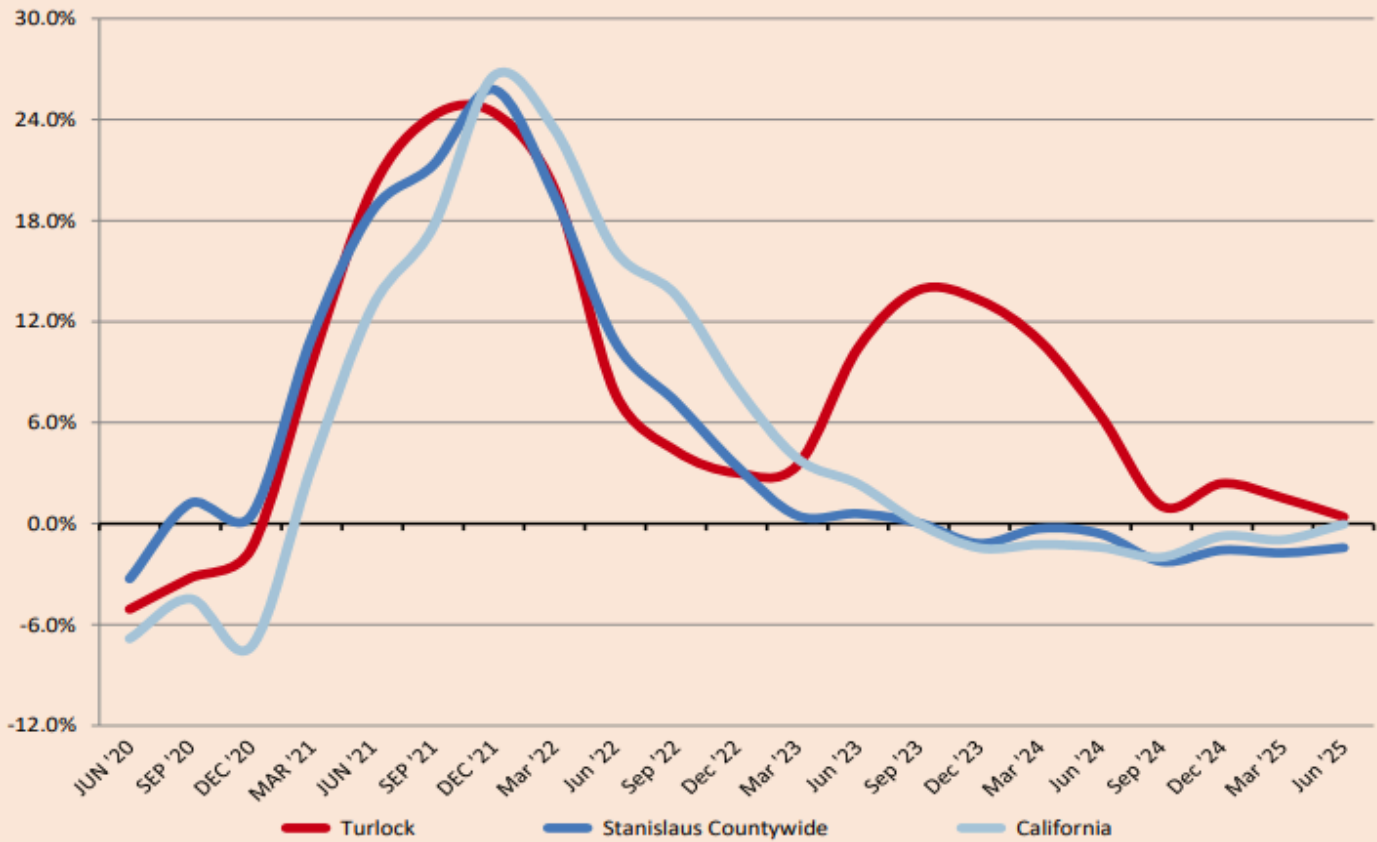
Top 25 Sales & Use Tax Generators

The list is alphabetical and is based on sales from May, 2024 through June 2025.

These twenty five businesses generate 60.1% of Turlock's Sales and Use Tax Revenue.

AMAZON.COM - EC	HOME DEPOT	ROSS STORES
AMAZON.COM SERVICES - EC	HPS TECH CALIFORNIA	SMITH CHEVROLET
ARCO AM/PM MINI MARTS	JOE M.GOMES AND SONS	TARGET STORES
BONANDER PONTIAC/BUICK/GMC	KOHL'S DEPARTMENT STORES	TJ MAXX
CHEVRON SERVICE STATIONS	LOWE'S HOME CENTERS	TURLOCK CRYSLR DDGE JEEP RAM
COSTCO WHOLESALE	MCDONALD'S RESTAURANTS	UNITED RENTALS
DICK'S SPORTING GOODS	N & S TURLOCK	VALERO SERVICE STATIONS
FIRE HOUSE COOPERATIVE - MMD	NELSON-JAMESON	WAL MART STORES
GARTON FORD TRACTOR		

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2025Q2	2024Q2	% Change
General Retail	2,310,753	2,395,683	-3.5%
Food Products	823,390	805,016	2.3%
Transportation	862,612	839,576	2.7%
Construction	237,228	439,482	-46.0%
Business To Business	633,210	647,822	-2.3%
Miscellaneous	73,168	39,014	87.5%
Gross 1%	4,940,363	5,166,593	-4.4%
County Pool	886,907	840,774	5.5%
State Pool	1,492	4,323	-65.5%
County Sharing	(291,438)	(300,584)	3.0%
Administration	(40,455)	(42,753)	5.4%
Subtotal	556,506	501,759	10.9%
Total Sales Tax	5,496,869	5,668,351	-3.0%

Sales Tax Cash Basis Performance Stanislaus County

	% Change
Ceres	-10.8%
Modesto	-5.7%
Newman	-9.5%
Oakdale	-0.2%
Patterson	-1.9%
Riverbank	38.8%
Turlock	-3.0%
Waterford	-5.8%
Hughson	1.4%
Stanislaus County	5.5%
Countywide	-0.5%

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 October 2025, City of Turlock Economic Development staff met with 21 local businesses and organizations.

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

Pictured Below:

Jura's Pizza - 46 year celebration
(Proclamation presented by Mayor Bublak)
(783 N Golden State Blvd, Turlock, CA 95380)



Pictured Above:

City Economic Development staff visit Turlock businesses with the Small Business Development Center and the Turlock Chamber of Commerce, educating Turlock businesses on available business resources.

Pictured Below:

Who's ready for hot chicken?
Dave's Hot Chicken officially opened on 10/30/2025 and is located at 2741 Countryside Dr., Turlock, CA 95380.



Pictured Above:

Newly opened business, PLAY Turlock is located at 749 N Golden State Blvd, 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.

Annual City of Turlock Job Fair November 5, 2025

The annual City of Turlock Job Fair took place on November 5, 2025, at New Life Christian Center, bringing together 40+ employers and over 460 job seekers. It was inspiring to see community partners and regional employers working together to help residents connect with meaningful employment opportunities.



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





NOVEMBER 2025
Classes start the week of November 17th

VIRTUAL CLASSES AT NO COST

Evening classes via Zoom. Classes run from 6:30p.m. - 8:30p.m.
Available for Monday/Wednesday or Tuesday/Thursday Sessions

-  Digital Literacy 1 to 2
-  Small Business Development
-  Spanish Conversation
-  Professional Development
-  Social Emotional Learning

Contact Us

559-278-0719 (Call)
559-554-2532 (Text)

parentuniversity@mail.fresnostate.edu
fresnostate.edu/parentuniversity





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

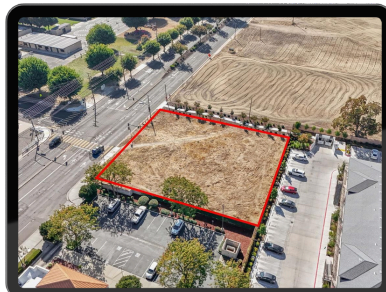
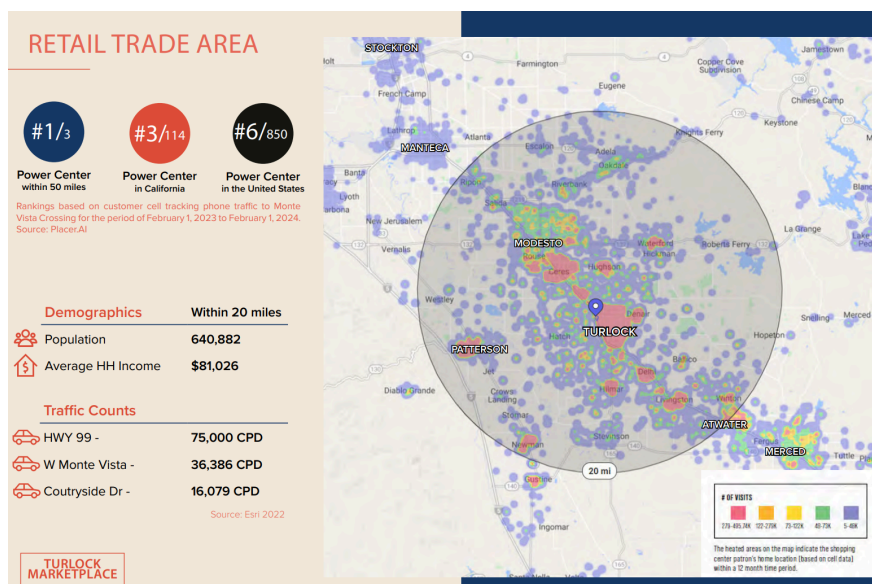
DEVELOPMENT MADE EASY

- 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 : Available Turlock commercial properties; 1901 Geer Road and 250 Market Street.

Find more 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.

Recent business workshops:

10/23/2025: AI Business Solutions Showcase

For more information, see flyer below.

11/5/2025: First Time Home Buyer Workshop (Presented by Housing Program Services Division)

Monthly Report - October 2025



Hosted by:
City of Turlock Housing
Program Services Division

FIRST TIME HOME BUYER WORKSHOP



Date:
November 5, 2025 from
6:00 p.m. to 8:00 p.m.

Location:
Turlock City Hall, Yosemite Room
156 S. Broadway, Turlock, CA
2nd Floor

**WITH OUR FIRST TIME HOME BUYER
PROGRAM
HOMEOWNERSHIP IS WITHIN REACH !!!**

CONTACT INFORMATION:
(209) 668-5610
HPS@turlock.ca.us



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



Have you noticed our “**Discover Turlock for the Holidays**” graphics and holiday videos?

This strategic marketing campaign is designed to attract more visitors to Turlock while encouraging consumers to shop in Turlock and support our businesses. The graphics and holiday videos are part of a citywide effort to spread holiday cheer and showcase all that Turlock has to offer this season!

 Marketing Campaign Results for Date Range: Oct. 14 – Nov. 9, 2025

Highlights:

- Our holiday ads have been seen over 379,000 times so far!
- 269,160 static ads (images) reached local and regional audiences.
- 110,370 video ads played online — with 82,470 people watching the full video from start to finish!
- That’s an impressive 75% video completion rate!

Turlock’s message is spreading — encouraging more visitors to shop, dine, and celebrate the holidays right here in our community.

 Explore local shops, dining, and events: [DiscoverTurlock.com](https://www.discoverturlock.com)

 Watch our holiday video: <https://www.instagram.com/reel/DP7DtmaEn6x/>



The graphic features a dark green background with a subtle pattern of white dots and lines. At the top center is the City of Turlock logo, which includes a house and the text "CITY OF TURLOCK INC. 1908". Below the logo, the text "DISCOVER TURLOCK FOR THE HOLIDAYS!" is written in large, bold, white capital letters. Underneath this, "CELEBRATE THE SEASON WITH HOMETOWN CHARM" is written in smaller white capital letters. The graphic is divided into two main sections: "Holiday Events" on the left and "Shopping in" on the right. The "Holiday Events" section lists several events with their dates and times: "Shop the Blocks | Sunday, 11/02/25 10am - 5pm (Downtown Turlock)", "Turkey Trot Run | Saturday, 11/22/25 Check-in at 8:00am (Donnelly Park)", "Holiday Market | Saturday 11/08/25 10am - 4pm (Fairgrounds)", "Festival of Lights | Friday 11/28/25 5:00pm - 9:00pm (Central Park)", "Christmas Parade | Friday, 12/05/25 6:30pm (Downtown Turlock)", and "Holiday Lights Tour | 12/8-13/25 (Turlock Transit Center)". The "Shopping in" section lists "Downtown Turlock", "Monte Vista Crossings", "Geer Road", and "Shop all of Turlock!". To the right of the "Shopping in" section is a "Watch The Promo VIDEO NOW" button with a QR code below it. At the bottom of the graphic, there are three white Christmas tree icons. Below the trees is a white rounded rectangle containing the text "Local Shopping | Holiday Events | Family Fun". At the very bottom, the text "Visit DiscoverTurlock.com" is written in white.

CITY OF TURLOCK INC. 1908

DISCOVER TURLOCK FOR THE HOLIDAYS!

CELEBRATE THE SEASON WITH HOMETOWN CHARM

Holiday Events

- Shop the Blocks | Sunday, 11/02/25
10am - 5pm (Downtown Turlock)
- Turkey Trot Run | Saturday, 11/22/25
Check-in at 8:00am (Donnelly Park)
- Holiday Market | Saturday 11/08/25
10am - 4pm (Fairgrounds)
- Festival of Lights | Friday 11/28/25
5:00pm - 9:00pm (Central Park)
- Christmas Parade | Friday, 12/05/25
6:30pm (Downtown Turlock)
- Holiday Lights Tour | 12/8-13/25
(Turlock Transit Center)

Shopping in

- Downtown Turlock
- Monte Vista Crossings
- Geer Road
- Shop all of Turlock!

Watch The Promo
VIDEO NOW



Local Shopping | Holiday Events | Family Fun

Visit [DiscoverTurlock.com](https://www.discoverturlock.com)

Community News and Events

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

- 10/30/2025: Trick or Treat & Meet at the Turlock Police Department
- 10/22/2025: Geer Road Pavement Rehabilitation Project - Community Meeting



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: FPezeshki@turlock.ca.us






HAPPY HALLOWEEN



Upcoming Community Events:

THE CITY OF TURLOCK PRESENTS...

51ST ANNUAL TURKEY TROT

NOVEMBER 22, 2025

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

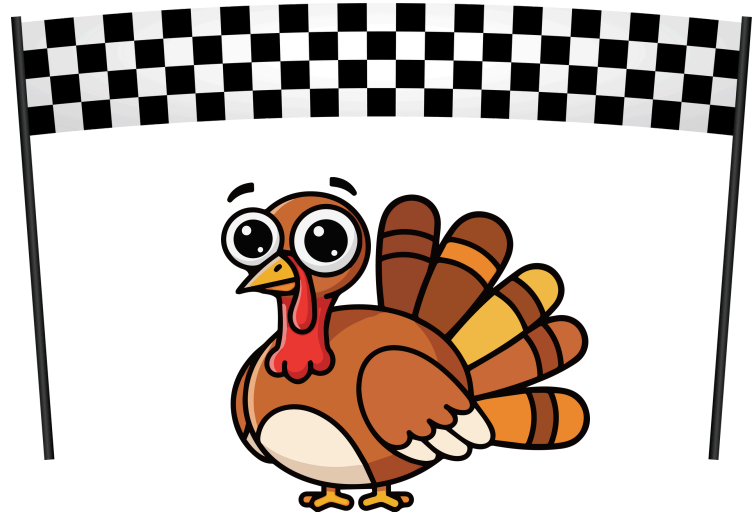
Registration:
September 4 - November 14
(Register by October 17 for a guaranteed custom race shirt!)

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

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

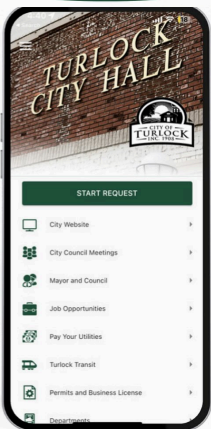
<https://www.linkedin.com/company/city-of-turlock/>

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

www.cityofturlock.org/businessresources



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.

2nd & 4th Tuesday of the month

LOCATION:

156 S. Broadway, 2nd Floor

