



ECONOMIC DEVELOPMENT



**NOVEMBER 2022
REPORT**

November 2022 Business Retention & Expansion Efforts

TYPES OF BUSINESSES MET WITH IN NOVEMBER

Business Services
Commercial Real Estate
Education
Fitness & Recreational Sports
Manufacturing - Energy
Manufacturing - Food
Non-Profit - Community Services
Restaurant - Food Services
Retail
Workforce Development Organization



13

Businesses met with in November

6

Meetings on Calendar in December

COMMON NEEDS

- State/Federal Grant Opportunities
- Business License Information
- Business Grant Information



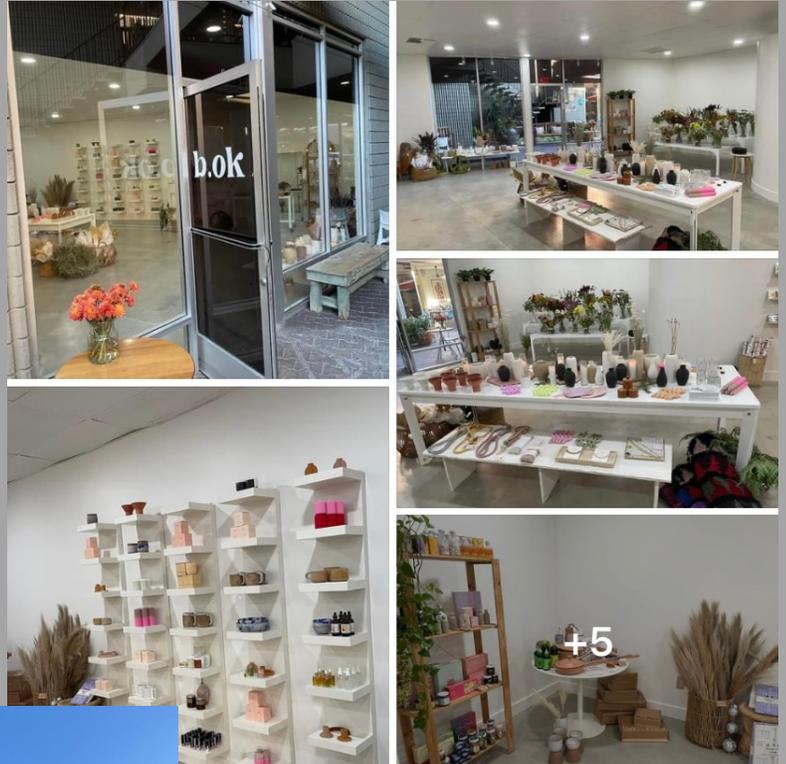


New Businesses

The Werk Space



b. ok





Turlock Businesses in the News



TURLOCK JOURNAL

Blue Diamond recaps successful 2022



TURLOCK JOURNAL

Central Station brings rail-theme eatery back to life



2713 GEER RD
TURLOCK CA 95382

SAVANNAH BANUELOS

OWNER & TRAINER
209.447.4208

PT.BY.SAVVB@GMAIL.COM

INSTAGRAM:
@SAVVAGE.FITNESS



TURLOCK JOURNAL

No layoffs for Turlock Amazon center



TURLOCK JOURNAL

Basketball at Backyard: Instruction from an All-American





November 2022 Business Workshops

11/3/2022

BOOKKEEPING BASICS & QuickBooks ONLINE

FREE IN-PERSON WORKSHOP

For small businesses who are new or prospective Quickbooks Online (QBO) Users

LEARNING TOPICS:

- Bookkeeping Overview
- Setting up QBO for the First Time
- Financial Statements Explained
- And more!

Presented By: **Amy Porter**

Amy has worked with the small business community for 20 years. She loves helping clients understand their business finances and finding a bookkeeping program that works for their company.

November 3RD 9:00 - 11:00 AM

Holiday Inn Express & Suites
3001 Countryside Dr, Turlock, CA

Register Here: valleymallbiz.com/QBO

11/18/2022

FREE MARKETING WORKSHOP

50 NO-COST & LOW COST MARKETING PRACTICES

Brought to you by the City of Turlock with ABPA funds to support our Turlock businesses, and contribute to their success and future.

Featured Speaker:
RENEE LEDBETTER
Director of the Ceres Chamber of Commerce, CEO/President at Ledbetter & Associates, Inc., and SBDC Consultant.

OTHER TOPICS COVERED:

- Branding vs. Marketing.
- Getting down to the tasks at hand.
- Track tactics and measure metrics.
- It's all in the execution.

HOME2 SUITES BY HILTON
1831 Lander Ave, Turlock, CA

NOVEMBER 18TH 9-11 AM

REGISTER HERE: valleymallbiz.com/marketing

11/9/2022

RETAIL LEAKAGE

Where are consumers heading to shop when they leave your city?

APRIL POTTER
VP of Economic Development, Research and Communications
Opportunity Stanislaus

Economic Elevate

HOSTED BY:





Upcoming Business Workshops

12/7/2022

12/8/2022

FREE STRATEGY WORKSHOP

Converting Holiday Customers

Discover smart tactics to keep those Christmas customers coming in all year!

In this workshop you'll learn:

- 3 Important steps to build customer relationships
- Creative ways to capture customer contact info
- Identify and cultivate your MVPs to boost profits
- Leveraging tips and tools to be more competitive

DECEMBER 7TH 8:00 - 9:30AM
 Register here: valleymallbiz.com/holiday

FEATURED SPEAKER:
Claudia Newcorn
 Award-Winning SBDC Consultant and Best-Selling Author

Alison's Cafe House

LOCATION:
Alison's Cafe
 219 W Canal Dr, Turlock

THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA. MERGED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT: INFO@VALLEYSBDC.COM

LUNCH PROVIDED

SBA Certification

In-Person Lunch and Learn Workshop

Free Training for Turlock Businesses to Learn the U.S. Small Business Administration Certification Process and Benefits.

Benefits:

The SBA provides several programs to help small businesses win federal contracts. Participating in these programs helps small businesses:

- Win a fair share of federal contracts
- Qualify for exclusive set-aside and sole-source contracts
- Partner with established contractors to win contracts
- Get business mentoring and education to learn how federal contracting works

CERTIFICATION TYPES

- Women-Owned
- HUBZone
- Small Disadvantaged
- Veteran and Service-Disabled Veteran-Owned

THURSDAY, DECEMBER 8TH
 11 AM - 1:00 PM ☺ Please Arrive Early

Limited Space Available

Location of Workshop:
TURLOCK CHAMBER OF COMMERCE
 115 S Golden State Blvd, Turlock

REGISTER HERE:
valleymallbiz.com/lunchandlearn

THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA. MERGED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT: INFO@VALLEYSBDC.COM





2nd Quarter 2022 Sales Tax Update

General Overview

California sales tax receipts increased by 4.9% over the same quarter from last year, with Northern California reporting a 3.8% increase compared to a 5.8% increase for Southern California. Sales tax receipts for the City of Turlock decreased by 7.8% over the same period.

Economic Activity: Real Gross Domestic Product (GDP) decreased at an annual rate of 0.9% in the second quarter of 2022. U.S. inflation accelerated to 9.1% in June of 2022, while California's headline inflation was 8.3% year over year as of June of 2022.

(DIR, BEA, BLS, July Finance Bulletin)

Employment: The U.S. unemployment rate remained unchanged at 3.6% in June of 2022, 0.1 percentage point higher than the February of 2020 pre-pandemic low of 3.5%. California's unemployment rate fell to a new record-low of 3.9% in July of 2022, now 0.2 percentage point lower than the February of 2020 pre-pandemic rate of 4.1%.

(July, August Finance Bulletin)

Personal Income: U.S. personal income increased by 4.6% for the second quarter of 2022, compared to same quarter previous year. Personal consumption and expenditures increased by 8.4%, resulting in a 50.9% decrease in US personal savings for the second quarter of 2022, compared to same quarter previous year. (BEA)

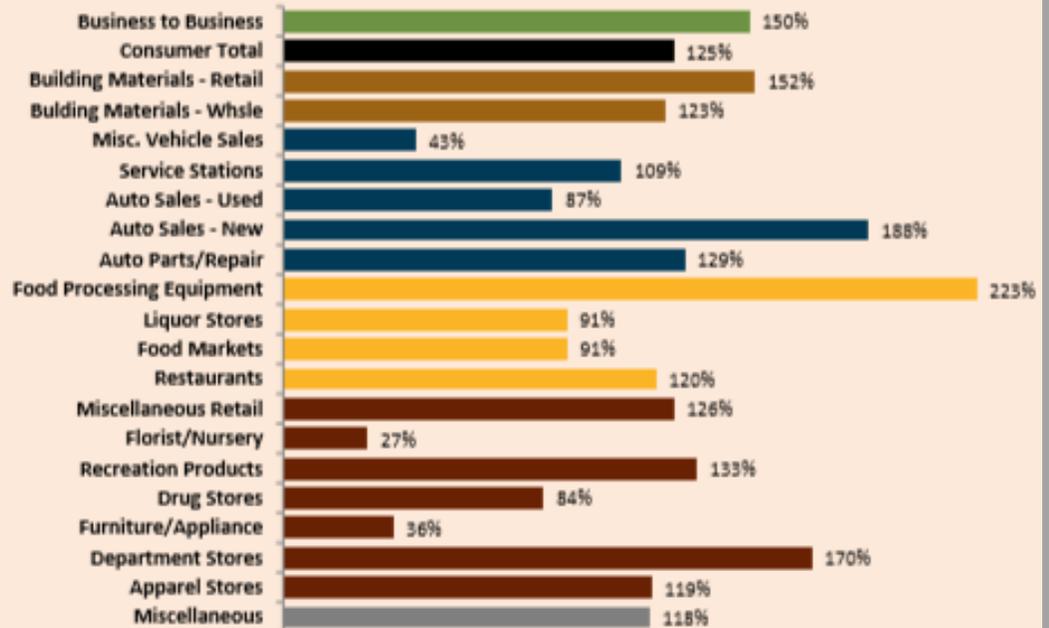
Quarterly Business Activity

Performance Analysis

2022Q2 Taxable Sales	\$ 424.4 million
2021Q2 Taxable Sales	\$ 411.1 million
Percent Change	3.2%



2nd Quarter 2022 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 July, 2021 through June of 2022. These twenty five businesses generate 52.9% of Turlock's Sales and Use Tax Revenue.

ARCO AM/PM MINI MARTS	JOE M.GOMES AND SONS	SHELL SERVICE STATIONS
BONANDER PONTIAC/BUICK/GMC	KOHL'S DEPARTMENT STORES	SMITH CHEVROLET
CHEVRON SERVICE STATIONS	LOWE'S HOME CENTERS	TARGET STORES
COSTCO WHOLESALE	MCDONALD'S RESTAURANTS	TJ MAXX
FIRE HOUSE COOPERATIVE - MMD	N & S TURLOCK	TURLOCK CRYSLR DDGE JEEP RAM
GARTON FORD TRACTOR	NELSON-JAMESON	UNITED RENTALS
HOME DEPOT	ROSS STORES	VALERO SERVICE STATIONS
INDEPENDENT ELECTRIC SUPPLY	SAFeway SERVICE STATIONS	WAL MART STORES
JKB ENERGY		

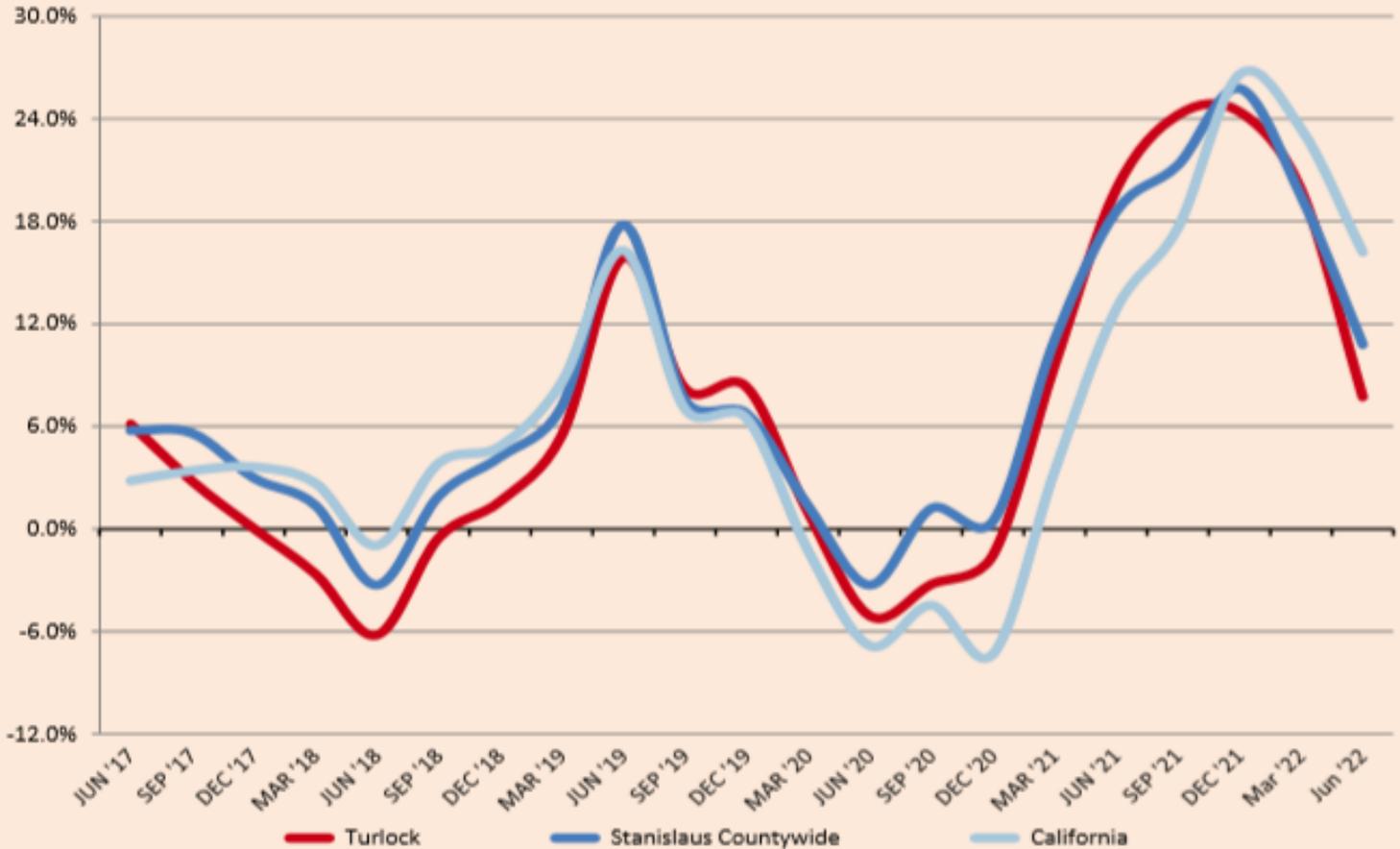


2nd Quarter 2022 Sales Tax Update

City of Turlock

2022Q2 Sales Tax Update

Annualized Change in Sales Tax Cash Receipts



Sales Tax Revenue on a Cash Basis

	2022Q2	2021Q2	% Change
General Retail	1,453,998	1,404,959	3.5%
Food Products	791,819	782,772	1.2%
Transportation	1,014,135	1,090,922	-7.0%
Construction	408,465	598,092	-31.7%
Business To Business	545,934	826,246	-33.9%
Miscellaneous	41,480	37,938	9.3%
Gross 1%	4,255,831	4,740,929	-10.2%
County Pool	738,617	664,679	11.1%
State Pool	(1,501)	1,400	-207.2%
County Sharing	(249,647)	(270,350)	7.7%
Administration	(39,526)	(37,223)	-6.2%
Subtotal	447,943	358,505	24.9%
Total Sales Tax	4,703,774	5,099,433	-7.8%

Sales Tax Cash Basis Performance Stanislaus County

	% Change
Ceres	-0.67%
Modesto	1.8%
Newman	-4.80%
Oakdale	-5.75%
Patterson	0.3%
Riverbank	6.9%
Turlock	-7.76%
Waterford	14.4%
Hughson	8.6%
Stanislaus County	-1.57%
Countywide	-0.93%



Attraction Efforts

Industries Pursuing:

Semiconductor Manufacturing

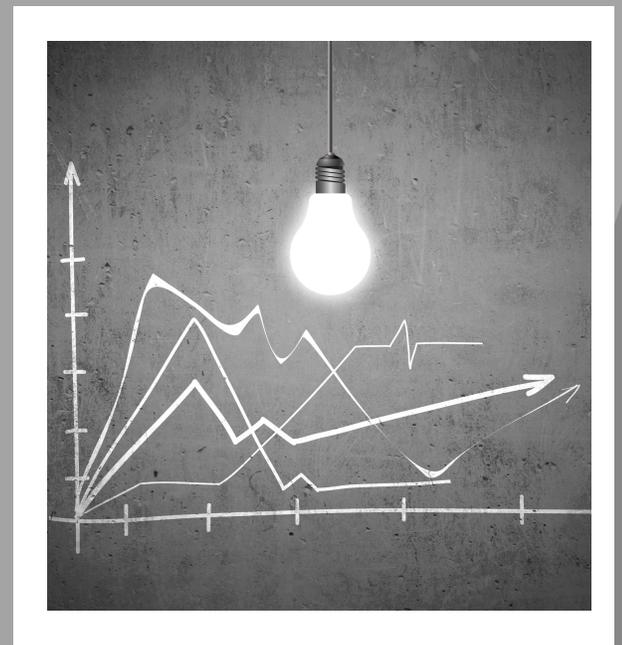
Family Entertainment

Energy Sector

Trending Franchises/Restaurants/Retailers

Technology Firms

Workforce Development Organizations





Workforce Development Talent Development Opportunities



Apply Now

CITY OF TURLOCK INC. 1908

EDD Employment Development Department
State of California

AGRICULTURE

JOB FAIR 11/2/2022

LET US HELP YOU FIND A CAREER

60+ Employers

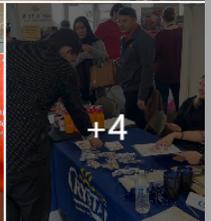
Dress for success and bring your résumé
Meet and interview with employers
Find out about job opportunities
Résumé critique
Training and career information
And more!

WEDNESDAY, NOVEMBER 02, 2022

1 P.M. - 4 P.M.

NEW LIFE CHRISTIAN CENTER
2918 W. TUOLUMNE RD, TURLOCK, CA

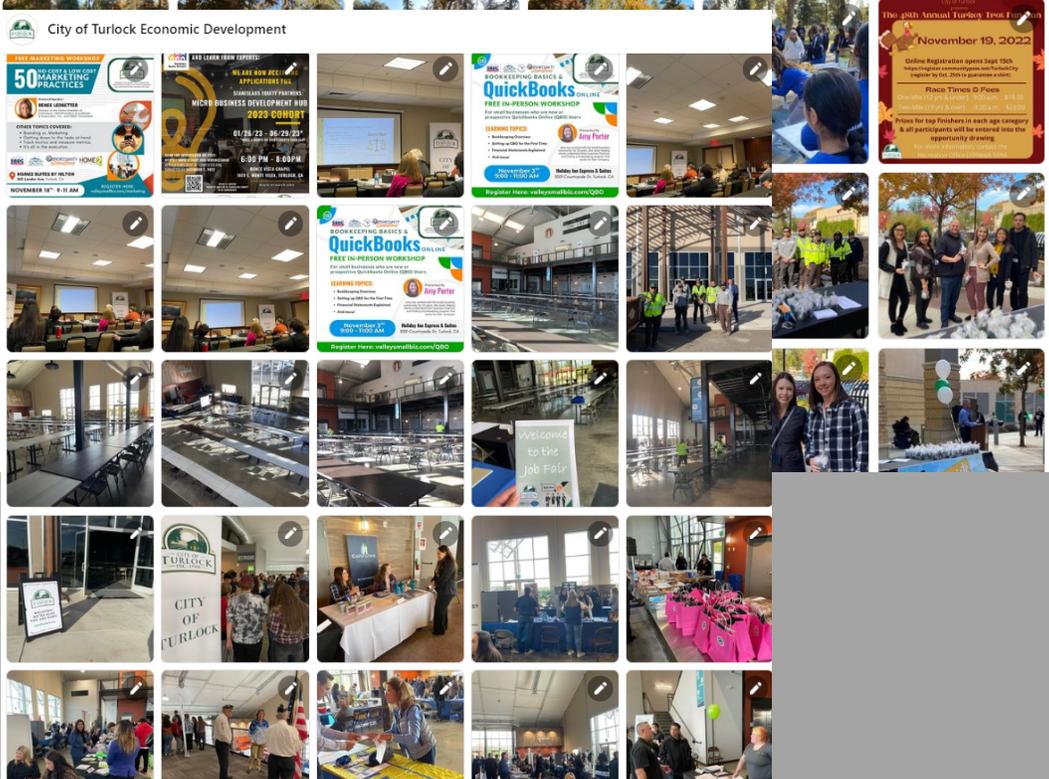
The EDO, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 1-209-576-6118. TTY users, please call 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 EDO or by the EAC. Aside from staff designated to represent the EDO, we assume no responsibility for the accuracy, legality, or content of the materials provided during this event.



JOB FAIR



Communication Updates



facebook



Follow us!



Communication Updates



Instagram



city.of.turlock Edit profile ⚙️

153 posts 1,020 followers 741 following

City of Turlock
Government organization
www.cityofturlock.org



Annual Action Plan Amendment Meeting for FY 2022-2023 (July 2022 - June 2023)

This meeting will be held in English

Meeting: **November 30, 2022**
Time: 5:00 p.m.
Location: **City Hall, Yosemite Conference Room**

The City of Turlock and the Turlock/Stanslaus County HOME Coalition will be presenting a draft FY 2022-2023 Annual Action Plan Amendment (AAP) to the City and County Board of Supervisors and County Board of Directors. The AAP will be presented at the meeting and will include the City and County Board of Supervisors and County Board of Directors. The AAP will be presented at the meeting and will include the City and County Board of Supervisors and County Board of Directors. The AAP will be presented at the meeting and will include the City and County Board of Supervisors and County Board of Directors.



SAVAGE FITNESS
2713 GIBB RD
TURLOCK CA 95352

SAVANNAH BANUELOS
OWNER & TRAINER
209.447.4208
FE.BANUELOS@GMAIL.COM

INSTAGRAM: @SAVAGEFITNESS

OPEN FOR BUSINESS

Follow us!



FREE HOLIDAY LIGHTS TOUR
12/5 - 12/10

SCHEDULE A FREE HOLIDAY LIGHTS TOUR AND EXPERIENCE THE BEST HOLIDAY LIGHT DISPLAYS IN THE CITY!

TO BOOK A FREE RESERVATION CONTACT: TURLOCK EVENTS (209) 488-3600

MORE INFORMATION AVAILABLE AT: TURLOCKEVENTS.COM/HOLIDAYLIGHTSTOUR

City of Turlock presents
The 48th Annual Turkey Trot
November 19, 2022

Online Registration opens Sept 15th
<https://register.commuterapp.com/turlock>
(register by Oct. 25th to guarantee a shirt)

Race Times & Fees
One Mile (12 yrs & under) 9:00 a.m. - \$1
Five Mile (13 yrs & over) 9:20 a.m. - \$4

Prizes for top finishers in each age cat & all participants will be entered into opportunity drawing

For more information, contact the Registration Office: (209) 488-3600

AND LEARN FROM EXPERTS:

WE ARE NOW ACCEPTING APPLICATIONS FOR

STANISLAUS EQUITY PARTNERS:
MICRO BUSINESS DEVELOPMENT HUB 2023 COHORT

01/26/23 - 06/23/23*
*NO. OF SEATS IS LIMITED TO 18 PARTICIPANTS

6:00 PM - 8:00 PM

MONTE VISTA CHAPEL
1810 E. MONTE VISTA, TURLOCK, CA



Hall will be closed on Friday, November 11th in observance of the Veterans Day holiday. We will re-open on Monday, November 14th at 9 AM.




SBDC OPPORTUNITY

BOOKKEEPING BASICS & QuickBooks ONLINE

FREE IN-PERSON WORKSHOP

For small businesses who are new or prospective QuickBooks Online (QBO) Users

LEARNING TOPICS:

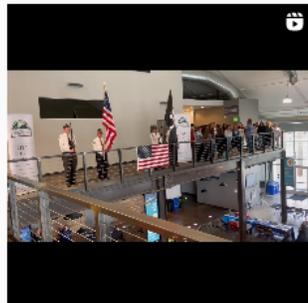
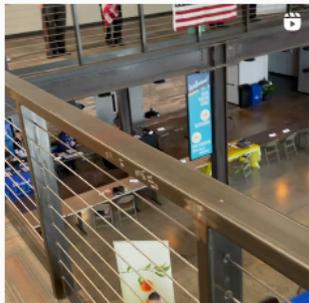
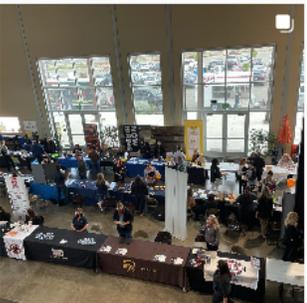
- Bookkeeping Overview
- Setting up QBO for the First Time
- Financial Statements Explained
- And more!

Presented by **Amy Porter**

November 3rd 9:00 - 11:00 AM

Holiday Inn Express & Suites
5001 Countryside Dr, Turlock, CA

Register Here: valleymallbiz.com/QBO





Communication Updates

LinkedIn

2,155 FOLLOWERS

 **City of Turlock**
2,155 followers
1w • Edited • 🌐

Fun moments from the City of Turlock's 48th Annual Turkey Trot

#turkeytrot



 **City of Turlock**
2,155 followers
1mo • 🌐

More pictures from this afternoon's City of Turlock job fair.

#jobfair
#jobopportunities



 **City of Turlock**
2,155 followers
1mo • 🌐

FREE Business Workshop in Turlock Happening Now!

Bookkeeping Basics & Quickbooks Online ...see more





Community News

Enter to win!

Little Artist Competition

Age 3 yrs - 8 yrs
12/02/22--12/22/22

- Grand Prize Winner**
iPad with Apple Pencil
- 2nd Place Winner**
145 Piece Deluxe Art Set
- 3rd Place Winner**
Little Artist Hoodie

First 100 Submissions get **FREE T-shirt**

Follow us on social media for instructions



Impact Prints
Collecting Letters to Santa!

Project By:  Endorsed By: 

1140 N Front St Turlock Ca 95380



Festival of Lights

Official Turlock Tree Lighting Ceremony 6:30PM
5:00PM-8:00PM
November 25, 2022
Central Park

DOWNTOWN TURLOCK
EST. 1908

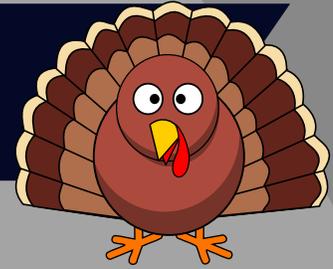


CARTER CLEANS UP





Community News



EMPLOYEE APPRECIATION



Wishing you and your family a

Happy THANKSGIVING

City offices will be closed
Thursday 11/24/2022 and
Friday 11/25/2022



City of Turlock
presents

The 48th Annual Turkey Trot Fun Run

November 19, 2022

Online Registration opens Sept 15th
<https://register.communitypass.net/TurlockCity>
(register by Oct. 25th to guarantee a shirt)

Race Times & Fees

One-Mile (12 yrs & under)	9:00 a.m.	\$18.00
Two-Mile (13 yrs & over)	9:20 a.m.	\$23.00

Prizes for top finishers in each age category
& all participants will be entered into the opportunity drawing

For more information, contact the
Recreation Office (209)668-5594





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

