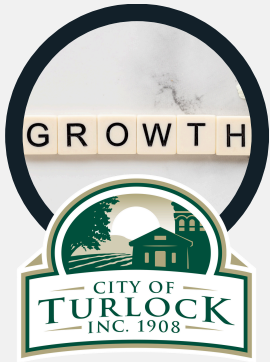


ECONOMIC DEVELOPMENT & COMMUNICATIONS



Monthly Report - April 2025

***Small Businesses contribute 44% of U.S. Economic Activity
-(SBA) U.S. Small Business Administration***



****Pictured Above:*** Turlock business Paper Moon Stationery and Art Supply was recognized as the Small Business Development Center's 2024 Small Business of the Year.



****Pictured Above:*** Opportunity Stanislaus awarded City of Turlock Economic Development Director, Anthony Sims as the 2024 Economic Developer of the Year at the annual Celebrate the Central Valley event.

Business Retention and Expansion (BRE)

Business Retention and Expansion (BRE) is a cornerstone of economic development, with a primary focus on supporting existing businesses within the City. These businesses are key drivers of job creation and economic stability.

By helping them grow and overcome challenges, communities strengthen their economic foundation and reduce the risk of closures.

During the months of April 2025, City of Turlock Economic Development staff met with 20 local businesses.

***Annual Business Retention and Expansion (BRE) Visits: 161 meetings and counting!**
(reporting period is 7/1/2024 - June 30/2025)

Pictured Below:

- Yonan's Jewelers (2485 Geer Road, Turlock, CA 95382)
- Turlock Cleaners (1581 Geer Road, Turlock, CA 95382)
- Dean's Pizza (2390 W. Monte Vista Ave., Turlock, CA 95382)



Business Retention and Expansion (BRE)

Turlock Celebrates National Small Business Week!

From May 4-10, 2025, the City of Turlock will celebrate National Small Business Week. Throughout the week, City staff will engage with numerous Turlock businesses and partner with the Turlock Chamber of Commerce and Valley Sierra Small Business Development Center (SBDC) to host three no-cost business workshops and a Business Information Expo.



CITY OF TURLOCK
CELEBRATES SMALL BUSINESS WEEK

CELEBRATES NATIONAL SMALL BUSINESS WEEK
MAY 4TH - MAY 10TH

FOR SMALL BUSINESS WEEK EVENTS
Follow our social media pages:
Don't miss a beat, scan the QR code to stay updated.

DISCOVER TURLOCK
<https://www.cityofturlock.org>

Support LOCAL Businesses
SHOP LOCAL
SUPPORT SMALL BUSINESSES



HOSTED BY SBDC Opportunity Standing Turlock Chamber of Commerce

Come celebrate Small Business Week!
May 4th - 10th

WED 7	LOAN PREPAREDNESS WORKSHOP	TURLOCK CHAMBER OF COMMERCE 9-11 AM
THURS 8	UNLOCKING AI'S POWER FOR YOUR BUSINESS	TURLOCK CHAMBER OF COMMERCE 12-1:30 PM
FRI 9	BUSINESS INFORMATION EXPO	CARNEGIE ART CENTER 11-2 PM
	BOOST BUSINESS EFFICIENCY WITH AI WORKSHOP	CARNEGIE ART CENTER 12-1 PM

Check out the events here:
<https://bit.ly/SBWdevelopmentseries>



Business Retention and Expansion (BRE)

Ribbon Cuttings and New Additions to Turlock:

- **Small Business Development Center in Turlock (115 S. Golden State Blvd, Turlock, CA)**
- **Golden Bear Physical Therapy (Ribbon Cutting at 2303 Geer Road, Turlock, CA)**
- **La Familia (Ribbon Cutting at 875 Geer Road, Turlock, CA)**
- **Karalin's Bridal Couture (Ribbon Cutting at 203 S. Golden State Blvd, Suite B, Turlock, CA)**

During April 2025, City of Turlock staff were honored to attend and celebrate several ribbon cutting events throughout the community.

We were also proud to announce that the Valley Sierra Small Business Development Center (SBDC) will now offer regular weekly office hours inside the Turlock Chamber of Commerce. The SBDC provides no-cost consulting services to local businesses in areas such as accounting, marketing, and more.





On April 17th, 2025 Opportunity Stanislaus hosted their annual event, Celebrate the Central Valley at Dust Bowl Brewing Company in Turlock. The following Turlock businesses were recognized with awards:

SBDC Small Business of the Year:

Paper Moon Stationery and Art Supply

Workforce Champions:

Associated Feed

Divert, Inc.

Dust Bowl Brewing Company

Oak Valley Community Bank

United States Cold Storage

Valley First Credit Union

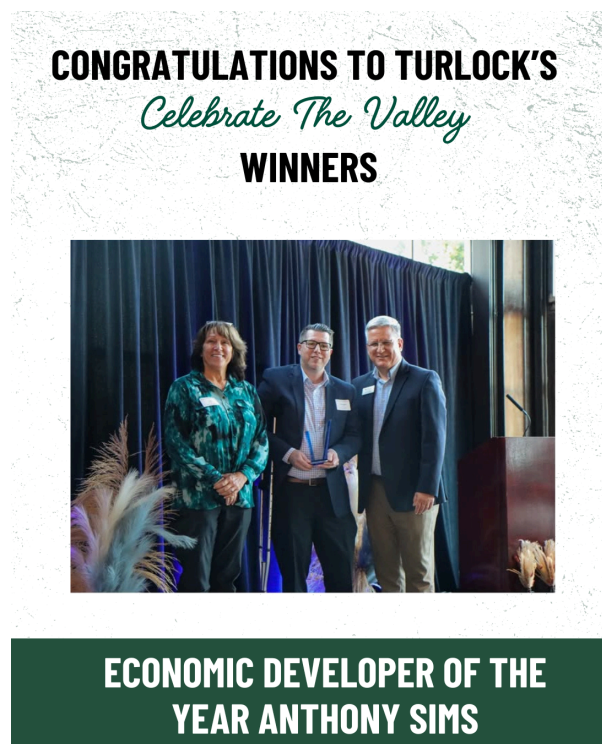
Valley Milk, LLC

Best Places to Work:

Oak Valley Community Bank

Economic Developer of the Year:

Anthony Sims - City of Turlock Economic Development Director - Communications Officer



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.



Free Fresno State - Parent University Virtual Courses for All Turlock Residents!

The City has a partnership with Fresno State - Parent University to offer no-cost virtual courses to all Turlock residents (of all ages). Upon completion of each 4 week course, participants will receive a certificate from Fresno State University. This year there have been more than 400 registrations in the program! June 2025 session is now open for enrollment!

To register for future courses visit:
<https://cge.fresnostate.edu/oced/parent-university.html>



FRESNO STATE
VIRTUAL CLASSES
AT NO COST

Classes start week of June 9, 2025

CLASSES OFFERED

- Digital Literacy 1-2
- Spanish Conversation
- Small Business Development

REGISTER TODAY

Each class session is from 6:30p.m. to 8:30p.m. via Zoom.
 Classes are offered in a Monday/Wednesday or Tuesday/Thursday block and run for 3 weeks.

fresnostate.edu/parentuniversity |
 parentuniversity@mail.fresnostate.edu |
 Call: 558.278.0719 |
 Text: 558.550.5218



Free for Turlock Residents! (All Ages)
 Enrollment Dates Below (6 sessions per year)
 Fresno State Certificate provided upon completion

FRESNO STATE
 Parent University

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No Registration Open

Class START Week

Remainder/Classes are either Month-End or Year-Ends

For further information, contact: Anthony Sims
 Economic Development Director
 City of Turlock
 209.668.6031
 ASims@turlock.ca.us



Workforce Development - Talent Development

The City of Turlock was proud to collaborate with CSU Stanislaus' Aspire Team to co-sponsor the annual StanHacks event, alongside partners including TID, the Turlock Chamber of Commerce, and Bay Valley Tech. Now in its third year, the event brought together participants in team-based competition for an engaging hackathon experience.

The annual StanHacks event highlights the growing importance of coding and software development skills in today's economy. These technical competencies are increasingly vital across industries, equipping our current and future workforce with the tools needed to solve complex problems, innovate, and compete in a technology-driven job market.



City of Turlock, Turlock Chamber, TID, Bay Valley Tech, & ASPIRE Present

STANHACKS III

CSU, Stanislaus, Turlock CA | Naraghi Hall of Science (N-101)

Teams are limited to a **maximum of four members**; participants must be **18 or older**. We welcome **individuals of all skill levels** to join us. While coding experience is recommended, it is **not required**.
Free coding workshops on Friday!

4/25 @ 4PM - 10PM 4/26 on your own 4/27 @ 1PM-4PM

SEE YOU THERE!

Have questions?
Contact aeden@csustan.edu or visit us at **MSR 230**

REGISTER HERE BY 4/17

[stanstate_aspire](#)

Logos for City of Turlock, TID Water & Power, Turlock Chamber, Bay Valley Tech, and ASPIRE are displayed at the top.



Workforce Development - Talent Development

Ribbon Cutting - CSU Stanislaus Child Development Center

Childcare continues to be a significant barrier to workforce participation. City of Turlock staff was honored to attend the ribbon-cutting ceremony for CSU Stanislaus' new Child Development Center — a vital resource that will support students, faculty, and families throughout the Turlock community.



Attraction

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 WISP (Westside Industrial Specific Plan) is a key asset to our Turlock community, fostering a thriving industrial ecosystem that supports local businesses, creates jobs, and strengthens Turlock's economy.

Through smart planning and strategic growth, this area continues to drive innovation, sustainability, and opportunity—all while reinforcing a circular economy that benefits our entire city.

We're proud to showcase the vision behind this development and excited for what's ahead!

Beam Circular recently announced that they are actively looking for sites in Stanislaus County to develop a Bioeconomy Innovation Campus. More information on Beam Circular below:



BEAM Circular Overview

BEAM Circular is building a vibrant regional ecosystem for circular bioeconomy innovation in California's agricultural heartland, with a mission to unlock community prosperity and a healthy environment for all. As lead of the BioEconomy, Agriculture, & Manufacturing (BEAM) Initiative, we work with communities and diverse public and private partners to develop inclusive pathways to quality jobs, accelerate R&D, support business scale-up, and demonstrate new models for sustainable bioindustry development.

The Circular Bioeconomy

The circular bioeconomy focuses on the sustainable use of renewable organic materials, or biomass, to produce valuable products while minimizing waste. A key driver of the circular bioeconomy is the bioindustrial manufacturing industry, which uses biotechnology to create chemicals, materials, food, and energy.

Bioindustrial manufacturing is expected to reach \$4 trillion in annual global market value by 2030. Bioindustrial manufacturing using locally sourced materials, such as waste and by-products from agriculture, can reduce pollution and greenhouse gas emissions, divert use of fossil fuels, and create quality jobs in rural and underserved communities.

Growing Regional Investments

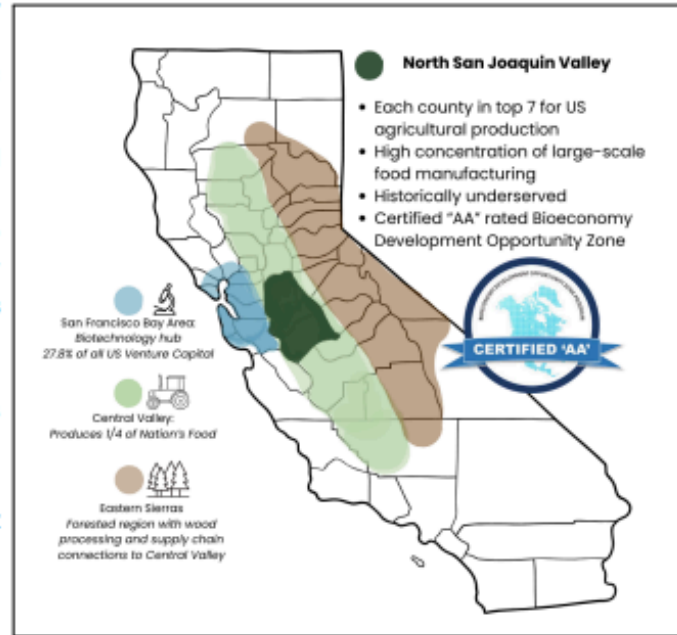
Since its launch in 2023, BEAM Circular has mobilized \$55 million in public and private investments to establish the North San Joaquin Valley as a global bioeconomy leader. These investments are now being deployed across transformative workforce development, innovation, infrastructure, and local business acceleration projects.

Would you like Turlock to be home to Beam Circular's Bioeconomy Innovation Campus?

Strategically Anchored in Leading Agriculture & Manufacturing Region

The North San Joaquin Valley is a tri-county region including Stanislaus, Merced, and San Joaquin Counties. The region sits in the heart of the most productive agricultural land in the country, and is the **only region in the United States** that combines leading-level **agricultural production** with a top concentration of **manufacturing** industry activities, in close proximity to world-class centers of **biotechnology innovation**.

The region's unique combination of assets makes it the top location in the country to scale up bioindustrial manufacturing, unlocking solutions and technologies that will benefit local communities.



California Bioeconomy Innovation Campus

Overview

BEAM Circular plans to establish the California Bioeconomy Innovation & Scale-up Campus in the North San Joaquin Valley to serve as a global center of excellence for zero-waste industrial biomanufacturing. This facility will support firms in advancing from lab-based viability to commercial-scale production by offering pilot- and demonstration-scale biomanufacturing equipment and scale-up expertise, addressing a critical U.S. market gap and bioeconomy infrastructure need.

The facility is strategically designed for technology and feedstock flexibility, accommodating a variety of biomass conversion pathways to unlock the full potential of California's diverse and abundant agricultural and forestry residues and other organic waste-streams to serve as sustainable inputs for bio-based energy, chemicals, materials, and food products. The campus will feature a community visitor center, allowing for broader engagement with local residents and visiting learners, as well as wet labs, office space, and on-site training programs to support regional workforce development.





Business Workshops

Monthly Report - April 2025

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 and implement business development programs. Business workshops take place within the City of Turlock monthly, and have different topics and strategies presented by different guest speakers.

Celebrate National Small Business Week in Turlock! Be sure to check out these events and workshops! Visit <https://bit.ly/SBWdevelopmentseries> to register for these FREE in-person events!

HOSTED BY SBDC Valley Sierra Opportunity Stanislaus Turlock TURLOCK

Come celebrate Small Business Week!
May 4th - 10th

WED 7	LOAN PREPAREDNESS WORKSHOP	TURLOCK CHAMBER OF COMMERCE 9-11 AM
THURS 8	UNLOCKING AI'S POWER FOR YOUR BUSINESS	TURLOCK CHAMBER OF COMMERCE 12-1:30 PM
FRI 9	BUSINESS INFORMATION EXPO	CARNEGIE ART CENTER 11-2 PM
	BOOST BUSINESS EFFICIENCY WITH AI WORKSHOP	CARNEGIE ART CENTER 12-1 PM

Check out the events here:
<https://bit.ly/SBWdevelopmentseries>

SBDC Valley Sierra Opportunity Stanislaus Turlock TURLOCK

LOAN PREPAREDNESS WORKSHOP

This no-cost in-person workshop will teach small business owners how to prepare for loans that will help to elevate their business

Brought to you by
Valley Sierra SBDC, Turlock Chamber of Commerce, and the City of Turlock

GUEST SPEAKERS

 **Gil Cardon**
Valley Sierra SBDC Expert Consultant

Key Discussions & Insights

✓ This FREE workshop will cover the business loan application process step-by-step, in order to get participants ready to apply!

Location:
Turlock Chamber of Commerce
115 S Golden State Blvd
Turlock, CA

May 7th 2025 / 9-11am

SCAN THE QR CODE  Or Visit: <https://bit.ly/SBWdevelopmentseries>

For Small Business Development Centers to provide a variety of free business development programs, including financial counseling and the delivery of technical assistance, they must be approved by the U.S. Department of Commerce. The City of Turlock is a designated Small Business Development Center (SBDC) and is proud to offer these services to our community. The City of Turlock is a designated SBDC and is proud to offer these services to our community. The City of Turlock is a designated SBDC and is proud to offer these services to our community.

SBDC Valley Sierra Opportunity Stanislaus Turlock

Beyond Emails: Unlocking AI's Real Power for Your Business

This workshop is designed for business owners who may be new to AI but want to understand how it can streamline operations, reduce costs, & open up new opportunities for growth—without needing a tech background.

Small Business Lunch & Learn
Turlock Chamber of Commerce

GUEST SPEAKERS

 **Daisy Mayorga**
yüda Co-Founder/CEO

 **Karina Arias**
yüda Co-Founder/CSO

 **Courtney Ortelio**
yüda Data Engagement Lead (Open Source Contributor)

You'll Learn:

- ✓ What AI is
- ✓ How to use simple AI tools
- ✓ How to ask AI the right questions
- ✓ Casual AI vs Strategic AI

May 8th | 12:00pm - 1:30pm

Location:
Turlock Chamber of Commerce
115 S Golden State Blvd
Turlock, CA

SCAN THE QR CODE  Or Visit: <https://bit.ly/SBWdevelopmentseries>

SBDC Valley Sierra Opportunity Stanislaus Turlock

SBDC Valley Sierra Opportunity Stanislaus Turlock TURLOCK BOSS

BOOST BUSINESS EFFICIENCY WITH AI WORKSHOP

This session will provide practical, easy-to-understand ways to start using AI tools to save time, improve customer engagement, and streamline operations. Walk away with actionable insights you can implement immediately to boost efficiency and stay ahead of the competition.

GUEST SPEAKER

 **Russell Fisher**
CEO of BOSS Business Systems

Key Discussions & Insights

- ✓ WORKFLOW AUTOMATION
- ✓ CUSTOMER ENGAGEMENT
- ✓ STREAMLINE OPERATIONS
- ✓ BOOST EFFICIENCY

May 9th / 12:00pm - 1:00pm

Location:
Carnegie Arts Center
250 N Broadway
Turlock, CA

SCAN THE QR CODE  Or Visit: <https://bit.ly/SBWdevelopmentseries>

SBDC Valley Sierra Opportunity Stanislaus Turlock

NATIONAL SMALL BUSINESS WEEK RESOURCE FAIR

Join us for an afternoon of no-cost business resources, networking, and a workshop on using AI agents to support your business.

Key Vendors & Resources:

- ✓ BUSINESS ASSISTANCE
- ✓ LENDING AGENCIES
- ✓ GRANT PROVIDERS
- ✓ BUSINESS INSURANCE

May 9th | 11:00 AM - 2:00 PM

Location:
Carnegie Arts Center
250 N. Broadway, Turlock, Ca

SCAN THE QR CODE  Or Visit: <https://bit.ly/SBWdevelopmentseries>

SBDC Valley Sierra Opportunity Stanislaus Turlock



City of Turlock Small Business Development & Assistance Program

The City of Turlock's newly launched Small Business Development and Assistance Program provides 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 and will provide up to \$3,500 (while funds last) for online business ads through Google Search Ads and Meta (Facebook/Instagram) Ads.

There is currently 60 businesses in the program. For more information on City of Turlock business workshops & business development programs please reach out to:

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

City of Turlock
Small Business Development and Assistance Program


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





| Google Ads |
| Social Media Ads |



- **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:





Date _____ 000

Pay To The
Order Of

Your New Business

\$ **1,000**

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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.

Below: City of Turlock celebrated National Arbor Day at Four Seasons Park with a hands-on tree planting event alongside students from the Turlock Junior High A.S.E.S. after-school program.

City staff shared the importance of trees in our environment and taught attendees how to care for them—from planting tips to long-term care. After the demonstration, students helped plant three new trees at the park, guided by City Staff.

Thank you to all who joined us—including our City Council and staff leadership—for making this Arbor Day a great celebration.



Below: Love Turlock took place on April 26, 2025

Below: The 2025 CCAA Track & Field Championships took place at CSU Stanislaus from May 1st - May 3rd.



Love Turlock

An Event of Love Stanislaus County



love In action



VISIT
LOVETURLOCK.COM FOR
MORE INFORMATION





Happy Retirement City Manager Reagan Wilson!

On April 8th, 2025 City staff and community members gathered to honor the retirement of City Manager Reagan Wilson — a dedicated leader, lifelong public servant, and proud Turlock native.

From community members to City staff and leadership, the turnout was a true testament to the impact he's made. The evening included a heartfelt proclamation delivered by Mayor Bublak, warm handshakes, meaningful conversations, and a certificate of recognition.

Thank you, Mr. Reagan Wilson, for your service, leadership, and unwavering love for this community.

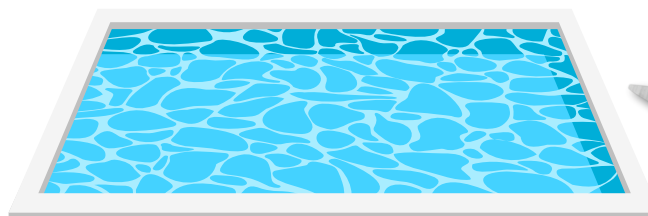
You will be missed, and we wish you all the best in your well-earned retirement.



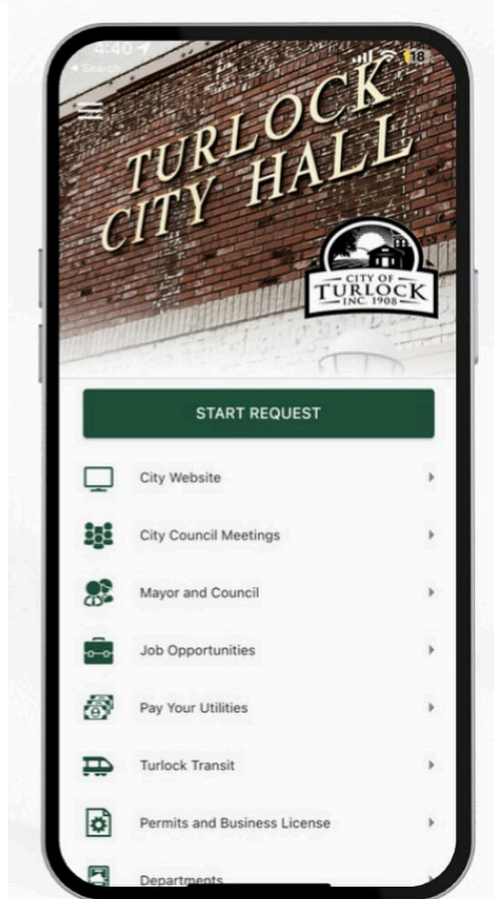
Community News



Columbia Pool Update



Download
MyTurlock



Download the
City of Turlock
Mobile App





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

