

# APPENDIX D. Economic Briefs

## Stanislaus County

Stanislaus County (Stanislaus) is in the North San Joaquin Valley of California, also known as heart of California's Central Valley. The county is about 90 miles east of San Francisco, 60 miles south of Sacramento and bordered by San Joaquin County (north), Merced County (south), Tuolumne and Calaveras Counties (east), and Santa Clara County (west).

The County's total area is 1,521 square miles, approximately 973,440 acres, less than 2% are covered by water. Two of California's major north-south transportation routes, Interstate 5 and Highway 99, intersect the county.

The majority of the county is flat. Elevation rises in the western and eastern portions of the county. The eastern edge of the county rises into the Sierra Nevada foothills and offers rolling hills and scenic landscapes. To the west, the county borders the Diablo Range, a series of mountains and ridges along the California Coast Ranges. The terrain is steeper and more rugged.

There are three major rivers in Stanislaus County—the Stanislaus and Tuolumne Rivers, running east to west, and the San Joaquin River running north to south. These waterways contribute to the region's agriculture and water supply. The Don Pedro Reservoir in the western portion of the county is a large man-made reservoir that provides water, hydropower generation, flood control, and is a popular destination for recreation.

## The Cities of Stanislaus County

The nine incorporated cities in Stanislaus County are a mix of small-town rural communities and more urban development, and contribute to the diversity of cultures, economies and lifestyles.

- **Ceres**, located on Highway 99, combines the charm of a smaller, community-driven city with the conveniences of being near larger urban centers, making it an attractive place for families and individuals. Originally a farming community, it has evolved into a suburban city with a mix of residential, commercial, and industrial development with numerous parks, recreational activities, and family-friendly spaces. The city is balancing its demand for housing and infrastructure with preserving its agricultural roots remains a key focus.
- **Hughson** is the smallest incorporated city in the county. Located about five miles east of Highway 99, the city is served by local roads and limited public transit options. The economy is mainly farming and agricultural (primarily almonds, peaches, walnuts, and dairy) and small businesses that cater to the community and agricultural industry. Hughson's well-maintained parks provide space for sports, picnics, and community events. As the city experiences modest growth, there is a strong focus on maintaining the agricultural heritage, supporting small businesses, and investing in parks, schools, and local services to enhance the quality of life for residents.
- **Modesto**, the county seat and one of the larger cities in the Central Valley, is the center for agricultural production and processing. In addition to agriculture, the economy includes retail, healthcare, manufacturing, and education as home to Modesto Junior College, part of the Yosemite Community College District. A focal point of downtown is the Gallo Center for the Arts, a premier performing arts venue for regional, national, and international activities. Modesto has

an extensive park system, and the Tuolumne River Regional Park offers many recreational opportunities.

- **Newman**, one of the smaller communities in the county, is situated along State Route 33 in the western part of Stanislaus County, near the foothills of the Diablo Range. It was established and grew as an agricultural and railroad town, playing a vital role in the Central Valley's development. Like many towns in the region, Newman relies heavily on agriculture as its economic backbone and locally owned small businesses that cater to residents and visitors. Complementing its community parks and recreational facilities is the San Luis Reservoir and Recreation Area located just to the south that provides boating, fishing, and hiking. The nearby Grasslands Ecological Area is a haven for birdwatchers and nature enthusiasts, with abundant wildlife and wetland habitats.
- **Oakdale**, located in the northeastern portion of the county, serves as a gateway to outdoor recreational activities like Woodward Reservoir for water sports and camping, the Stanislaus River for fishing and rafting, and is a convenient stop for those traveling to Yosemite National Park on Highway 120. The city's economy is centered around agriculture and ranching, specifically cattle and dairy production, and food processing. Oakdale maintains a small-town charm with a walkable downtown that features local shops, restaurants, and cultural landmarks.
- **Patterson** is situated along Interstate 5 on the county's western boundary. It is one of the fastest-growing cities in the region, attracting new residents and businesses and becoming increasingly popular as a commuter city for those working in the Bay Area. While agriculture remains a cornerstone of Patterson's economy, its direct access to I-5 via Highway 130 makes it a key logistics and distribution center for Northern and Central California. In recent years major companies such as Amazon, Restoration Hardware, and Grainger began operating warehouses in the city. The city still maintains its small-town and family-friendly character. Downtown offers a mix of historic architecture and local shops. Nearby recreational opportunities include the Del Puerto Canyon for hiking and outdoor activities and Diablo Grande for golf and scenic vistas.
- **Riverbank** is located about five miles south of Oakdale on Highway 108 and is considered a desirable place for families due to its small-town feel, affordable housing, and community-oriented culture. The city is experiencing residential development which is complemented with a variety of parks, playgrounds, and sports facilities. Jacob Myers Park, located along the Stanislaus River, is a popular destination. Agriculture has traditionally been a central part of Riverbank's economy, but the city is diversifying with small businesses, retail, and light industrial development.
- **Turlock**, on Highway 99, is the second-largest city in Stanislaus County. Agriculture and related industries, healthcare, and education are the mainstays of the city's economy. The city is home to major food processing companies, including Blue Diamond Growers and Foster Farms, Emanuel Medical Center, and California State University Stanislaus (CSU Stanislaus). Recreational and cultural events and venues include Carnegie Arts Center (exhibitions, performances, and classes), Stanislaus County Fair, and Pedretti Sports Complex (regional softball and soccer tournaments).
- **Waterford** is situated along the Tuolumne River on Highway 132, making it a gateway to the Sierra Nevada foothills and Yosemite National Park. Recreational opportunities are also found at the nearby Tuolumne River, Turlock Lake Recreation Area, and the Woodward Reservoir. While agriculture is the foundation of the city's economy, it is primarily a residential area for those working in nearby cities because of its affordability and quiet lifestyle.

Stanislaus County has several **unincorporated communities** that fall under the jurisdiction of the county. These communities have unique characteristics, histories, and functions within the larger county framework. Below is an overview of some of the unincorporated communities

- **Keyes**, located on Highway 99, is predominantly residential and agricultural
- **Salida**, northwest of Modesto, on Highway 99, is a growing community with suburban developments, local businesses, and distribution centers
- **Denair** is east of Turlock, near State Route 132, primarily residential and agriculture
- **Empire**, east of Modesto, along Highway 132 is a mix of residential neighborhoods and recreational places.
- **Grayson**, southwest of Modesto, near the San Joaquin River, is primarily an agricultural area with a small residential base that offers scenic riverfront views and outdoor activities
- **Westley** is southwest of Patterson and serves as a stop for travelers along I-5
- **Hickman**, east of Waterford, near the Tuolumne River, is known for its strong agricultural roots
- **Crows Landing** is southwest of Patterson, near Interstate 5. It was once home to a naval airfield, which now offers economic development opportunities for industrial operations
- **La Grange**, east of Waterford, near the Stanislaus River, is a popular place for outdoor activities like fishing, hiking, and gold panning

STANISLAUS CEDS – 2025-2030 – STANISLAUS COUNTY ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: Stanislaus County  
Key Contact Name: Tina Rocha, Assistant Executive Officer  
Contact Phone & Email: (209) 652-1122 [rochat@stancounty.com](mailto:rochat@stancounty.com)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Crows Landing Industrial Business Park</a>		Industrial	Greenfield and Infill	1,528 acres	<input checked="" type="checkbox"/>	Manufacturing & Assembly, Logistics, Public Administration Facilities, General Office/Business Park	Promoted by County, within a designated Opportunity Zone. Also an Enhanced Infrastructure Financing District (EIFD).	<input checked="" type="checkbox"/>
Anything at the airport??					<input type="checkbox"/>			<input type="checkbox"/>
Fink Road Landfill	4001 Fink Road and 3998 Fink Road, 95313	Planned Development and General Agriculture	Both	Varies depending on future expansion of Fink Road Landfill	<input type="checkbox"/>	Processing of Municipal Solid Waste (MSW) or greenwaste	MSW or Greenwaste could be co-located on the Fink Road Landfill property.	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – STANISLAUS COUNTY ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
<b>Example:</b> Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L Projects—</b> All <a href="#">Online Measure L Projects</a> have not been updated since 2022-23 fiscal year <ul style="list-style-type: none"><li>Bike &amp; Ped Projects: \$1.126 million</li><li>Local Streets &amp; Roads: \$9.74 million</li><li>Traffic Management: \$1.432 million</li></ul>	Measure L, a ½ cent sales tax, provides funding for local transportation improvements and street maintenance in Stanislaus County. Funding must stay local and goes towards local streets & roads, traffic management, and bike & ped improvements.	•
<a href="#">SR 132 West</a>	Creating a safer & more efficient transportation route by decreasing congestion & volume on the highway. Will improve connectivity for SR 132 & SR 99 through Downtown Modesto. Will make use of the existing right-of-way.	
<a href="#">North County Corridor Phase 1 Project</a>	Phase 1 begins at the Claribel & Oakdale Rd intersection. Includes construction of a new four-lane access-controlled expressway, a new interchange at Roselle Avenue, grade separated structures over the BNSF RR line, Terminal Avenue & the Modesto Irrigation District Main Canal. Also new frontage roads to maintain access to adjacent properties	
<a href="#">ACE Ceres-Merced Extension Project</a>	Extension would include track upgrades, new track, new bridges & a second mainline track along 34 miles of the UPRR Fresno Subdivision between Ceres & Merced. New Turlock, Livingston & Merced Stations along the extension alignment. New layover & maintenance facility in Merced.	
<a href="#">South 9<sup>th</sup> Street Corridor Plan</a>	A land use & transportation plan for the South 9 <sup>th</sup> Street Corridor—a 1 ¼ mile section of South 9 <sup>th</sup> Street from the Tuolumne River bridge entrance to East Hatch Rd. Goal was to improve the experience within the corridor for all transportation modes & enhance the interface between commercial, industrial & residential land uses.	

STANISLAUS CEDS – 2025-2030 – STANISLAUS COUNTY ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects			
List of <b>grant funded projects</b> already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.			
Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses			
Funded Project	Funding Amount	Any City Match?	Timeline
1. <a href="#">South 9<sup>th</sup> Street Corridor Plan</a>	\$252,663 – CalTrans Sustainable Communities Grant	\$28,981 – County contribution.	Board of Supervisors Accepted the final 9 <sup>th</sup> Street Plan on January 14, 2025 and granted closed out effective February 28, 2025.
2. North County Corridor	\$184,000,000 – total construction cost \$20M Federal BUILD GRANT \$20M State of CA TCEP Grant \$5M State of CA Section 190 grant	\$60M – County contribution	Board of Supervisors awarded the construction contract on February 25, 2025
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – STANISLAUS COUNTY ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with Cities?	
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with any of the Cities as a regional project i.e. Infrastructure projects or initiatives??	
1.	Stanislaus Urban County and Stanislaus HOME Consortium. Ongoing partnerships with seven to eight of the nine local cities for infrastructure (Community Development Block Grant) and housing (Home Improvement Partnership) funds from the United States Department of Housing and Urban Development (HUD)
2.	
3.	

Question 5 - Local city Priority Project	
Please list your local <b>priority projects</b> i.e. Commissioner priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.	
1.	IGNORE FOR COUNTY
2.	
3.	

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Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the county has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
Promoting opportunity sites out at <a href="#">Crows Landing</a> through their <a href="#">Prospectus</a>	
<a href="#">Economic Development Action Committee (EDAC)</a>	

Question 7 – Business Climate Perceptions
What do you think the <b>County's perception</b> is for developers, brokers, businesses in the Cities and County??? Do you think the County is considered " <b>business-friendly</b> "?



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Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
<b>Assets</b> (also consider what separates your community from others in the Valley)
<div><b>As taken from the Stanislaus County CEDS 2023</b><ul style="list-style-type: none"><li>Centrally located along transportation routes to major metropolitan areas in California and Nevada</li><li>Close to two deep-water ports</li><li>Large, available workforce</li><li>Climate conducive to diverse agriculture; 250 types of food and beverages</li><li>#5 Agricultural-producing County in the state</li><li>Multiple higher educational institutions and facilities. CSU Stanislaus has been recognized by Princeton Review (Nation’s Best Colleges for 10<sup>th</sup> consecutive year), Forbes (America’s Top Colleges list), Money (#1 Value-Added public university)</li><li>Cultural diversity</li><li>Strong culture of Entrepreneurship/Innovation</li><li>Access to recreation and tourism attractions</li><li>Primary and specialized healthcare facilities</li><li>Competitive land costs and lower electric rates through MID/TID</li></ul></div>
<b>Challenges</b>
<ul style="list-style-type: none"><li>Transportation infrastructure needs expansion</li><li>Relatively high cost of business taxes relative to adjoining states</li><li>Low skills in the workforce and lower levels of educational attainment</li><li>Air quality is poor relative to competitor regions</li><li>Water supply is variable from year to year</li><li>Need more full-service hotels to attract business travelers and tourists</li><li>Image and messaging of region</li><li>Not marketing agriculture as a regional strength</li><li>Relatively high poverty levels</li><li>High unemployment (compared to the rest of California and the nation) and the effects this has on families, access to education, health care, and public safety.</li><li>Diminished housing inventory and high cost of housing</li><li>A large percentage of adults with “Less than a High School Diploma” and a low number with college degrees</li><li>Low self-esteem/humbleness (negative self-perception)</li><li>Growing homeless issue</li></ul>
<b>Opportunities</b>

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- Expansion of workforce training
- Expansion of business retention programs
- Opportunity Zones in key business expansion areas (17 different census tracts designated)
- Continued attraction of large companies
- Improve water management (long-term strategies)
- Regional Tourism
- Marketing agriculture as a regional strength, including agritourism
- Marketing campaign establishing a unique regional identity
- Social media to help promote Stanislaus County
- Encouragement of innovation and entrepreneurship
- Positive media coverage
- Positive community messaging- pride of place
- Streamlined permitting and anticipation of industry opportunities

STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Modesto  
Key Contact Name: Trevin W. Barber, Economic Development Manager  
Contact Phone & Email: (209) 571-5566 tbarber@modestogov.com

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Beard Industrial Park</a>	Southeast of Modesto <a href="#">Properties - Beard</a>	Industrial	Greenfield and Infill	2,000 acres	<input checked="" type="checkbox"/>	Food-Related Industry	Beard Industrial Park is a prime opportunity site thanks to its strategic location near major transportation routes and efficient rail services. The park offers over 9 million square feet of industrial space across more than 2,000 acres, making it ideal for businesses needing large facilities. Established infrastructure and a community of globally recognized companies create a supportive business environment. The availability of large parcels of land and ongoing development efforts further enhance its growth potential. <a href="#">Available Properties.</a>	<input checked="" type="checkbox"/>
<a href="#">Crows Landing Road</a>	South Modesto; Crows Landing Road runs from 7th Street to Whitmore Avenue	Industrial	Infill	Not well defined. +/- 50 acres	<input checked="" type="checkbox"/>	Presence of the South Modesto Businesses United non-profit makes area attractive for Hispanic family businesses	Crows Landing Road is a key commercial corridor in Modesto, with significant potential for economic growth and development. Planned improvements aim to enhance mobility, accessibility, and public safety, supporting the vision of a vibrant commercial and mixed-use transportation corridor. This, along with active efforts from the City of Modesto to improve the area, makes Crows Landing Road an attractive opportunity site for investment. Included in the Southwest Modesto Plan.	<input type="checkbox"/>
<a href="#">Kiernan Business Park</a>	Northwest Modesto; located at the cross streets of Dale Road, Kiernan Avenue, and Bangs Avenue, with future plans for American Avenue as well	Mixed-Use Commercial Office Residential	Greenfield and Infill	630 acres	<input checked="" type="checkbox"/>	Commercial, office & residential uses. With Kaiser & Valley Children’s Medical, a destination for medical and supporting uses.	Kiernan Business Park is an attractive opportunity site due to its 614 acres of planned high-quality business and industrial space. Located adjacent to Modesto and close to Highway 99, it offers excellent accessibility. The development includes a mix of business park, office, regional commercial, medical campus, mixed-use, and residential areas, making it a versatile and strategic location for investment. <a href="#">Regional serving commercial potential, proximity to CA99.</a>	<input type="checkbox"/>

## STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

<a href="#">G3 Industrial Properties</a>	South Modesto; various	Industrial	Infill	134 acres	<input checked="" type="checkbox"/>	Distribution, logistics, warehouse, manufacturing uses.	Superior development and tenant support. G3 is a significant player in the industrial real estate market. They own and manage over 6 million square feet of industrial space in the area, offering a variety of properties including warehouses, manufacturing facilities, and distribution centers. Their properties are strategically located with excellent access to transportation networks, making them ideal for businesses looking to expand or relocate	<input checked="" type="checkbox"/>
<a href="#">Southwest Modesto Plan</a>	Southwest Modesto	Residential Commercial	Infill	35,846 acres	<input checked="" type="checkbox"/>	Multifamily residential and neighborhood-serving commercial.	Economic equity, revitalization. Inclusion in pending EIFD. <a href="#">Southwest Modesto Plan</a>	<input type="checkbox"/>
<a href="#">Tivoli Specific Plan</a>	Northeast Modesto: Tivoli in Modesto is bounded by Claratina Avenue to the north, Oakdale Road to the west, Sylvan Avenue to the south, and Roselle Avenue to the east	Residential Commercial	Greenfield	450 acres	<input checked="" type="checkbox"/>	Residential and commercial, both regional and neighborhood-serving.	<a href="#">Tivoli Modesto   450 Acre Master Planned Community</a> : Tivoli Modesto is considered an Opportunity Site because it offers a unique chance for development and investment in a growing area. The Tivoli Specific Plan (TSP) aims to foster attractive and distinctive development, ensuring public facilities and services are adequately provided. It includes a mix of residential, commercial, and recreational spaces, promoting a vibrant community.  The plan also emphasizes environmental sustainability and aims to provide a range of housing types to meet diverse needs. This holistic approach makes Tivoli Modesto an attractive opportunity for developers and investors looking to mitigate risk through a diverse portfolio of products while contributing to a well-planned and sustainable community.	<input checked="" type="checkbox"/>
<a href="#">Downtown Master Plan</a>	Downtown Modesto	Residential Commercial Multi-sport venue	Infill	640 acres	<input type="checkbox"/>	Residential, commercial, sports and entertainment.	<a href="#">Transit-oriented development (Valley Rail), pending EIFD. Mixed-use and multifamily residential (1,550 new homes), regional destination.</a>	<input checked="" type="checkbox"/>
<a href="#">1200 Graphics Drive</a>	Downtown Modesto	Industrial or commercial	Greenfield	45 acres	<input checked="" type="checkbox"/>	Distribution, Light manufacturing.	On CA99, former brownfield.	<input checked="" type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.  <b>Example:</b> Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
Please see list of capital improvement projects and budgets here: <a href="#">Archive Center • Capital Improvement Plan (CIP) Budgets - Co</a>		TOTAL CIP BUDGET 2025-2029 IS \$761,112,711
<a href="#">SR 132 West</a> - SR99/SR132 interchange to open 2029, project completion from Gates Rd to SR99 to complete by 2040	SR132 is becoming an important truck route between SR99 and I-5. Improves circulation especially for distribution truck traffic, safety, and air quality: <ul style="list-style-type: none"><li>Creates a more efficient route for trucks and commuters</li><li>Reduces the amount of time vehicles sit idle on the road, releasing gas emissions into the air</li></ul> Allows for longer intervals between maintenance and rehabilitation activities on the highway, due to the use of concrete pavement instead of asphalt	Funding of local portion through Regional Measure L Funds, further extensions will seek State and Federal Funding  \$34,540,705
Downtown Fire Flow Pipeline Improvements	New 8-inch diameter pipelines 2,230 LF	\$724,750
	New 12-inch diameter pipelines 29,540 LF	\$11,077,500
Downtown Strengthen and Replace (S&R) Improvements	Upsize to 8-inch diameter pipes 59,640 LF	\$19,383,000
Downtown Grid Improvements	Distribution/ transmission improvements for new 12-inch diameter pipelines along the following: - 5th Street between G Street and H Street - H Street between 5th Street and South Washington Street Sub-Total: 2,100 LF	\$1,207,500
Transit Oriented Development in Downtown	The Altamont Corridor Express (ACE) train is a commuter rail service running between Stockton and San Jose, with plans to extend to Modesto Downtown. The service offers four weekday round-trip routes, connecting the Central Valley to the Tri-Valley and Silicon Valley, providing a comfortable alternative to driving. Extending the ACE train to Modesto would improve job access in the Bay Area and support transit-oriented development, which could stimulate local economies and encourage sustainable, pedestrian-friendly growth. The proposed extension, which connects to the future high-speed rail in Merced, is part of a larger plan to enhance regional connectivity.	\$96,200,000
Tuolumne River Regional Park	The Tuolumne River, originating in Yosemite National Park, is a vital natural resource for Stanislaus County, providing water, power, and supporting agriculture and diverse wildlife, including the largest naturally reproducing chinook salmon population in the San Joaquin Valley. Despite its importance, public access is limited, prompting the creation of the Tuolumne River Regional Park (TRRP) over 40 years ago, with only a portion developed for recreation. The current TRRP Master Plan focuses on enhancing recreational amenities, environmental values, and educational	\$127,680,000

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	<p>programs, including projects like the Neece Drive Non-Motorized Boat Launch. Parks like TRRP not only improve quality of life but also contribute to job creation, economic development, and education. The City of Modesto’s ongoing Southwest Modesto opportunity study, in proximity to the park, presents an opportunity to create a "River District," unlocking the potential for economic growth and community revitalization.</p>	
Virginia Corridor Phase VIII	<p>The Virginia Corridor in Modesto is a 4.2-mile trailway that follows the old Tidewater Southern Railway line, offering amenities like picnic areas, shade structures, and gardens, making it popular for activities such as biking, running, and birding. The trail is accessible for wheelchairs and strollers, with benches and shade along the route, and has been funded through grants, local businesses, and families. Expansion plans for the trailway are in Phase 7 and 8, which will add new pathways, amenities, and a bridge, while also extending the trail to connect with the Hetch Hetchy Trail. These improvements will promote healthier lifestyles, reduce carbon emissions, and boost property values, potentially increasing city revenue. The \$4.5 million expansion project is funded by state and federal grants, including resources from the California Natural Resources Agency and other local funds.</p>	\$319,200
Bioeconomy Agriculture Manufacturing (BEAM) Circular	<p>BEAM Circular is an initiative focused on transforming waste into valuable resources through the circular bioeconomy, working with North San Joaquin Valley communities to rethink waste management. They aim to convert organic waste from agriculture, such as orchard trimmings and food scraps, into products like building materials, renewable energy, and industrial chemicals. Launched in January 2023 with support from Stanislaus County, BEAM Circular seeks to create jobs, build community wealth, and advance environmental solutions. With significant infrastructure investment and policy changes, including aligning with Modesto's General Plan, BEAM Circular hopes to make the region a leader in circular bioeconomy innovation.</p>	Support Policy Alignment and Development of a Proposal for EDA’s Planning and Local Technical Assistance Programs for BEAM Circular
Modesto Quiet Zones in Downtown	<p>The ACE train extension to Modesto is a key investment for economic growth, and the city is eager to support regional efforts to expand this vital connector. Meanwhile, the Quiet Zones project aims to reduce train horn noise in residential areas by establishing zones where horns are silenced, except for safety concerns. To ensure safety, additional measures must be implemented at crossings, with costs ranging from \$465,000 to over \$1 million per crossing. The city is working on cost estimates and values the support of regional stakeholders for the project.</p>	\$ 1,465,000

STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects			
List of <b>grant funded projects</b> already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.			
<b>Example:</b> \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the City’s transit operation, including a purchase of 18 buses			
Funded Project	Funding Amount	Any City Match?	Timeline
Please see Attachment for all grants rewarded in last 3 years.			
Manufacturing Talent-to-Industry Exchange	\$250,000 in ARPA funding	No	
Childcare expansion	\$156,758 in ARPA funding	No	August 2024 - December 2026
Small Business Support system	\$250,000 in ARPA funding	No	
Digital Literacy for Students	\$25,000 in ARPA funding	No	October 2023 - January 2027
Job Training for Immigrants	\$25,000 in ARPA funding	No	September 2024 – January 2027
Community Foundation	\$225,000 in ARPA funding	No	July 2023 – December 2026
Stanislaus 2030 Blueprint	\$90,000 in ARPA funding	No	August 2024 – January 2027
Business Attraction and Retention Support	\$100,000 in ARPA Funding	No	June 2024 - January 2027
Size-Up	\$31,464 in ARPA Funding	No	September 2024 – January 2027
Revolving Loan Fund	\$1,000,000 in ARPA Funding	No	December 2024 - Ongoing
Shop Modesto Online	\$46,778 in ARPA Funding	No	September 2024 – January 2027
Healthcare Workforce Pipeline	\$500,000 in ARPA Funding	No	June 2024 – June 2026
Downtown Beautification	\$700,000 in ARPA Funding	No	December 2024 – December 2026
EIFD	\$200,000 in ARPA Funding	No	February 2022 - TBD

Question 4 – Priority Projects – Collaboration with County
Please list any <b>priority projects that you are implementing that are in partnership/collaboration with the County as regional project</b> i.e. Infrastructure projects or initiatives??
Courthouse Redevelopment: The redevelopment of the Downtown Courthouse block and its alignment to the current Downtown Master Plan. The current Courthouse site in downtown Modesto is central to the City's downtown, with initiatives aimed at enhancing green spaces along I Street and infrastructure plans to retain the current building's historical elements along with new mixed-use developments. A thorough evaluation of the space will guide its potential re-development and alignment of the Downtown Master Plan, while improvements aim to foster a vibrant and welcoming downtown area for residents and visitors. The County currently is part owner of the building.
Enhance EIFD: The City is currently proposing a joint City / County partnership to fund public infrastructure and redevelopment projects by utilizing Tax Increment Financing with an Enhanced Infrastructure Financing District. These goals include a) currently incorporated areas with regional impact and (b) unincorporated County pockets to be annexed into the City. Seeking 25% or 50% of future incremental property tax to match City’s allocation (~\$20M to \$40M present-value allocation from County). The purpose is to catalyze economic development with regional impact and to bring County pockets up to City service levels to accelerate annexation. The potential EIFD map would include approx. 5,125 acres (18% of Citywide acreage), \$2.2B in existing assessed value (11% of Citywide A/V), and areas positioned for future growth, adopted plans, in need of catalytic infrastructure



STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

Question 5 - Local City Priority Project	
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the City needs to address to have a healthy community.	
The City Maintains a Strategic Plan that provides tactical guidance to the departments on Council Priorities: <a href="#">Strategic Plan 2020 - 2025   Modesto, CA</a> . Priority projects within the City related to economic development are as follows:	
Incubator Project: Our Economic Development Strategic Plan (EDSP) outlines the creation and promotion of incubator and accelerator facilities and programs in Modesto, either directly or in collaboration with partners. These initiatives are designed to foster entrepreneurship, support local startups, and stimulate innovation. By developing these resources, we aim to attract and retain regional target industries, such as the Bioeconomy, and position Modesto as a competitive hub for new businesses. This will not only drive economic growth but also contribute to a more vibrant and healthy community by diversifying job opportunities and strengthening local infrastructure.	
Quiet Zones: A key priority project within our Comprehensive Economic Development Strategy is the establishment of a Quiet Zone across downtown at-grade railroad crossings in our Downtown area. This initiative aims to enhance the quality of life and safety for residents and businesses by reducing noise from train horns. Currently, we are reviewing a feasibility report to determine costs and preparing for diagnostic meetings with transportation stakeholders, including CalTrans and Union Pacific Railroad. With projected completion by mid to late 2026, this project supports our broader goals of fostering a vibrant, livable community and promoting sustainable urban development.	
United Soccer League: One of the City's local priority projects is the development of a stadium in Modesto, as outlined in the letter of intent from the USL. The City is currently addressing key challenges related to the location, financing, and ancillary development for the project. Additionally, ongoing negotiations are focused on ensuring the successful integration of the stadium into the community, which will enhance local amenities and support a healthy, vibrant environment. This initiative aligns with the City's long-term vision for growth and improving quality of life for residents.	
Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the City has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<p>Economic Development Strategic Plan (EDSP) is being updated by The Natelson Group. The EDSP’s Action Plan is designed to achieve the following major goals:</p> <ul style="list-style-type: none"><li>• Expand economic opportunities for Modesto’s resident workforce</li><li>• Attract firms and entrepreneurial startups in high-growth/high-wage industry clusters</li><li>• Leverage the economic development potential of Modesto’s historic downtown and waterfront areas</li><li>• Revitalize Modesto’s other commercial and industrial areas</li><li>• Position Modesto as a “central place” within the North San Joaquin Valley for residents, business investors, and visitors</li><li>• Strengthen the City’s fiscal position</li></ul> <p>Whereas these goals largely revolve around attracting and retaining targeted business investment, the Action Plan recognizes that the strength of the local business/development environment will ultimately depend on Modesto’s strategic attention to a range of “foundational” conditions such as:</p> <ul style="list-style-type: none"><li>• Modesto’s “brand”</li><li>• The City’s reputation for business/development friendliness</li><li>• Land, zoning and infrastructure capacity</li><li>• Entrepreneurial development resources</li><li>• Education/workforce development systems</li><li>• Placemaking initiatives that leverage Modesto’s unique locational advantages and sense of community</li><li>• The City’s organizational capacity for economic development and business support</li><li>• Overall image and quality of life</li></ul> <p>The plan will be posted here on the City’s website: <a href="https://www.modestogov.com/3100/Economic-Development-Strategic-Plan">https://www.modestogov.com/3100/Economic-Development-Strategic-Plan</a></p>	City of Modesto



STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

The draft recommendations are as follows.

<b>Focus Area 1:</b> <b>Brand and Image</b>	<b>Recommendation 1:</b> Upgrade City's economic development website <b>Recommendation 2:</b> Implement image enhancement campaign (replace negative/inaccurate perceptions with positive messaging)
<b>Focus Area 2:</b> <b>Community Engagement and Inclusion</b>	<b>Recommendation 3:</b> Include community engagement as an ongoing/core function of ED program; implement a broad community engagement plan to enhance stakeholder dialogue/trust and raise public awareness of the value of the City's ED function <b>Recommendation 4:</b> Integrate the practice of inclusive economic development into all aspects and phases of EDSP implementation
<b>Focus Area 3:</b> <b>Placemaking</b>	<b>Recommendation 5:</b> Promote development opportunities in Downtown <b>Recommendation 6:</b> Implement a range of programs and policies aimed at enhancing the placemaking potentials of the Downtown and other distinct subareas (these programmatic investments would complement the development-focused investments in Recommendation 5)
<b>Focus Area 4:</b> <b>Development CapaCity and Business Friendliness</b>	<b>Recommendation 7:</b> Expand industrial space/development capaCity <b>Recommendation 8:</b> Promote revitalization and expansion of Modesto's commercial development footprint <b>Recommendation 9:</b> Integrate City's housing-related policies/programs with economic development opportunities <b>Recommendation 10:</b> Implement across-the-board improvements in Modesto business/development permitting and approval processes; promote Modesto as the "most business friendly" City in California
<b>Focus Area 5:</b> <b>Talent Development</b>	<b>Recommendation 11:</b> Establish Modesto Workforce Development Consortium (City led and coordinated) to facilitate regular information exchange of among partners <b>Recommendation 12:</b> Develop City-specific support services to supplement partner-led workforce development programs
<b>Focus Area 6:</b> <b>Regional Collaboration</b>	<b>Recommendation 13:</b> Position Modesto as a leader in BEAM Circular initiative; maximize Modesto's capture of opportunities generated by BEAM Circular <b>Recommendation 14:</b> Leverage small business support system being launched by Stanislaus 2030 (Small Business Strategy and Implementation Roadmap) <b>Recommendation 15:</b> Leverage research and strategic framework of North Valley Thrive (NVT) <b>Recommendation 16:</b> Actively collaborate with regional partners to improve region-wide conditions related to state/federal regulations and funding, essential infrastructure, and program delivery
<b>Business Development / Job Creation</b>	
<b>Focus Area 7:</b> <b>Entrepreneurship and Innovation</b>	<b>Recommendation 17:</b> Establish City Office of Entrepreneurism and Innovation with an overall mission of maximizing local access to business startup resources and positioning Modesto as the premiere North Valley location for technology-oriented entrepreneurial ventures
<b>Focus Area 8:</b> <b>Business Attraction and Recruitment</b>	<b>Recommendation 18:</b> Implement business attraction program focused on targeted industries in "traded" clusters <b>Recommendation 19:</b> Implement retail/restaurant tenant attraction program
<b>Focus Area 9:</b> <b>Business Retention and Expansion (BRE)</b>	<b>Recommendation 20:</b> Implement "boots on the ground" business retention/expansion (BRE) program to identify "red flags" for businesses needing retention/expansion services; customize assistance package based on challenges/opportunities facing identified firms
<b>Focus Area 10:</b> <b>Small Business Development</b>	<b>Recommendation 21:</b> Implement small business startup and assistance program (separate and distinct from entrepreneurial development programming)
<b>Focus Area 11:</b>	<b>Recommendation 22:</b> Lead coordination of various organizations and initiatives focused on expanding tourism (and visitor-related real estate development) in Modesto

STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

Tourism and Visitation		
Focus Area 12: EDSP Administration	Recommendation 23: Allocate staff time for initial and ongoing EDSP administration	
<p>Business Attraction Priorities:</p> <p>Agribusiness and Food Processing Agribusiness: Sustainable Practices, Technological Advancements, Changing Consumer Preferences, AgTech Development Food Processing: Technological Innovation, Sustainability, Health and Wellness, Convenience Foods</p> <p>Advanced Manufacturing: Digital Transformation, Sustainability / Climate Adaptive Technology, Reshoring and Localization, Advanced Materials, Workforce Development (invest in training to create competitive advance and as an incentive to businesses considering a Modesto location</p> <p>Healthcare and Biotechnology: Personalized Medicine, Telehealth and Remote Monitoring, Biotechnology Innovations, Technological Advancements, Increased Funding and Investments, Agricultural Biotechnology</p> <p>Tourism, Hospitality, and Retail: With a growing population and increasing tourism, retail stores, restaurants, and hotels can do well. Enhancing the local tourism infrastructure can further boost this sector. Enhancing tourism infrastructure and promoting local attractions can boost the hospitality industry and bring in additional revenue.</p> <p>Technology and Professional Services: As the City continues to develop, there is a growing need for IT services, consulting firms, and other professional services. In Modesto, this sector can benefit from the proximity to major tech hubs like the Bay Area.</p>		City of Modesto

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?
<b>Developers:</b> Modesto is seen by developers as a City with potential, but there are some challenges. A primary concern is the limited availability of land for new development, which restricts growth opportunities. Additionally, the zoning code can be seen as restrictive, complicating efforts to redevelop or repurpose existing properties.
<b>Brokers:</b> For brokers, Modesto has a mixed perception. While there is interest in the City due to its strategic location and growth potential, the market can sometimes be slow, and there may be frustration with regulatory hurdles. These factors can impact the pace and ease of transactions in the area.
<b>Business:</b> Businesses may find Modesto's environment somewhat challenging, as there are often concerns regarding the City's infrastructure and the regulatory environment. However, there is room for improvement, and with the right incentives and adjustments to zoning, the City could foster a more business-friendly atmosphere that attracts and retains businesses looking to expand or set up shop. The County’s Health Department is a frequent stressor for local businesses.

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the City and the region?
<b>Assets</b> (also consider what separates your community from others in the Valley)

# STANISLAUS CEDS – 2025-2030 – CITY OF MODESTO ECONOMIC DEVELOPMENT PROFILE

- Economic Development Strategic Plan is being updated by The Natelson Group <https://www.modestogov.com/3100/Economic-Development-Strategic-Plan>

Modesto possesses a range of assets that contribute to the development of a healthy economy both locally and regionally. The City is anchored by a strong base of core industries such as agriculture, food processing, logistics, manufacturing, and healthcare, providing stability and growth. Additionally, Modesto benefits from affordable housing compared to other parts of California, as well as competitive costs of doing business in a business-friendly environment. The City enjoys low unemployment rates, a robust commercial and industrial real estate market with vacancy rates under 5%, and innovative workforce development programs that support skills growth. Modesto also has a vibrant arts and entertainment community, including opera, symphony orchestra, and ballet, which distinguishes it as one of the few U.S. cities to offer all three. The City also hosts a high participation rate in "National Night Out." With a concentration of nonprofit organizations, Modesto has strong potential for economic development and community engagement partnerships. The City’s collaboration with regional partners is expanding, and its proximity to the Bay Area/Silicon Valley offers access to a leading tech hub. Moreover, Modesto benefits from water availability and competitive pricing through its independent district, along with a City Council that is supportive of economic development initiatives. The close-knit community blends small-town charm with larger-City opportunities, offering a promising environment for growth.

## Challenges

While Modesto offers strong assets, there are also challenges to overcome in fostering a healthy economy. One key area for improvement is maximizing the potential of the well-regarded Downtown area. A priority is to jumpstart mixed-use residential projects that will not only stimulate the local economy but also address the demand for housing, particularly with the expected influx of residents attracted to the ACE Rail service to San Jose, Sacramento, and Merced. Another challenge is competition with neighboring municipalities for retail and commercial opportunities, as the sector faces stagnation or decline. Growing tech employment opportunities is also a priority to encourage the repatriation of long-distance commuters, enhancing their quality of life and reducing energy waste. Additionally, Modesto needs to overcome residual negative opinions stemming from the Great Recession regarding the San Joaquin Valley’s quality of life and business prospects. Creating a more business-friendly environment within California’s high-tax, high-regulation context is another challenge, as is securing the necessary funding for targeted economic development infrastructure investments and incentives to attract and retain businesses, particularly young, growing companies and startups.

## Opportunities

Modesto has significant opportunities for growth and economic development. One major opportunity is to build on existing regional initiatives such as BEAM Circular, Stanislaus 2030, and North Valley Thrive, positioning Modesto to support and uplift these efforts to the benefit of the City. The City can also work to become a key visitor destination and entertainment district, capitalizing on its unique placemaking opportunities in Downtown and along its waterfront. Focused efforts to elevate Downtown Modesto as a “living room” for the City, combining visitor attractions with housing options, will help maximize its potential. The City is also poised to benefit from pending catalyst development projects such as the ACE train, new courthouse, and a potential sports stadium. Enhancing Modesto’s reputation for being business- and development-friendly will attract investment, while a major initiative focused on entrepreneurship and innovation will foster local growth. Expanding industry clusters around Modesto’s historic core industries, as well as positioning climate resilience initiatives as business opportunities, will also be key drivers. The City can tap into growing regional trends, such as remote work, which offers the opportunity for Bay Area workers to live in Modesto, and further expand outreach to BIPOC communities through business assistance programs. Modesto has an opportunity to develop its food culture as a business and tourism driver while adapting retail shopping centers to current market trends. Additionally, leveraging City-owned real estate for development and exploring strategic acquisitions or partnerships will help mitigate risk for developers and stimulate growth. Promoting the development potential of major infrastructure investments, expanding virtual economic development services, and training residents for remote tech jobs will further support a thriving economy.

STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: [City of Ceres](#)  
Key Contact Name: [Lea Simvoulakis, Community Development Director](#)  
Contact Phone & Email: (209) 538-5778 [Lea.Simvoulakis@ci.ceres.ca.us](mailto:Lea.Simvoulakis@ci.ceres.ca.us)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Copper Trails</a>	South of Service Road, bound to west by Blaker Road, to east by Hwy 99 and south to Gondring Rd	Residential and Commercial	Greenfield	535 acres	<input type="checkbox"/>	Highway Commercial Uses, Regional Commercial Center	Approved and entitled plan area	<input checked="" type="checkbox"/>
<a href="#">West Landing Specific Plan</a>	West side of Ceres. Bound by Service Rd to south, Witmore Ave to north, UP RR to east, Ustick Rd to west.	Industrial, Business Park, Residential	Primarily Greenfield	960 acres	<input type="checkbox"/>		Approved in 2011. Still undeveloped	<input type="checkbox"/>
<a href="#">Mitchell Ranch/ Ceres Gateway Center</a>	Mitchell Rd between Hwy 99 and Tuolumne River	Industrial, commercial, residential	Infill & Greenfield	450 acres	<input type="checkbox"/>	As taken from plan— <ul style="list-style-type: none"><li>• Region-serving commercial</li><li>• Business Park/Office</li><li>• Residential</li></ul>	Approved in 1995	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
Example: Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L Projects—</b> <ul style="list-style-type: none"><li>• Installation of raised median along Mitchell Rd from Whitmore Ave to Garrison St</li><li>• Traffic Signal Improvements—installation of raised medians as well as traffic signal modifications to improve intersection operations.</li><li>• Design review of future SR 99 Service/Mitchell interchange. Upgrades to local intersections, road &amp; bridge widening, signalization.</li><li>• New bike lanes on Herndon Ave, El Camino Ave, Eastgate Blvd. Total length is 3.0 miles. Includes roadway widening, shoulder backing, centerline realignment, restriping, markets and asphalt micro-surfacing in bike lane areas.</li></ul>	Measure L, a ½ cent sales tax, provides funding for local transportation improvements and street maintenance in Stanislaus County. Funding must stay local and goes towards local streets & roads, traffic management, and bike & ped improvements.	<ul style="list-style-type: none"><li>• Mitchell Rd: \$22,910</li><li>• Traffic Signals: \$28,220</li><li>• SR 99 Interchange Design Review: \$66,610</li><li>• Bike Lane Corridors: \$74,378</li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1. Copper Trails Specific Plan. Draft Nov 6 <sup>th</sup> , 2024.			Draft EIR open for comment through 1/27/2025
2.			
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County	
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??	
1.	
2.	
3.	

Question 5 - Local city Priority Project	
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.	
1.	
2.	
3.	

STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
As taken from the <b>2023 Economic Development Strategy---</b> 1. Strengthen job opportunities with industrial and commercial growth 2. Encourage public and private investment for infill development 3. Ensure the development of a strong workforce by supporting a quality K-12 education system and industry-specific job training programs 4. Balance the provision of streamlined services and entitlements with fiscal responsibility	<b>Community Development/Economic Development Department</b>

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?



STANISLAUS CEDS – 2025-2030 – CITY OF CERES ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
<b>Assets</b> (also consider what separates your community from others in the Valley)
<ul style="list-style-type: none"><li>• The geographic location provides unparalleled access to several highways, interstates, freight and international passenger air and port services</li><li>• Major west coast markets are less than a day's drive</li><li>• Employers can easily draw from a population of over 460,000 and a workforce (age 16 to 75) of 265,000 in 20-mile radii</li><li>• Excellent K-12 education system, CTE training resources and connections with several university and research centers in the region</li><li>• Water rights, affordable electrical utilities</li><li>• Housing is more affordable for the workforce when compared to the larger region</li><li>• Pedestrian-friendly downtown, parks, well-supported and attended community events</li><li>• Professional and service-oriented economic development staff</li></ul>
<b>Challenges</b>
<ul style="list-style-type: none"><li>• Limited market-ready sites or buildings for industrial or commercial uses</li><li>• Large out commuting population</li><li>• No growth in the incoming talent pipeline (population 0 to 19 years of age)</li><li>• Limited staffing for development services (building and permitting departments)</li><li>• No apparent consensus on economic development goals or vision, which is primarily due to the new council and new city staff</li><li>• Limited budget and materials to support economic and business development efforts</li><li>• Over-emphasis on attracting and developing sites for retail uses</li></ul>
<b>Opportunities</b>
<ul style="list-style-type: none"><li>• High demand in the greater region for small to medium size light industrial sites</li><li>• Large tract of land identified as future industrial is an excellent match for in-demand uses</li><li>• Apparent agreement on industry targets among educators, workforce training, economic development organizations, and city government</li><li>• Support and demand for continuing the excellent progress made on downtown revitalization</li><li>• Altamont Corridor Express (ACE) rail station stop planned for downtown Ceres will significantly improve pedestrian traffic and visibility of Ceres as a viable business location</li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Hughson  
Key Contact Name: Carla Jauregui, Community Development Director  
Contact Phone & Email: (209) 883-4054 cjauregui@hughson.org

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Tully Road Industrial Subdivision</a>	South of existing industrial area, east of Tully Rd, north of Roeding Rd extension.	Industrial	Greenfield and Infill	46.44 acres	<input type="checkbox"/>	(34) industrial lots across the 46 acres	Strong existing industrial users. Many in food-related industries. Rail access to UP and BNSF lines.	<input checked="" type="checkbox"/>
Industrial expansion south and west of existing industrial areas	South and west of City, within Sphere of Influence	Future Industrial	Greenfield		<input type="checkbox"/>			<input type="checkbox"/>
Downtown	Downtown	General Commercial (C-2)	Infill		<input type="checkbox"/>	Commercial Mixed-Use?	Opportunity to grow and create more vibrancy within downtown area. City is working with Chamber, ED Committee and downtown businesses to revitalize downtown	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
<b>Example:</b> Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L Projects from 2023—</b> <ul style="list-style-type: none"><li>Hughson Avenue Sidewalk—bike and ped</li><li>Santa Fe Project</li><li>Euclid Ave Overlay</li><li>Pavement Management Program</li></ul>	Measure L, a ½ cent sales tax, provides funding for local transportation improvements and street maintenance in Stanislaus County. Funding must stay local and goes towards local streets & roads, traffic management, and bike & ped improvements.	<ul style="list-style-type: none"><li>Hughson Ave: \$24,837</li><li>Santa Fe Project: \$681,933</li><li>Euclid Ave Overlay: \$60,633</li><li>Pavement Management Program: \$10,298</li></ul>
<b>SB1 Projects from FY 2023-2024</b> <ul style="list-style-type: none"><li>Whitmore Ave Pedestrian Improvement Project &amp; Overlay</li><li>Whitmore Ave Resurfacing Project</li></ul>	<ul style="list-style-type: none"><li><b>Whitmore Ave Ped Project Description:</b> design &amp; engineering for new pedestrian &amp; bike improvements on Whitmore Ave, including sidewalk &amp; bike lane across BNSF rail lines</li><li><b>Whitmore Ave Resurfacing Project Description:</b> resurfacing Whitmore Ave from Santa Fe to Euclid Ave.</li></ul>	City of Hughson was expected to receive \$166,290 in Road Maintenance & Rehabilitation Account (RMRA) funds created by SB1.

STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1. Feb 2024 RFP— <a href="#">Comprehensive User Fee Study, Full Cost Allocation Plan &amp; Optional Development Impact Fee Study</a>			
2. Downtown Revitalization Fee	Monies received from development of the Parkwood single-family subdivision. \$750/lot for 299 lots at Parkwood. Money to go towards streetscaping and downtown placemaking		
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??
1.
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Question 5 - Local city Priority Project
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.
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STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<p>Taken from the <a href="#">City of Hughson City Council Strategic Priorities</a>—May 22, 2023. City’s Vision, Mission, Value, and Strategic Priorities for 2023-2028</p> <p><b><u>Economic Development</u></b></p> <ul style="list-style-type: none"><li>• Support resources for businesses through—support of Chamber of Commerce, Opportunity Stanislaus &amp; Valley Sierra SBDC.</li><li>• Complete General Plan Update &amp; Housing Element Project.</li><li>• Revitalize downtown. Examples—shadow art, mural, pedestrian crosswalks</li><li>• Annexation of industrial zoned land, provide infrastructure to promote industrial business</li><li>• Review business leases at the Incubation Center (located in City Hall Annex). Advertise incubation center vacancies &amp; opportunities</li></ul> <p><b><u>Maintain Infrastructure &amp; Leverage Funds</u></b></p> <ul style="list-style-type: none"><li>• Complete Measure L Annual Plan</li><li>• Complete Whitmore Ped Crossing Project in coordination with BNSF</li><li>• CDBG Projects—Walker Lane, Tully Road, 7<sup>th</sup> Street</li><li>• Proactively maintain Wastewater Treatment Plant</li><li>• Water—TCP Treatment at Well 8 (City back-up well)</li></ul> <ul style="list-style-type: none"><li>• Maintain a Capital Improvement Plan</li><li>• Develop Water, Wastewater Treatment Plant, Sewer &amp; Stormwater maintenance plans</li><li>• Conduct review of City’s fees for service</li><li>• Review of current Development Impact Fees &amp; Capacity Fees</li><li>• Acquire a public-facing permit system</li></ul>	

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?

STANISLAUS CEDS – 2025-2030 – CITY OF HUGHSON ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
Assets (also consider what separates your community from others in the Valley)
<ul style="list-style-type: none"><li></li></ul>
Challenges
<ul style="list-style-type: none"><li></li></ul>
Opportunities
<ul style="list-style-type: none"><li></li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Newman  
Key Contact Name: Michael Holland, City Manager  
Contact Phone & Email: (209) 862-3725 mholland@cityofnewman.com

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
Opportunity Sites Identified in the <a href="#">Hwy 33 Specific Plan</a>	Hwy 33 corridor from Shields Rd to the south and E. Stuhr Rd to north	Commercial Industrial	Greenfield and Infill	Business Park: 25.7 acres Commercial: 89.6 acres	<input type="checkbox"/>	Business Park?? Highway commercial?	Several opportunity sites identified in the specific plan. Adjacent to existing uses and infrastructure	<input checked="" type="checkbox"/>
<a href="#">Northwest Newman Master Plan</a> area	South of Stuhr Road, east of canal, north of Jensen Rd, west of Hwy 33	Residential Business Park Community Commercial	Greenfield and Infill	362 acres	<input type="checkbox"/>		Master planned, good location along Hwy 33	<input type="checkbox"/>
Existing Business Park at north end of City	Jensen Rd to south, Stuhr Rd to north, Hwy 33 & Fig Lane.	Outside City Limits (within SOI??)	Greenfield	70 acres approx.	<input type="checkbox"/>		Adjacent to existing businesses—DIGZ Prefab & Modular Homes, Westside Landscape & Concrete. Would need to bore for utilities under Hwy 33.	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>



STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
<b>Example:</b> Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L Projects from FY 2022-2023 (June 30, 2023)</b> <ul style="list-style-type: none"><li>Local Streets &amp; Roads- StanCOG Pavement Management Program</li><li>Traffic Management- StanCOG Pavement Management Program</li><li>Bike &amp; Pedestrian- StanCOG Pavement Management Program</li></ul>	Measure L, a ½ cent sales tax, provides funding for local transportation improvements and street maintenance in Stanislaus County. Funding must stay local and goes towards local streets & roads, traffic management, and bike & ped improvements.	<ul style="list-style-type: none"><li>Local Streets &amp; Roads: \$681 (is this in thousands)</li><li>Traffic Management: \$136</li><li>Bike &amp; Pedestrian- \$68</li></ul>
<ul style="list-style-type: none"><li><a href="#">Downtown Plaza</a> at Fresno and N Street</li></ul>	<ul style="list-style-type: none"><li></li></ul>	
<ul style="list-style-type: none"><li>Capital Facilities and Development Impact Fee Nexus Study—just updated by EPS. Last update was in 2002.</li></ul>		

STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1. <a href="#">Highway 33 Specific Plan Update</a> —Caltrans Sustainable Transportation Planning Grant to update the plan			Adopted January 25, 2022
2. <a href="#">Newman Corridors Improvement &amp; Multi-Benefit Community Connectivity Plan</a> -- Caltrans Sustainable Transportation Planning Grant to get input on peoples experiences of travel corridors in Newman			Design Concepts Survey is closed. Site says stay tuned for updates about a community workshop in Summer 2024?
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County	
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??	
1.	
2.	
3.	

Question 5 - Local city Priority Project	
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.	
1.	<a href="#">Downtown Plaza</a> and the Business and Jobs Assistance Center
2.	Expand existing business park to the west. Would need to extend utilities
3.	

STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<ul style="list-style-type: none"><li></li></ul>	

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?

STANISLAUS CEDS – 2025-2030 – CITY OF NEWMAN ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
Assets (also consider what separates your community from others in the Valley)
<ul style="list-style-type: none"><li>• Main Street streetscaping. Runs from Mariposa to Merced Street</li><li>• West Side Theater</li></ul>
Challenges
<ul style="list-style-type: none"><li>• Limited vacancies downtown</li><li>• Not a strong Chamber presence</li></ul>
Opportunities
<ul style="list-style-type: none"><li>• </li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Oakdale  
Key Contact Name: Bryan Whitemeyer, former City Manager Patrick Mondragon, City Clerk  
Contact Phone & Email: (209) 845-3571 [bwhitemyer@ci.oakdale.ca.us](mailto:bwhitemyer@ci.oakdale.ca.us)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">South Oakdale Industrial Specific Plan</a>	South end of town	Industrial	Greenfield	383 acres industrial; 68 acres office; 55 acres general commercial	<input type="checkbox"/>		Adopted development agreement. No real development yet.	<input type="checkbox"/>
<a href="#">East F Street Specific Plan</a>	East end of City along F Street, between Lundy Road and Stearns Road	Low & High-Density Housing; Mixed-Use; Commercial	Greenfield		<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project

Please provide a list Planned/funded **capital improvement projects**-- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.

Example: Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million

Project	Why Important?	Funding Total
<b>Measure L Projects from FY 2022-2023 (June 30, 2023)</b> <ul style="list-style-type: none"><li>Olive Street</li><li>J Street- Sierra to 5th</li><li>Cloverland Way- A to C Street</li></ul>	Measure L, a ½ cent sales tax, provides funding for local transportation improvements and street maintenance in Stanislaus County. Funding must stay local and goes towards local streets & roads, traffic management, and bike & ped improvements.	<ul style="list-style-type: none"><li>Olive Street: \$751,098</li><li>J Street- Sierra to 5th: \$256,824</li><li>Cloverland Way- A to C Street: \$57 (is this in thousands)</li></ul>
<b>Greger Sports Park</b> <ul style="list-style-type: none"><li>Soccer fields, future gym, restrooms, lighted tennis/pickleball courts &amp; parking</li></ul>		\$6 million funded by 15 years of residential development fees and ARPA funds

STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1.			
2.			
3.			
4.			
5.			
6.			



STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County	
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??	
1.	
2.	
3.	

Question 5 - Local city Priority Project	
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.	
1.	PBID Parking Study being done in May 2025
2.	Impact and Fee Study—finished in March 2025?
3.	

STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?

STANISLAUS CEDS – 2025-2030 – CITY OF OAKDALE ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
Assets (also consider what separates your community from others in the Valley)
<ul style="list-style-type: none"><li></li></ul>
Challenges
<ul style="list-style-type: none"><li>General Plan adopted in 2013. Needs to be updated.</li><li>Oakdale Airport Master Plan—adopted in August 1996, planning for window from 1995-2015. There is a wait list for hangar space.</li></ul>
Opportunities
<ul style="list-style-type: none"><li></li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Patterson  
Key Contact Name: Bryan Stice, Community Development Director  
Contact Phone & Email: (209) 895-8074 [bstice@ci.patterson.ca.us](mailto:bstice@ci.patterson.ca.us)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">West Patterson Business Park</a>	West of Baldwin Rd to the canal	Industrial	Greenfield	814 acres	<input checked="" type="checkbox"/>	Distribution & Fulfillment Centers	Existing infrastructure & adjacent uses (Amazon, Restoration Hardware, Grainger Distribution, etc.)	<input checked="" type="checkbox"/>
<a href="#">Zacharias &amp; Baldwin Ranch Master Plan</a>	Just north of West Patterson Business Park	Residential Mixed-Use Commercial Light Industrial	Greenfield	1,300 acres	<input type="checkbox"/>	Mixed-Use, Business Park	Adjacent to West Patterson. Master plan approved (2021)	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
Example: Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L</b> —Current Projects <ul style="list-style-type: none"><li>• Pedestrian Controlled Crosswalk Safety Project—intersection of Ward Ave &amp; Mackilhaffy Dr.</li><li>• I-5/Sperry Avenue Traffic Interchange Project—between Westley &amp; Crows Landing intersections. Two phases.</li><li>• Sperry Avenue Improvements- Phase 2- overlay &amp; road reconstruction along Sperry Ave between American Eagle Ave &amp; Ward Ave</li></ul>		<ul style="list-style-type: none"><li>• Pedestrian Controlled Crosswalk Safety Project: \$908,281 Measure L funds, \$47,804 City Funds match.</li><li>• I-5/Sperry Avenue Traffic Interchange Project: \$308,510 Measure L funds. \$2.4 million match by City Funds.</li><li>• Sperry Avenue Improvements- Phase 2: \$996,409 Measure L. Also SB1, STBGP &amp; City Funds</li></ul>
<ul style="list-style-type: none"><li>•</li></ul>		

Question 3 – List of Grant Funded Projects
--------------------------------------------

STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

**Example:** \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1.			
2.			
3.			
4.			
5.			
6.			

Question 4 – Priority Projects – Collaboration with County

STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

Please list any **priority projects** that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??

1.

2.

3.

Question 5 - Local city Priority Project

Please list your local **priority projects** i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.

1. Upgrade infrastructure for Aemetis development?

2.

3.

Question 6 – Priority Economic Development Programs

STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
As taken from the DRAFT <b>City of Patterson Strategic Plan 2024-2028, Goal 1: Economic Development &amp; Community Amenities</b> <b>1.1 Expand the local economy by supporting local businesses and attracting new enterprises to the City.</b> <b>A.</b> Develop and implement a comprehensive Economic Development Plan that provides a vision and framework for attracting new businesses and supporting existing businesses. Activities may include: <ul style="list-style-type: none"><li>• Creating incentives to attract retail locations and restaurants.</li><li>• Creating local and regional economic development partnerships to promote the area.</li><li>• Exploring options to increase the diversity of job opportunities within our Commercial and Industrial Park areas.</li><li>• Providing educational and partnership resources to help incubate new businesses and support entrepreneurship.</li><li>• Providing resources and/or support to existing businesses to help them grow and expand.</li></ul> <b>B.</b> Implement an online permitting portal to better support local developers, businesses, and community members.  <b>PERFORMANCE INDICATORS</b> <ul style="list-style-type: none"><li>• Retail sales tax revenue</li><li>• Number of businesses within the City limits</li><li>• Increase in total jobs created</li><li>• Percentage of occupied downtown commercial space</li><li>• New commercial and residential permit dollar volume</li><li>• Transient Occupancy Taxes revenue</li></ul>	

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?



## STANISLAUS CEDS – 2025-2030 – CITY OF PATTERSON ECONOMIC DEVELOPMENT PROFILE

### Question 8 – Assets, Challenges & Opportunity

What would you identify as your City's **assets, challenges and opportunities** as it relates to creating a healthy economy for the city and the region?

**Assets** (also consider what separates your community from others in the Valley)

- 

## Challenges

- 

## Opportunities

-

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Riverbank  
Key Contact Name: Joshua Mann, Director of Community Development  
Contact Phone & Email: (209) 863-7124 [jmann@riverbank.org](mailto:jmann@riverbank.org)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Aemetis Carbon Zero 1 Project</a> & the Riverbank Industrial Area	Riverbank Industrial Complex	Industrial	Greenfield	29 acres	<input type="checkbox"/>	Sustainable aviation fuel and renewable diesel production plant	Former Riverbank Army Ammunition Plant (RAAP)	<input checked="" type="checkbox"/>
<a href="#">River Walk Specific Plan</a>	NE corner of Patterson Rd/McHenry Ave	Residential & Commercial	Greenfield	997 acres	<input type="checkbox"/>	Mixed-Use Development Project- low, medium & high density residential, commercial, office, retail.	Approved River Walk Specific Plan (2024)	<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>
					<input type="checkbox"/>			<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
<b>Example:</b> Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<b>Measure L—Future Projects in Riverbank</b> <b>Local Street and Roads</b> <ul style="list-style-type: none"><li>○ Oakdale Road Overlay Project, coming 2025</li><li>○ Improvements on Riverside Drive between 3rd Street and 4th Street, coming 2025</li><li>○ Townsend Overlay Project - between Terminal &amp; 8th</li><li>○ Silverrock Road Overlay Project - between Patterson &amp; Oakdale</li></ul> <b>Traffic Management</b>  <b>Bike / Pedestrian</b> <ul style="list-style-type: none"><li>○ Squire Wells Way and Homewood Way Street Light Installation, coming 2024</li><li>○ Palmer Sidewalk Project Westside between Patterson and Sierra</li></ul>		•
<b>SB 1 – Future Projects in Riverbank</b> <ul style="list-style-type: none"><li>○ Woodhaven Drywell, Catch Basin and Hard Scape Project, coming 2025</li><li>○ Woodhaven Overlay Project, summer 2025</li></ul>		
<b>CIP 2023-2028</b> <ul style="list-style-type: none"><li>• <b>Oakdale Road Overlay-</b> Silverrock to Patterson Rd. Prelim Engineering &amp; Construction. Estimate Cost: \$626,500. Spring 2024. Measure L funding</li><li>• <b>Crossroads Elementary School-</b> Two Raised Crosswalks. Prelim Engineering &amp; Construction. Estimated Cost: \$114,500. Summer 2024. Measure L funding</li><li>• <b>Callander Avenue Improvements-</b> Construction Phase 1. Fall or Spring 2023. Measure L, RSTP &amp; STBGP funding. Total Estimated Cost: \$901,493</li><li>• <b>Signal at Roselle &amp; Patterson, Pedestrian RR Crossing, Sidewalk Infill along Roselle &amp; Patterson.</b> Construction Phase. Fall 2022 or Spring 2023. CMAQ, STBGP &amp; Fund 205 funding. Total Estimated Cost: \$2.580,093</li><li>• <b>Roselle Avenue Pedestrian Access over MID Canal.</b> Prelim Engineering, Environmental &amp; Construction. Fall 2024. CMAQ funding. Total Estimated Cost: \$399,850</li><li>• <b>Roselle &amp; S. Rosebrook Intersection.</b> Prelim Engineering &amp; Construction. Summer 2024. Measure L funding. Total Estimated Cost: \$385,000</li><li>• <b>Patterson Road Overlay- Claus to Snedigar.</b> Prelim Engineering, Environmental &amp; Construction. Fall 2024. Measure L &amp; STBGP funding. Total Estimated Cost: \$612,678.</li></ul>		

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1. City requested \$2.5 million from EDA for infrastructure upgrades at Aemetis property		Potential for Industrial Site Revenue State grants?	
2.			
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??
1. Claribel Road Overlay Project—joint project with Stanislaus County. Preliminary Engineering & Construction. Total Cost: \$728,184. County portion: \$280,013. Funding from Measure L. Spring 2024
2.
3.

Question 5 - Local city Priority Project
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.
1. Upgrade infrastructure for Aemetis development?
2.
3.

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<p><b>As taken from the Riverbank General Plan (2009)</b></p> <p><b>Overarching Economic Development Goal:</b> Planning for a community where businesses can thrive and attract wealth, create jobs and income growth for local residents, generate revenue for local government, serve local market needs, and help revitalize older neighborhoods</p> <ul style="list-style-type: none"><li>• <b>Goal ED-1:</b> Continue to make economic development a priority in Riverbank</li><li>• <b>Goal ED-2:</b> Strengthen Riverbank’s economic base—Labor Force Development &amp; Business Attraction</li><li>• <b>Goal ED-3:</b> Strengthen existing industry concentrations in Riverbank &amp; retain jobs in viable economic sectors</li><li>• <b>Goal ED-4:</b> Increase opportunities for income growth among Riverbank residents</li><li>• <b>Goal ED-5:</b> Proactively create &amp; maintain a positive business climate</li><li>• <b>Goal ED-6:</b> Diversify Riverbank’s core industries by promoting the development of an industrial base that ties into regional opportunities- agriculture &amp; supporting industries, visitor-serving, durable manufacturing, IT, transportation &amp; distribution, medical office &amp; medical support industries, &amp; other office uses</li><li>• <b>Goal ED-7:</b> Continue to increase Riverbank’s base of regional commercial uses, while addressing market opportunities with locally-oriented commercial uses</li><li>• <b>Goal ED-8:</b> Support and expand upon downtown revitalization initiatives</li><li>• <b>Goal ED-9:</b> Ensure that development patterns can be feasibly sustained when accounting for the fiscal benefits and costs associated with different land uses</li><li>• <b>Goal ED-10:</b> Plan for a diversity of housing that will make the community attractive to a variety of workers</li></ul>	

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?

STANISLAUS CEDS – 2025-2030 – CITY OF RIVERBANK ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
Assets (also consider what separates your community from others in the Valley)
Challenges
<p><b>As taken from the Riverbank General Plan (2009)</b></p> <ul style="list-style-type: none"><li>• Diversifying the economic base &amp; adapting to economic transition. Riverbank has an existing base of food processing &amp; durable manufacturing industries, but future growth opportunities will need to include other types of industries.</li><li>• Relatively high unemployment &amp; stagnant income growth</li></ul>
Opportunities
<ul style="list-style-type: none"><li>•</li></ul>

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Turlock  
Key Contact Name: Anthony Sims, Economic Development Director – Communications Officer  
Contact Phone & Email: (209) 668-6031 [asims@turlock.ca.us](mailto:asims@turlock.ca.us)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
<a href="#">Turlock Regional Industrial Park &amp; West Side Industrial Specific Plan</a>	West side of town, adjacent to Hwy 99	Industrial Commercial	Greenfield	2,611 acres total 1,994 acres industrial 125 commercial	<input checked="" type="checkbox"/>	Cold Storage, Food Processing, Distribution & Fulfillment. Specific Plan highlights an Agri-Science Industry Cluster??	Master planned and still plenty of development sites available	<input checked="" type="checkbox"/>
<a href="#">Turlock Town Center</a> is currently listed for sale	503-795 N Golden State Road	Commercial	Existing commercial development	8.37 acres	<input type="checkbox"/>	Commercial tenants	Listed for sale at \$48 million	<input checked="" type="checkbox"/>
Monte Vista Crossings (Power Retail Center, #4 in CA, #8 in US)	2801-3027 Countryside Dr, Turlock, CA 95380	Commercial	Existing commercial development		<input type="checkbox"/>	Commercial tenants	NEW 30 acres DEVELOPMENT. The property is in the regional retail hub of Turlock with great exposure to Highway 99. The area benefits from customers travelling from all over the region. Tenants in Turlock perform well above chain average. The Monte Vista Crossing area is one of the highest trafficked retail destinations in the entire United States (per PlacerAI 2024)	<input checked="" type="checkbox"/>
Turlock Market Place	Southwest Quadrant of Countryside Drive & W. Tuolumne Road Turlock, CA 95380	Commercial	Greenfield	31.98 Acres 250,000 SF of Total Space Available	<input checked="" type="checkbox"/>	Retail Tenants	NEW 30 acres DEVELOPMENT. The property is in the regional retail hub of Turlock with great exposure to Highway 99. The area benefits from customers travelling from all over the region. Tenants in Turlock perform well above chain average. The Monte Vista Crossing area is one of the highest trafficked retail destinations in the entire United States (per PlacerAI 2024)	<input checked="" type="checkbox"/>



STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

Oak Park Plaza	1680 N. Tully Road, Turlock, CA 95380	Commercial	Greenfield	3.4 acres (3 legal parcels available)	<input checked="" type="checkbox"/>		Oak Park Plaza, located at the hard commercial corner of Tully Road and Fulkerth Road in Turlock, CA offers a rare opportunity to invest in 3.4 net acres of commercial zoned land. Strategically positioned only 1/3 of a mile from the Highway 99 Fulkerth Road exit, Oak Park Plaza benefits from high traffic and a prime location opposite the Walmart shopping center and adjacent to Oak Park Apartments.	
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STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
Example: Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
<u>Projects Under Construction</u> — <ul style="list-style-type: none"><li>• <b>Surface Water Distribution Systems Improvements (#18-69)</b>—2.3 million gallon tank, 12 million gallon/day pump station, detention basin &amp; stormwater pump station</li><li>• <b>Chemical Systems Upgrade (#20-032)</b>—demolition and install of new sodium hypochlorite disinfection system.</li><li>• <b>Columbia Pool Improvements (#19-51B)</b>—install pool, mechanical equipment, water &amp; sewer, landscape &amp; irrigation, etc.</li><li>• <b>Pedras Road Rehabilitation (#21-021)</b>—road rehab, storm drain, access ramps, street lighting &amp; striping.</li><li>• <b>Water Main &amp; Sewer Replacement (#18-67)</b>—install 9,200 LF of 8’ C900 water mains &amp; service laterals; 700 LF of 8” sewer mains, 48” diameter manholes, etc.</li><li>• <b>Water Line Replacement for 2024 Roads Program (#23-040)</b>—install 5,417 LF PVC water main pipe, new water laterals.</li></ul>		
Planned Capital Improvements at Turlock Regional Industrial Park?? What & where are these?		

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects

List of **grant funded projects** already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.

Example: \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses

Funded Project	Funding Amount	Any City Match?	Timeline
1.			
2.			
3.			
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??
1.
2.
3.

Question 5 - Local city Priority Project
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.
<div>1. Roads Program - The City of Turlock Roads Program's primary focus is the preservation, rehabilitation, and reconstruction of the existing City streets. Over the years, as the City's road network has grown to accommodate its growing population, road conditions have deteriorated due to lack of funding specific to maintenance and rehabilitation activities.</div> <div>The City Council and the community expressed that repairing the City of Turlock's roads is a top priority, and in November 2020, City residents passed Measure A, a ¾ cent sales tax measure for general City services. This will generally yield an estimated \$11,000,000 annually for the City. In the Spring of 2021, the City announced a Roads Program Initiative to increasing funding for road rehabilitation projects and prepare more shovel-ready projects. As part of the Fiscal Year 2021-2022 budget, the City Council unanimously approved allocating 50% of the generated revenue towards road rehabilitation (approximately \$5,500,000). The same commitment was affirmed for the Fiscal Year 2022-2023 and 2023-2024 budgets.</div> <div>Roads Program Capital Improvement Program (CIP) (highlights of the CIP) The City of Turlock's Roads Program Capital Improvement Program (CIP) is informed by the Pavement Management Plan (PMP) and is intended as a planning tool that identifies both the City's short- and long-term capital improvement needs. The CIP's objective is to align those needs with appropriate financing, scheduling, and implementation. This approach helps ensure more fiscally responsible and efficient use of existing resources. The CIP represents a commitment to building a more resilient and vibrant future for city residents, workers, and visitors. The City owns and maintains 508 lane miles of roads. The goal of the 5-Year Plan (2023 - 2027) for the City is to develop a logical, cost-effective, and well-planned program for road repairs and capital improvements to stretch public funds and allow more streets to be repaired.</div> <div><div>○ The 5-Year CIP requires \$53M to bring the network PCI from 50 to 59</div><div>○ The distribution of improvements throughout each district of the city to provide equity of pavement improvements through various neighborhoods and commercial districts.</div></div> <div>For more information visit: <a href="https://www.cityofturlock.org/streettraffic/roadsprogram/">https://www.cityofturlock.org/streettraffic/roadsprogram/</a></div>

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

2. Public Safety	
3.Economic Development	
Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<b>As taken from ED Strategic Plan (2017, currently being updated)—Economic Vision &amp; Goals</b> <ul style="list-style-type: none"><li>• Site Preparedness: create conditions conducive to attract, retain &amp; expand existing businesses in Turlock</li><li>• Business Development: ED Department to work in coordinated manner to increase job opportunities in city through the agriculture, manufacturing, logistics &amp; medical service clusters.</li><li>• Downtown Turlock will be business, cultural &amp; civic center of city</li><li>• City of Turlock will support entrepreneur &amp; small business activities</li><li>• Turlock will provide necessary economic foundations &amp; support services that allow workers at all socioeconomic levels to access &amp; maintain living wage jobs</li></ul>	
<b>City of Turlock Business Development and Assistance Program –</b>  <b>Program Details:</b> The City of Turlock Business Development and Assistance Program will provide strategic consulting and business development strategies to elevate Turlock small businesses.The business development program will provide periodic business workshops and information sessions hosted in Turlock. 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, 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 while limited funding is still available. 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 funds for local businesses to utilize for Facebook/Instagram Ads and Google Ads.This program will provide each participating business \$3,500 in grant funds to be used towards social media ads that can attract consumers to Turlock and increase sales for Turlock businesses.	City of Turlock Economic Development Department

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

<p><b>Fusus - Turlock Security Enhancement Pilot Program for Turlock Businesses</b></p> <p><b>Program Details:</b> The Turlock Security Enhancement Pilot Program will provide an opportunity for Turlock businesses to add security enhancements by way of Fusus’ video surveillance and real-time crime software. Fusus will enhance situational awareness for Dispatch and responding officers, giving them a real-time look at live camera feeds from participating businesses when a crime or suspicious activity occurs. The City of Turlock Turlock Security Enhancement Pilot Program will fund the first-year costs for up to 59 businesses within the city of Turlock. Businesses interested in participating in the pilot program will be assisted by Turlock Police Department to facilitate the onboarding process with Fusus.</p>	City of Turlock Economic Development Department
<p><b>Business Visitation Program</b> - Annual Goal of 100+ meetings each year (reporting period: 7/1/2024 - 6/30/2025) Program Outline: Establish relationships with Turlock’s existing businesses to assist with business challenges, and provide business resources available to Turlock businesses. The goal of the program is to retain existing businesses and identify expansion opportunities</p> <ul style="list-style-type: none"><li>○ Meet with Top Turlock Employers (Larger Employers)</li><li>○ Meet with Top Sales Tax Generators</li><li>○ Meet with small-to-mid-size businesses</li><li>○ Meet with start-ups and entrepreneurs</li></ul>	City of Turlock Economic Development Department
<p><b>Turlock Partnership Incentive Program</b> – \$1,000 Business Grant Available to 30 New Businesses each Year. The goal of this program is for new Turlock businesses to open in vacant store fronts and create additional jobs in the Turlock 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. For more information, please visit: <a href="https://www.cityofturlock.org/doingbusinessinturlock/businessincentiveprogram/">https://www.cityofturlock.org/doingbusinessinturlock/businessincentiveprogram/</a></p>	City of Turlock Economic Development Department
<p><b>Economic Development Strategic Plan Update</b> – The City of Turlock is working with Economic Development Consultant, Kosmont Companies to update the City of Turlock Economic Development Strategic Plan. The new plan should be completed and adopted by Turlock City Council in late Q2 or Q3 of 2025.</p>	City of Turlock Economic Development Department
<p><b>No Cost Business Workshops:</b></p> <ul style="list-style-type: none"><li>• Annual Goal of 10-12 business workshops</li><li>• Free for all businesses to attend (from any City)</li><li>• Over 500 registrations annually.</li><li>• City Economic Development Team fosters collaboration efforts by partnering with regional partners and consultants to provide no-cost business consulting workshops to local businesses and various topics. Attendees include businesses (small to large) from all over the region, including entrepreneurs and startup companies.</li></ul>	City of Turlock Economic Development Department

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

<ul style="list-style-type: none"><li>Location of workshops rotated around Turlock to provide exposure to local businesses and other community assets. Examples of Business Workshop locations: Carnegie Arts Center, Ten Pin Bowling Alley, Grand Oak, City Hall, Turlock Library, Turlock Chamber of Commerce, Local Hotel Conference Rooms.</li></ul>	
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Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
<b>Assets</b> (also consider what separates your community from others in the Valley)

STANISLAUS CEDS – 2025-2030 – CITY OF TURLOCK ECONOMIC DEVELOPMENT PROFILE

As taken from ED Strategic Plan (2017, currently being updated)

- The city is a strong player in the region, with plenty of assets not available in competing communities. Turlock draws what cities two times its size do, especially for retail. Incomes, wages, home prices and other demographic indicators indicate more affluence than other communities in Stanislaus County. Turlock is positioned to really shine if enough momentum and cooperation can be developed.
- The City is driven by agriculture and related manufacturing, which is stable and growing. Several expansions and new plants are underway or recently completed. The Westside Industrial Specific Plan (WISP) remains a strong location for all manufacturing including food and agricultural processing. The best advantage lies in having more shovel-ready sites than the competition.
- Downtown is doing well after a decade of streetscape improvements, and is transitioning from general retail to specialty retail and office. Retail is smaller scale and emphasizes personal services. The downtown is a regional restaurant and entertainment draw on weekends.

Challenges

- Complaints about the Building Department were common and consistent, though not universal. However, interviews with City staff appear to indicate that the complaints reflect an approach the City changed several years ago, and do not reflect current City processes. The weakness to a large extent is one of perception, which the City should attempt to correct through marketing and community education.
- Labor shortages exist in a number of occupations, including technical and automation fields, truck drivers, lab technicians, and maintenance technicians. Finding employees with a good work ethic is a key recruitment challenge;
- The City does not promote itself or its opportunities well, but has commissioned a marketing/branding study to address this gap;
- Constrained housing opportunities. The pace of housing development does not meet the need for workforce or executive housing. While the City has a relatively new General Plan, the existing City limits now constrain housing development in particular. As housing becomes scarcer it will become less affordable. Community members have also expressed concern that low income groups, particularly seniors and some veterans, have a very difficult time finding affordable housing. Because new businesses locate where there is available and affordable housing, industrial, office, and retail expansions are discouraged. The city needs to accelerate development in the Southeast Specific Plan area, and undertake additional annexation/ expansion to the North and Northwest, where most growth is naturally occurring;
- The rising state minimum wage will cost employers tens of millions of dollars over the next five years, which will raise the cost of food and other products accordingly. This will particularly affect the agricultural sector;
- TID power is not competitive against other states. This and employee costs are important considerations for processors with multi-state operations. Several processors have indicated they plan to stay in Turlock without any major investing until their plant is no longer profitable, then build new in another state. This is also a statewide issue, but Turlock staff should do all it can to retain its existing large employers.

Opportunities

- Continued good planning, including annexing for expanded housing opportunities.
- The PBID has been working well, but encompasses only 6 blocks between Palm and Lander. Refreshing it and expanding it might be considered – at least to encompass the Downtown Core (as defined in the Turlock Downtown Design Guidelines). This would bring in more assessment revenues that could be used for expanded marketing and security, and would also add a larger business voice to city affairs.
- UC Merced, CSU Stanislaus, Modesto College, TUSD, the Worknet Alliance (Opportunity Stanislaus), and others are all dedicated to workforce training, but each has separate funding sources with different missions, regulations and limitations. Workforce training can dramatically improve if these entities are better linked to employers, and if they collaborate to boost locally desired technology and trade skill sets such as manufacturing, engineering, business management, and soft skills. The City can help initiate MOUs to facilitate internships and additional on the job training with local employers.



STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Jurisdiction: City of Waterford  
Key Contact Name: Michael Pitcock, City Manager  
Contact Phone & Email: (209) 874-2328 [mpitcock@cityofwaterford.org](mailto:mpitcock@cityofwaterford.org)

Question 1 – Key Opportunity Sites								
What are your <b>key 5-6 opportunity sites</b> in the City? These can be commercial, industrial, mixed-use. Please provide brief description, size, market readiness (are utilities extended to site), industries/businesses that are a fit for the property. Please provide links or attach any marketing materials already prepared for this Opportunity Site.								
Site Name	Location (Address)	Zoning Industrial Commercial	Infill or Greenfield?	Size (Acres or SF)	Shovel-ready Check for Yes	Best Industry Fit	What makes this an Opportunity Site?	Marketing Materials Available
Old Burger King Site	11900 Yosemite Blvd	Commercial Highway	Infill	1 Acre	<input checked="" type="checkbox"/>	Restaurant	Burger King vacated the business.	<input type="checkbox"/>
Vacant	APN 080-045-027	Commercial Highway	Infill	2.75 Acres	<input checked="" type="checkbox"/>	Commercial	Vacant land with full frontage improvements	<input type="checkbox"/>
Vacant	APN 080-045-051	Commercial Highway	Infill	1.44 Acres	<input checked="" type="checkbox"/>	Commercial	Vacant land with full frontage improvements	<input type="checkbox"/>
Vacant	APN 080-065-022	Commercial Highway	Infill	24940 SF	<input checked="" type="checkbox"/>	Commercial	Vacant land with full frontage improvements	<input type="checkbox"/>
Vacant	APN 0 Commercial 80-047-003	Commercial Highway	Infill	23600 SF	<input checked="" type="checkbox"/>	Commercial	Vacant land with full frontage improvements	<input type="checkbox"/>

STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Question 2 – Planned Capital Improvement Project		
Please provide a list Planned/funded <b>capital improvement projects</b> -- please list your Top 5 projects to be completed over the next five years. What is the importance of these projects? E.g. Key highway interchange to open area for commercial development. Provide the estimated funding amount total.		
Example: Wastewater Treatment Plant Upgrade to ensure efficiency in plant operations and better ability to accommodate domestic and industrial flows. \$7 million		
Project	Why Important?	Funding Total
1. Slurry seal of the Country Gardens Subdivision.	Continue transportation improvements.	\$500,000
2. Water well at Tim Bell and Vineyard.	Improvement of Water System	\$2,000,000
3. Interconnection of Waterford and Hickman water systems.	Improvement of Water System	\$3,000,000
4. Traffic Signal at Pasadena and Yosemite Blvd.	Intersection improvements	\$750,000

STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Question 3 – List of Grant Funded Projects			
List of <b>grant funded projects</b> already funded and built (within last 2-3 years) or with funding already allocated for future use. Could be for physical projects (infrastructure, public facilities, etc.) or planning (General Plan updates, housing studies, fee impact study, etc). Please provide information on funding amount, source of funding, any match, timeline.			
<b>Example:</b> \$11,318,334—Matching State Transportation Development Act funds to support all aspects of the city’s transit operation, including a purchase of 18 buses			
Funded Project	Funding Amount	Any City Match?	Timeline
1. Yosemite Blvd Pedestrian Improvements from Reinway and Eucalyptus.	\$900,000	10%	Summer 2025
2. Tim Bell Pedestrian Improvements	\$1,000,000	10%	Summer 2026
3. Bonnie Bray Pedestrian Improvements	\$500,000	11.47%	Summer 2026
4.			
5.			
6.			

STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Question 4 – Priority Projects – Collaboration with County	
Please list any <b>priority projects</b> that you are implementing that are in partnership/collaboration with the County as regional project i.e. Infrastructure projects or initiatives??	
1.	
2.	
3.	

Question 5 - Local city Priority Project	
Please list your local <b>priority projects</b> i.e. City Council priorities? These could be physical, programs or initiatives and/or address challenges the city needs to address to have a healthy community.	
1.	Beard Park Pickle Ball Improvements – The City is studying the possibility of resurfacing the existing 2 tennis courts to support 1 tennis court 8 pick ball courts and 1 soccer area. The community has requested these improvements as a way to increase citizen activity especially for our aging population.
2.	
3.	

STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Question 6 – Priority Economic Development Programs	
If not listed under Question 5, please list any <b>priority economic development programs</b> or initiatives the city has or wants to implement to grow jobs and the economy. Be as specific a possible in describing the initiative and who leads the program.	
Economic Development Program/Initiative	Lead Entity
<p>As taken from City of Waterford 2025 General Plan, Vision 2025 Chapter 2 Vision &amp; Executive Summary</p> <p>Goal Area L-2: Economic &amp; Business Development</p> <p><b>GOALS</b></p> <ul style="list-style-type: none"><li>• Increased Employment Opportunities for the Citizens of Waterford.</li><li>• A Diverse and Balanced Waterford Economy.</li><li>• Preservation/Enhancement of the City’s Economic Base.</li><li>• High Quality Industrial Areas.</li><li>• Ready Access to Commercial Services Throughout the City.</li><li>• A Revitalized Downtown Area.</li></ul> <p><b>POLICIES</b></p> <ul style="list-style-type: none"><li>• <b>L-2.1</b> Encourage development of appropriate commercial and industrial uses throughout the City.</li><li>• <b>L-2.2</b> Locate new or expanded industrial/business parks in appropriate areas.</li><li>• <b>L-2.3.</b> Promote the retention and expansion of existing industrial and commercial businesses.</li><li>• <b>L-2.4</b> Provide a range of services adjacent to and within industrial/business park areas to reduce auto trips.</li><li>• <b>L-2.5</b> Maintain attractive industrial/business park areas.</li><li>• <b>L-2.6</b> Provide neighborhood commercial centers in proportion to residential development in the City.</li><li>• <b>L-2.7</b> Locate and design new commercial development to provide good access from adjacent neighborhoods and reduce congestion on major streets.</li><li>• <b>L-2.8</b> Encourage a mixture of uses and activities that will maintain the vitality of the downtown area.</li><li>• <b>L-2.9</b> Require new development to maintain at least a Jo-Housing Balance of at least 0.5 jobs per new housing unit.</li></ul>	

Question 7 – Business Climate Perceptions
What do you think the <b>City's perception</b> is for developers, brokers, businesses in the City??? Do you think the City is considered " <b>business-friendly</b> "?
<p>Conversations with housing developed have been very active as we have completed 1 subdivision, have one in construction and have 6 additional sites in process for additional housing. The City has been seen by these developers as development friendly and our impact fees are some of the lowest in the county.</p>

STANISLAUS CEDS – 2025-2030 – CITY OF WATERFORD ECONOMIC DEVELOPMENT PROFILE

Question 8 – Assets, Challenges & Opportunity
What would you identify as your City's <b>assets, challenges and opportunities</b> as it relates to creating a healthy economy for the city and the region?
Assets (also consider what separates your community from others in the Valley)
<ul style="list-style-type: none"><li>The recreational lakes and reservoirs east of town are highly used by all county citizens and pass through Waterford on their way.</li></ul>
Challenges
<ul style="list-style-type: none"><li>Limited large Commercial and Industrial sites within the city limits.</li></ul>
Opportunities
<ul style="list-style-type: none"><li>Many large residential sites are within the city limits.</li></ul>