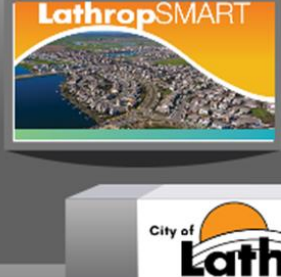
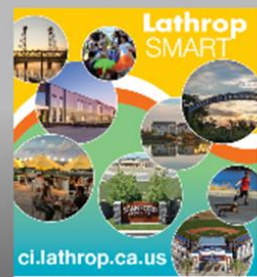


ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
JULY 12, 2021

ITEM 2.2

ECONOMIC DEVELOPMENT MARKETING



Virtual Trade Show

ci.lathrop.ca.us

California CENTERS
Number 138
May 2021
RETAILERS • DEVELOPERS • BROKERS

Retail Continues to Shift as California Reopens

SMART Location Opportunity
LathropSMART
ci.lathrop.ca.us

HELPING HAND
Cities in California have programs and assistance available to retailers and restaurants, say economic development officials.

CC: What impact has the COVID-19 pandemic had on economic development?
Kennedy: Like all municipalities, the City of Lathrop has seen a significant impact on its economic development efforts. The pandemic has led to a loss of income for many businesses, and the City has had to provide financial assistance to help them survive. We have also seen a shift in the types of businesses that are opening, with a focus on essential services and outdoor dining.

CC: What has your organization done to help retailers and restaurants?
Kennedy: We have implemented several programs to help businesses, including a grant program for outdoor dining, a loan forgiveness program for PPE, and a grant program for food delivery services. We have also provided technical assistance to help businesses navigate the challenges of the pandemic.

CC: What are some innovative ways that you have seen local businesses adapt?
Kennedy: We have seen many creative ways that businesses have adapted, such as offering curbside pickup, outdoor dining, and delivery services. We have also seen businesses diversify their offerings to include new products or services.

Advertising & Editorial

LathropSMART
COMMUNITY PROFILE 2021

Fast Facts
Population: 28,503
Median Home Value: \$540,535
Regional Workforce: 1,000,000
Average HH Income: \$95,615
Average HH Size: 3.88

Workforce
Employment by Occupation

LathropSMART
ci.lathrop.ca.us

Materials Update

LathropSMART

ECONOMIC DEVELOPMENT OUTREACH

REPORTING PERIOD: April 1 – June 30, 2021

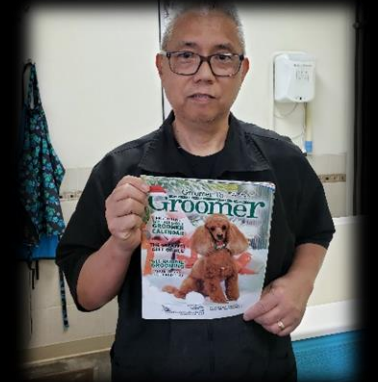
- ❖ Developer Meetings (0)
- ❖ Community Meetings (12)
- ❖ Business Retention/Expansion Visits (12)
- ❖ Business Attraction Activities (8)



Retail				Office	Industrial		
Restaurant	Hotel	Goods/Srvc	Entertainment	Office	Logistics	Mfg	Srvc
17	1	24	0	3	10	15	0

COMMUNITY OUTREACH

REPORTING PERIOD: April 1 – June 30, 2021

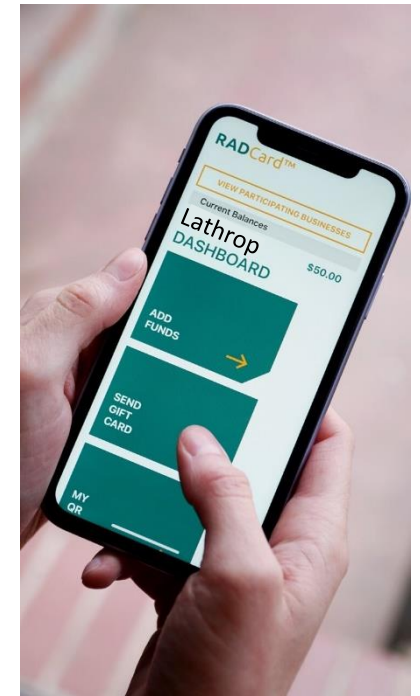
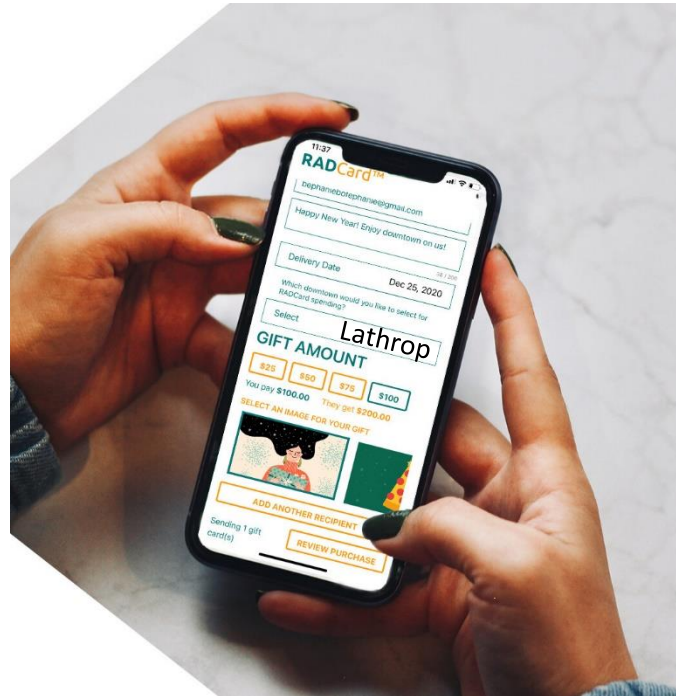


COMMUNITY OUTREACH — SMALL BUSINESS ASSISTANCE

**AVAILABLE
NOW**

Gift Cards for use at Lathrop Small Businesses

1. Download App “RAD Card”
2. Select “Lathrop” to see participating businesses
3. Purchase a gift card through the App for a business
4. San Joaquin County will match the purchase up to \$100.00



Note: This program, sponsored by San Joaquin County, is designed to help Lathrop Small Businesses.

RESIDENTIAL UPDATE

MULTI-FAMILY DEVELOPMENT

- Towne Centre Apartments
 - 146 Apartment Units

www.TowneCentreApartmentHomes.com



- Mossdale Apartments
 - 204 Apartment Units



RESIDENTIAL UPDATE

NEW HOME SALES

January 1 – June 30, 2021

River Islands = 251*

Stanford Crossing = 151

* Home Sales Reported through May 2021

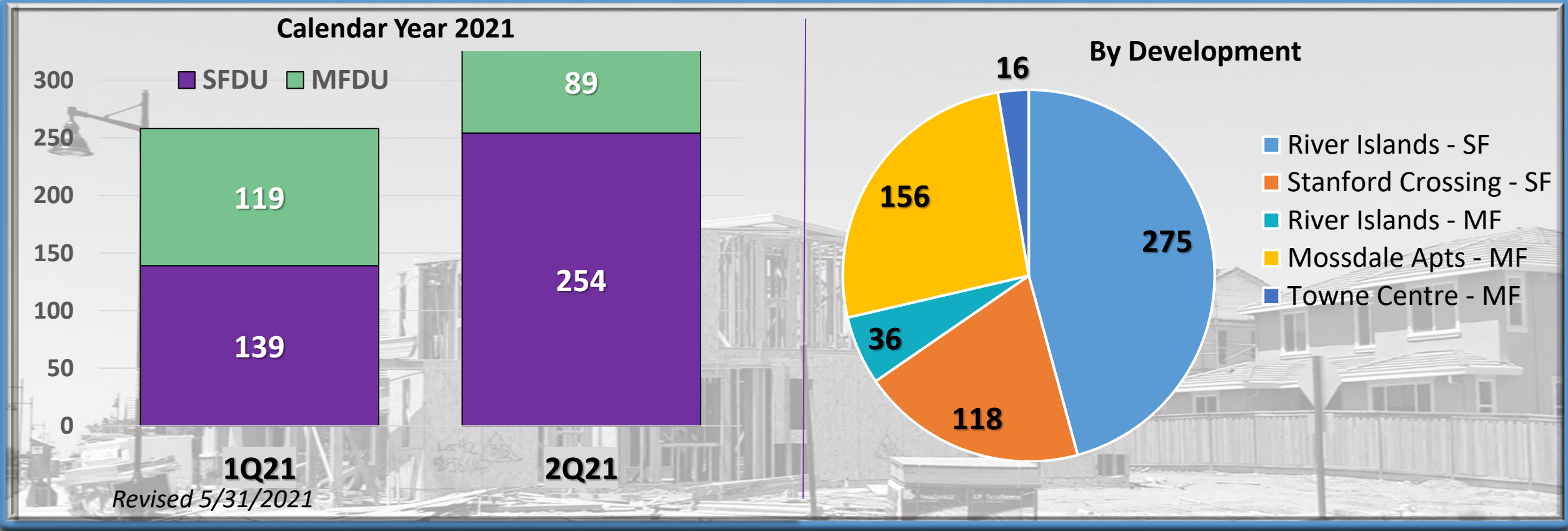


RESIDENTIAL UPDATE

New Single Family Dwelling Unit Permits Issued
Multi Family Dwelling Unit Permits Issued

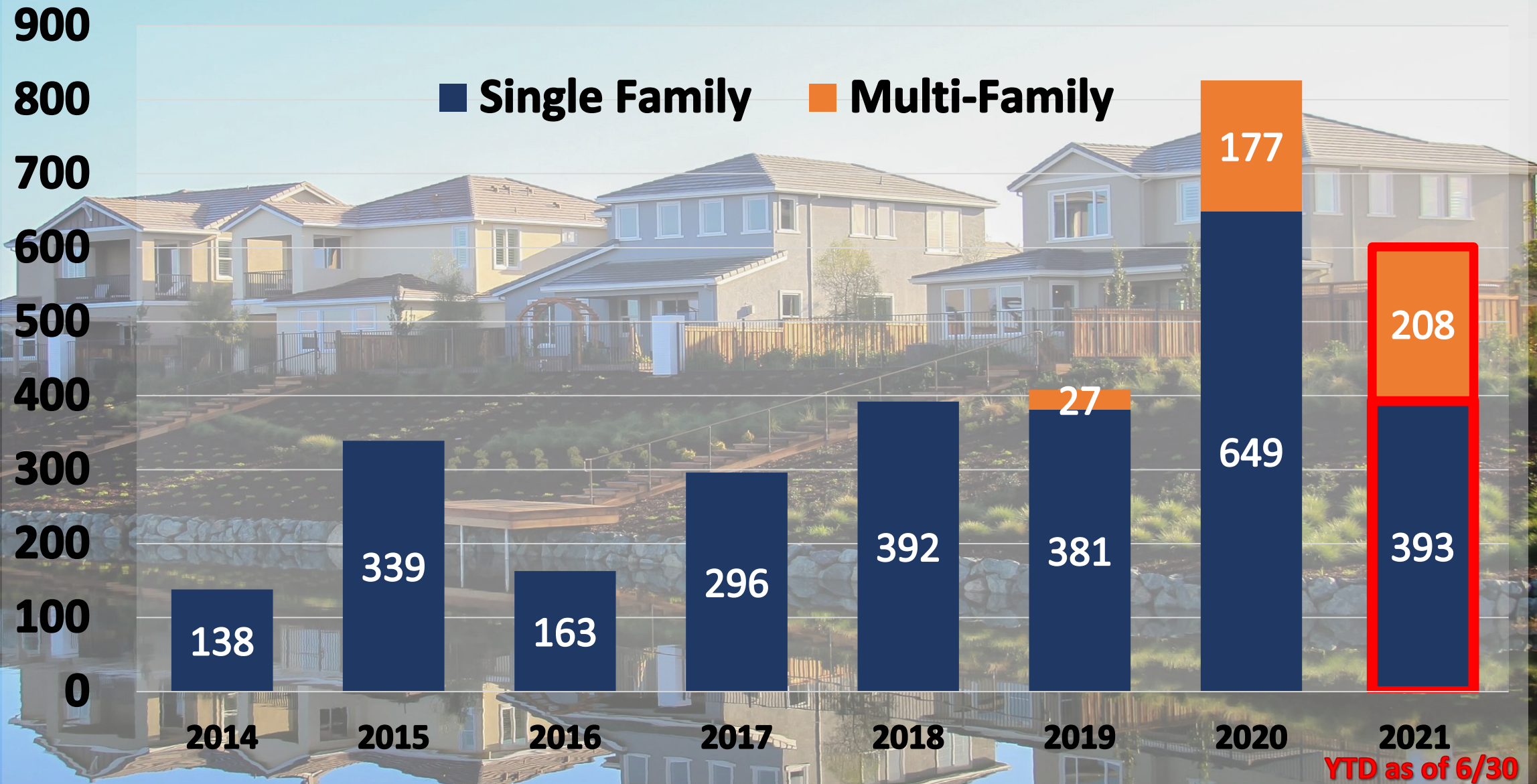
YTD* = 393
YTD* = 208

**601 Residential
Permits Issued
Jan – June 2021**



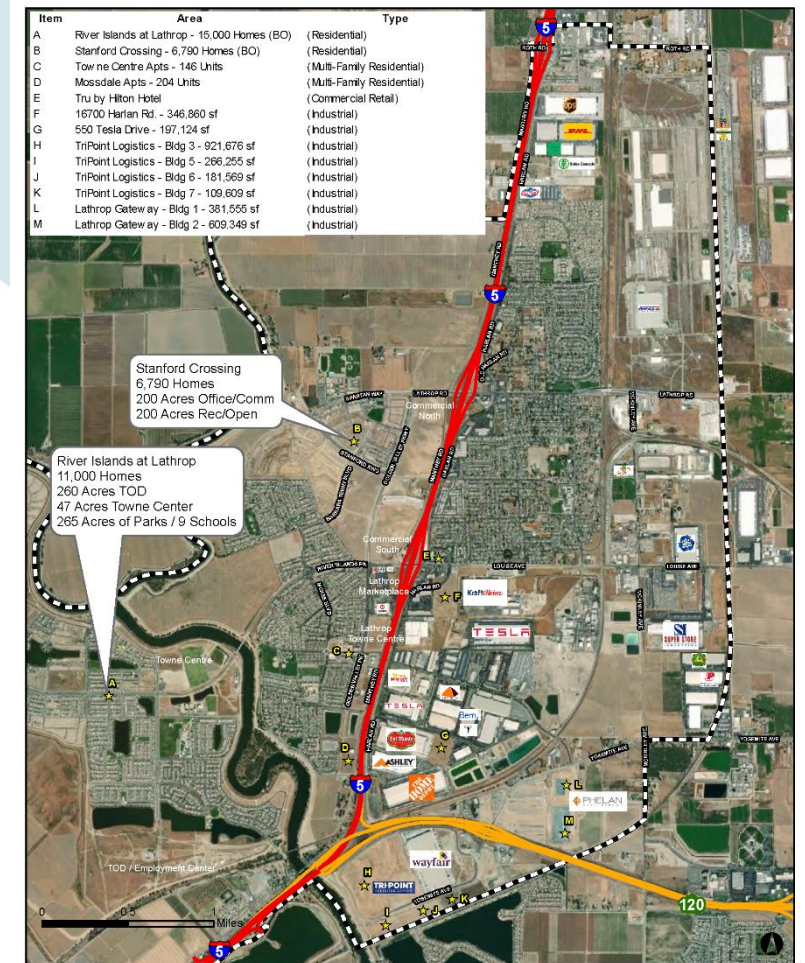
City of Lathrop – Housing Permits Issued by Year

2014 – 2020 (2021 YTD as of 6/30)



NEW

Quarterly Newsletter to Residents



2021 Growth & Development

City of Lathrop
Disclaimer: Data shown may not be accurate. For more information, contact the City for more information.

<https://www.ci.Lathrop.ca.us/economic-development>

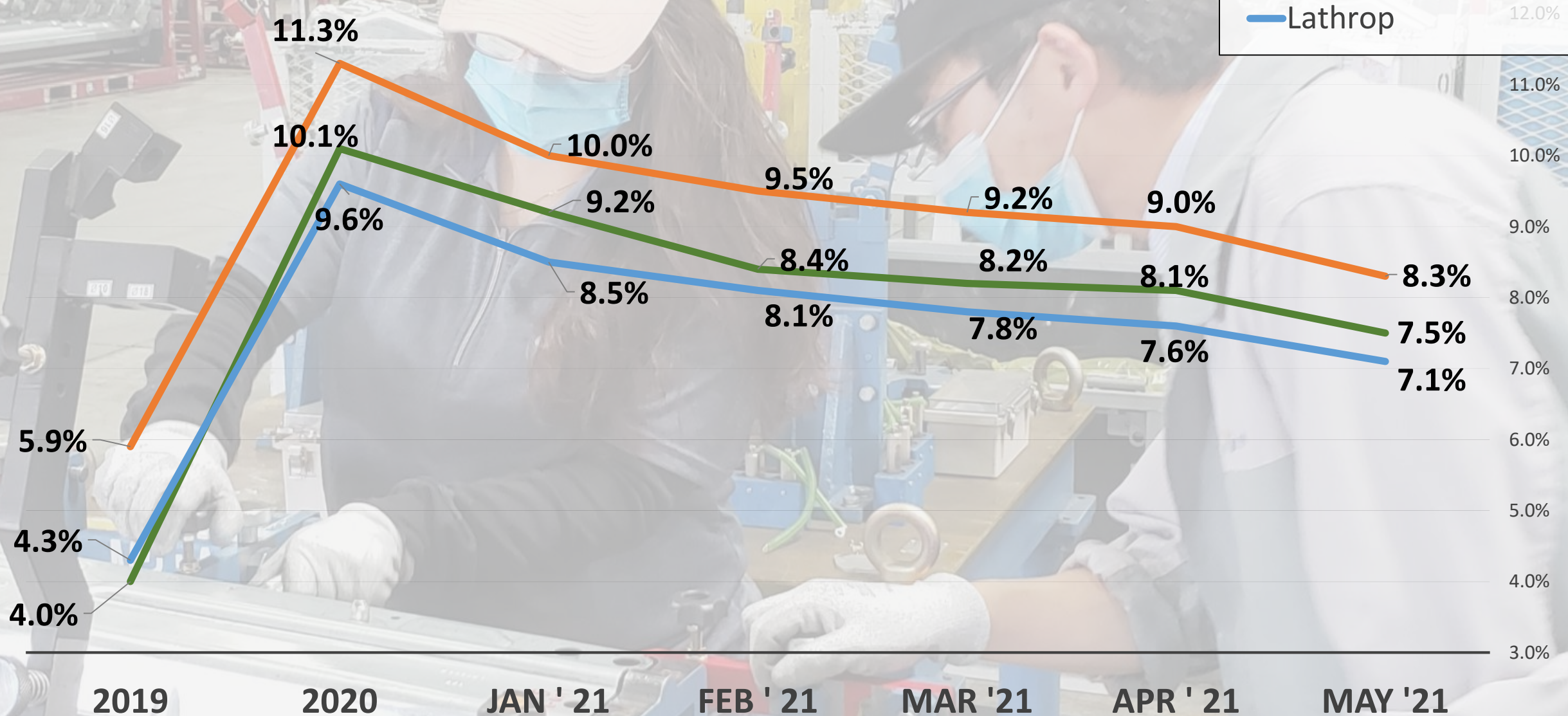
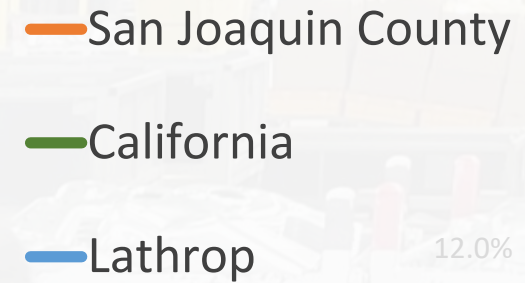
LathropSMART

ci.lathrop.ca.us



LABOR MARKET STATISTICS

UNEMPLOYMENT TRENDS



COMMUNITY UPDATE

LATHROP COVID-19 GRANTS

RESIDENTS

EMERGENCY GENERAL ASSISTANCE GRANTS

FEDERALLY FUNDED THROUGH CDBG



48 Households Awarded to Date
Total of **\$121,702.27**

PROGRAM GUIDELINES, CRITERIA AND ELIGIBILITY

- DIRECT FINANCIAL IMPACT FROM COVID-19
- FOR PAST DUE RENT & ESSENTIAL UTILITIES
- LOW INCOME ELIGIBILITY
- UP TO \$3,200 PER HOUSEHOLD



Still Accepting Applications

www.ci.Lathrop.ca.us/economic-development/page/covid-19-grants

Posted Within Last 20 Days

NOW HIRING



JPMORGAN CHASE & CO.



Source: www.indeed.com and www.CalJobs.ca.gov

All company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

LOOKING FOR A JOB?

STARTING A NEW BUSINESS?

NEED TRAINING?

- **Local Resources**

- **San Joaquin County WorkNet**

SJCWORKNET.ORG

- **EDD CalJobs**

CALJOBS.CA.GOV

- **Small Business Development Center**

[DELTACOLLEGE.EDU/DEPARTMENT/
SMALL-BUSINESS-DEVELOPMENT-CENTER](http://DELTACOLLEGE.EDU/DEPARTMENT/SMALL-BUSINESS-DEVELOPMENT-CENTER)

