



Economic Development Division

BIENNIAL 2023-2025 BUDGET REVIEW

PRESENTED BY: SHELLEY BURCHAM, ECONOMIC DEVELOPMENT ADMINISTRATOR

Organization Chart

City Manager

**Economic
Development Division**

**Economic
Development
Administrator (1)**

Overview

The Economic Development Division promotes the City's attributes for opportunities that will enhance the overall well-being and quality of life of the community and its residents.

The Division strives to create, support, and facilitate policies and programs that will enhance the economic environment for the attraction, expansion, and retention of businesses and industries that will improve the local tax base, create and retain jobs, and promote opportunities that facilitate economic growth.



Accomplishments

MARKETING & BRANDING

- Continued branding of **LathropSMART** as a smart location to do business.
- Published quarterly **LathropSMART** City Newsletter
- Produced Lathrop Community Profile 2022/2023
- Advertised in targeted publications focused on retail and industrial attraction
- Participated in targeted trade conferences focused on retail and industrial attraction
- Implemented public accessible **LathropSMART** Business Directory
- Provided Quarterly Economic Development Updates at City Council Meetings
- Conducted two community bus tours to promote opportunities for business attraction
- Presented at State Controller's webinar focused on Small Business Development



LathropSMART
ci.lathrop.ca.us

Accomplishments (continued)

BUSINESS ATTRACTION, RETENTION & EXPANSION HIGHLIGHTS

▶ RETAIL:

- **Dutch Bros** opened 03/2022 – Old Harlan Road
- **Sonic Drive-In** opened 08/2022 – Old Harlan Road
- **Lathrop Food Plaza** opened 09/2022 – Harlan Road
- **T-4** opened 09/2022 – Lathrop Crossing
- **Sprouts Farmers Market** opened 02/23 – Lathrop Marketplace

▶ INDUSTRIAL:

- **Conexwest** - 102,000 sf – Crossroads Commerce Center
- **Kal Trailers** - 165,000 sf – Crossroads Commerce Center
- **Kraft Heinz** - 649,693 sf – Crossroads Commerce Center
- **National Distribution Center** - 346,860 sf – Crossroads Commerce Center
- **PAQ, Inc.** - 194,124 sf – Crossroads Commerce Center (Expansion)
- **Prism Logistics** - 747,035 sf – Crossroads Commerce Center
- **Simwon America Corp.** - 96,000 sf – Crossroads Commerce Center (Expansion)
- **Tesla Mega-Factory** - 440,538 sf – Crossroads Commerce Center
- **DCG Fulfillment** - 300,000 sf – Phelan Gateway Lathrop
- **Hollingsworth Logistics** - 205,664 sf – Phelan Gateway Lathrop
- **Johns Manville** - 176,716 sf – Phelan Gateway Lathrop
- **Cargill, Inc.** - 60,000 sf – TriPoint Logistics Center
- **C.H.I. Overhead Doors, LLC** – 44,991 sf – TriPoint Logistics Center
- **Ryder Last Mile** – 181,629 sf – TriPoint Logistics Center



▶ OFFICE/SERVICE:

- **Golden Valley Veterinarian** opened 05/2022 – GVP & Towne Centre
- **Get Fit 24/7** opened 02/2023 – Lathrop Crossing

INDUSTRIAL SNAPSHOT

3,710,250 s.f.

14 Companies

- 5 Manufacturers
- 9 Logistics

1,402 Jobs



Goals – S.M.A.R.T.

Support	Market	Adhere	Reinforce	Track
<p>Support education and training efforts to ensure a workforce with the latest skillsets and technology demanded by local and desired employers.</p>	<p>Market commercial opportunities for retail attraction with a specific focus on grocery, restaurants, and amenities most desired by the community.</p>	<p>Adhere to the LathropSMART marketing and outreach strategy and program.</p>	<p>Reinforce efforts, alongside iHub San Joaquin and the San Joaquin Partnership, for the attraction of innovation, technology, and advanced manufacturing industries to bring livable wage employment opportunities to the region.</p>	<p>Track Business Retention Program activities and involvement with the San Joaquin County Economic Development Association to sustain a productive business environment for local companies.</p>