



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR
MEETING

AUGUST 10, 2026

Item 2.1

LathropSMART

LathropSMART Community



Population (1/1/2026)*
40,942



2030 Population Estimate
44,334



Median Home Sale Price
\$703,877



Regional Workforce
1.35M



Average HH Income
\$147,553



Average HH Size
3.7

Source(s): Dept. of Finance E-1 & E-5 (Published 5/1/2026)*; Realtor.com (Oct. 2025); ESRI forecasts for 2025 and 2030. US Census 2010 and 2020 Census data converted by ESRI into 2020 geography.

2026 Housing/Population Growth



**Fastest Growing
City w/ Populations
30,000+ at 5.6%**



#3 in 2025 at 4.0%
#1 in 2024 at 5.4%
#1 in 2023 at 11.1%
#2 in 2022 at 6.6%



**Percent Total
Housing Unit
Growth at 7.0%**



#3 in 2025 at 5.6%
#3 in 2024 at 5.4%
#2 in 2023 at 15.8%
#2 in 2022 at 10.1%



**Percent Single-
Family Housing
Growth at 7.1%**



#3 in 2025 at 6.1%
#2 in 2024 at 5.6%
#2 in 2023 at 14.6%
#2 in 2022 at 11.0%



**Percent Growth
Driven by Housing
Production at 5.5%**

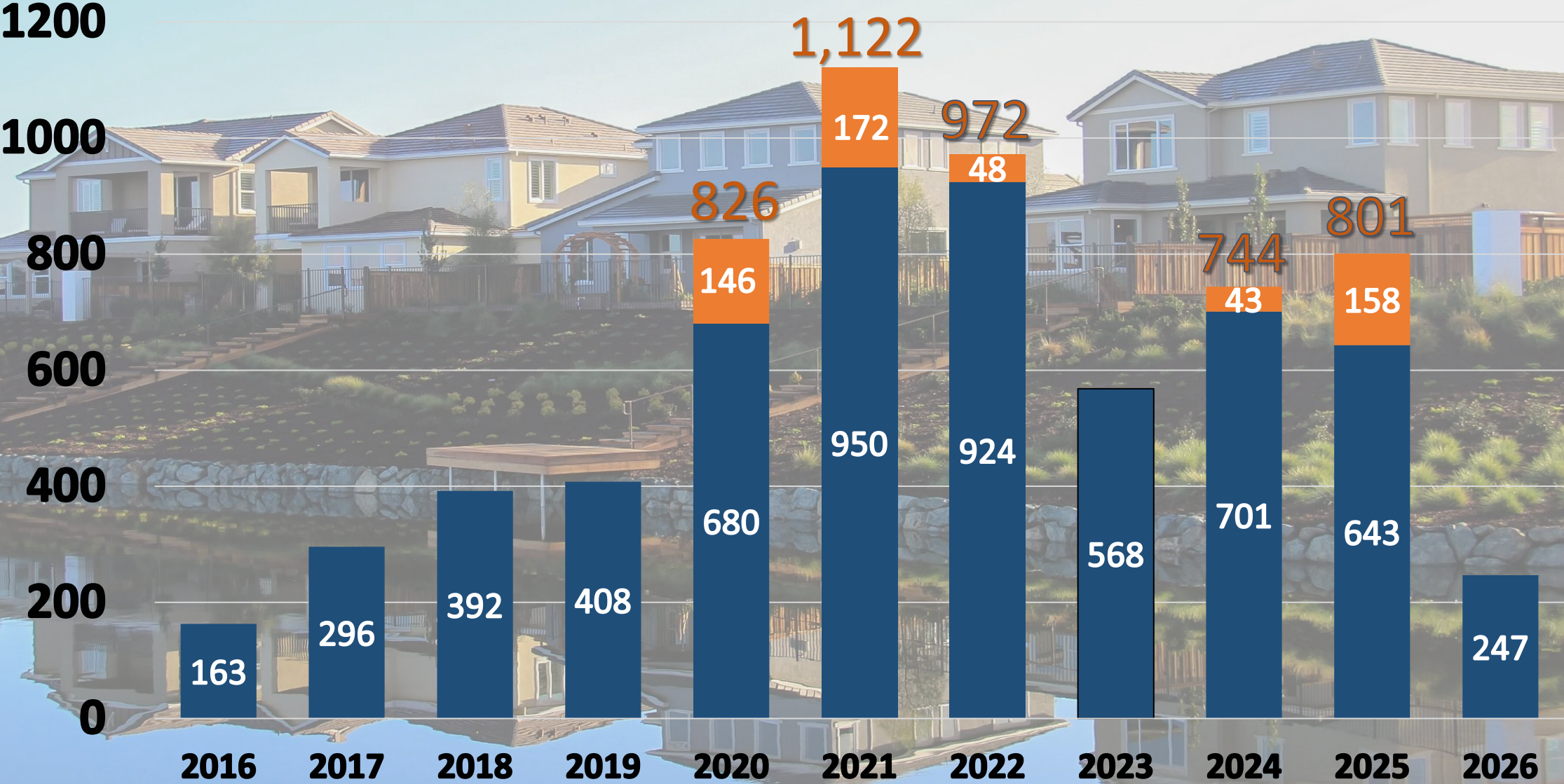


#5 in 2025 at 5.6%
#2 in 2024 at 5.4%
#2 in 2023 at 11.1%
#3 in 2021 at 6.3%

City of Lathrop – Residential Permits Issued

Years 2016 – 2026

■ Single-Family ■ Multi-Family



Business Engagements & Events

- High School Speaker Series
 - Lathrop High – November 13, 2025
 - River Islands High – January 7, 2026
- Sutter Health Ground-Breaking River Islands Care Complex
 - December 11, 2025
- Builders Exchange San Joaquin (BXSJ) Industry Update Breakfast
 - February 12, 2026



Business Engagements & Events

- Ceramic Garage Ribbon Cutting
 - February 13, 2026
- Maverik, Inc. Ribbon Cutting
 - March 6, 2026
- Vierra Reinforcement Project
 - June 5, 2026
- Sutter Health Urgent Care
 - June 24, 2026
- Cold Stone Creamer
 - July 31, 2026



STIR Event w/Greater Lathrop Chamber - Great Wolf Lodge - April 7

11TH ANNUAL CONFERENCE

ENTERTAINMENT EXPERIENCE EVOLUTION

Little Rock, Arkansas



ARIAMC

SPRING FORUM • APRIL 18-22, 2026

Trade Shows & Conferences



Attendees:

1,000

Exhibitors:

50

March 24th & 25th

Monterey, CA



Attendees:

25,000

Exhibitors:

1,200

May 18th & 20th

Las Vegas, NV

27
Meetings /
Leads
Generated

3

Entertainment

8

Restaurants / Grocery

16

General Retail / Other

Approved/Under Construction/Opening Soon!



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HOUSE**



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Sourdough & Co.
Sandwiches • Soups • Salads



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SUITES[®]**
MARRIOTT

Advertising



Lathrop is one of California's fastest-growing cities and that momentum is reshaping the retail landscape. With rapid housing expansion, strong consumer demand, and prime I-5 visibility, Lathrop offers retailers and developers a rare chance to enter a market on the rise. For brands looking to position themselves ahead of the curve, Lathrop is the smart move.

LathropSMART



Contact Us!
(209) 992-0676
bharb@ci.lathrop.ca.us



LathropSMART.com

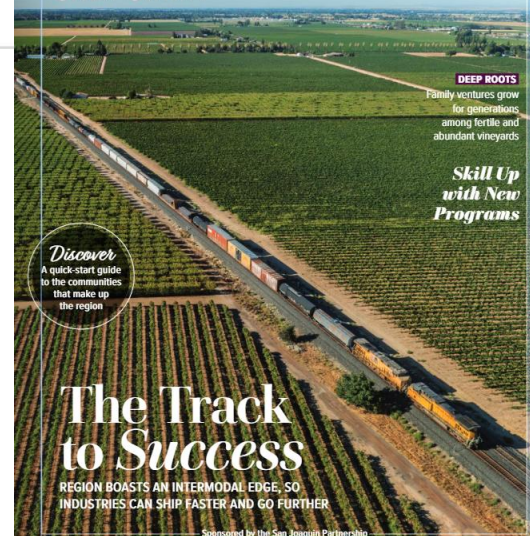


LEADING THE WAY THROUGH THE 21ST CENTURY SHOPPING CENTER BUSINESS[®] MAY 2026



30 years of
SHOPPING CENTER BUSINESS
A look back and a look ahead

San Joaquin County CALIFORNIA



DEEP ROOTS
Family ventures grow for generations among fertile and abundant vineyards

Skill Up with New Programs

Discover
A quick-start guide to the communities that make up the region

The Track to Success

REGION BOASTS AN INTERMODAL EDGE, SO INDUSTRIES CAN SHIP FASTER AND GO FURTHER

Sponsored by the San Joaquin Partnership

3) OLIVE OIL PANTRY MARKET & RESTAURANT IN LATHROP

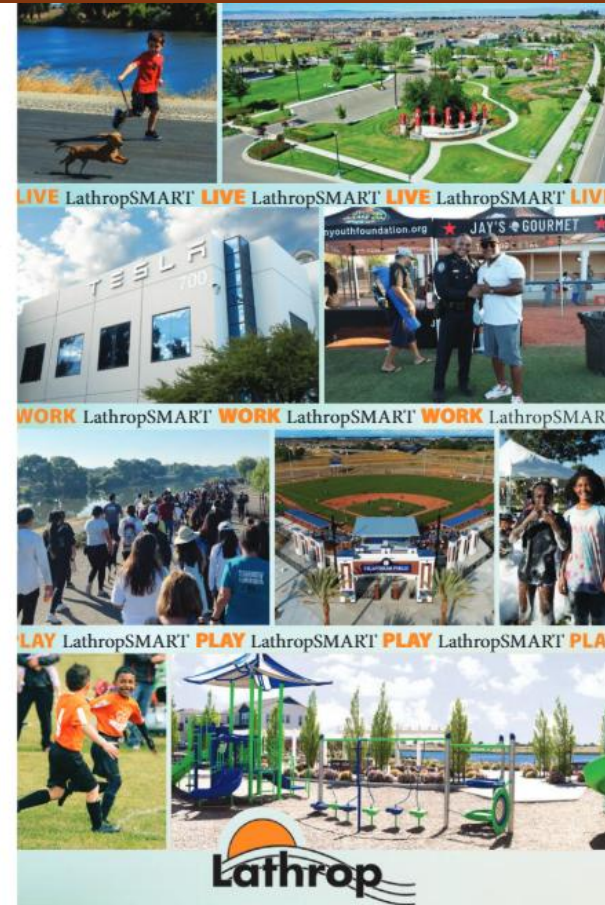
Quality is the name of the game at Olive Oil Pantry, a market and restaurant concept that sells olive oil and balsamic vinegar in addition to its restaurant offerings. The menu highlights these ingredients by way of items like the Mediterranean Cheese Plate, the Margherita Pizza and the Bruschetta. The staff is both kind and knowledgeable, always willing to share insight about the ingredients and dishes. It truly is a lovely place to dine and shop.

4) D'BONI'S PIZZA IN ESCALON

Known and loved for affordability and good quality, D'boni's Pizza has been an Escalon staple for over four decades. With authentic mom-and-pop vibes and a welcoming family atmosphere, it's a great place to split pizza pie, order a delicious calzone or build your own salad at the salad bar. There's truly something for everyone, even the picky eaters. Plus, D'boni's has an arcade section, providing extra entertainment and fun for the kids.

NONI VITA RAVIOLI COMPANY IN MANTECA
restaurant that specializes in ravioli? Yes, please! Of course, the ravioli is completely made from scratch, by hand in-house, incorporating time-honored traditional flavors and family recipes. Both the name and the recipes were inspired by owner and mother. Noni Vita also takes a lot of pride in its sauces, and customers rave about the red sauce. Beyond ravioli, there are plenty of other authentic Italian dishes on the menu, so be sure to try a variety. **WVH**

For more on San Joaquin County's tasty food scene and vibrant culture, visit livability.com/san-joaquin-county.



From safe, walkable neighborhoods and top-rated schools to beautiful parks and innovative development, Lathrop is a city designed for today's families and tomorrow's future.

Come discover what it means to live, work, and play LathropSMART.



To learn more about investment and expansion opportunities in the City of Lathrop, please contact: Barbara Harb at 209.941.7221 or bharb@ci.lathrop.ca.us

Community Outreach

Winter Newsletter - January 2026
Spring Newsletter - April 2026
Summer Newsletter - July 2026

City Website - Social Media - All
City Facilities

Newsletters Included in January,
April, and July Utility Bills



Social Media

City Of Lathrop
1,936 followers
4mo • Edited •

Lathrop is Growing — and So is Access to Healthcare!

On Thursday, December 11, 2025, Sutter Health broke ground on a new ...more



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1,936 followers
3w •

City of Lathrop Ranked Among California's Fastest-Growing Cities!

City of Lathrop continues to be one of #California's fastest-growing cities in new #population and #housing data released by the U.S. Dept. of Housing and Urban Development.

On January 1, 2026, population estimates show Lathrop grew by 10% in 2025 to 40,942 residents in 2026. That represents a 5.5% increase in population, ranking Lathrop as the 2nd fastest-growing city in the Central Valley. Lathrop also ranked 5th among all cities in the Central Valley for the largest numeric population increase.

With growth brings opportunity, but it also brings responsibility. The City of Lathrop remains focused on supporting families, strengthening neighborhoods, and ensuring that the services we provide keep pace with the needs of our growing community.

Read the City of Lathrop press release: <https://lnkd.in/g/5WavC>

City of Lathrop Population Estimate

City Of Lathrop
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The newly released Livability publication, sponsored by the San Joaquin Partnership, shines a spotlight on the exceptional quality of life, vibrant communities, and growing opportunities across our region. ...more



Economic Development
ci.lathrop.ca.us

12

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Welcome to 2026 from the City of Lathrop Economic Development Team!

As we kick off a new year, we're celebrating the incredible momentum ...more



Like Comment

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1mo •

The City of Lathrop is going out on the road again — heading to the next month to attract top-tier retailers ready to expand in one of the fastest-growing markets. ...more



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1,936 followers
3mo •

The City of Lathrop is gearing up for the ICSC Monterey Conference, March 24-25, and our team is looking forward to connecting with expanding #retailers, broker representatives, and new concepts seeking opportunities in the Northern ...more

Meet Us in Monterey!

ICSC @ MONTEREY 2026
PORTOLA PLAZA HOTEL
March 24th - 25th

- ✓ Supreme Visibility on I-5 (145,000 ADT)
- ✓ #3 Fastest Growing City in California
- ✓ Commercial Sites Available NOW!

TeamCalifornia
Booth #318

City Of Lathrop
1,989 followers
now •

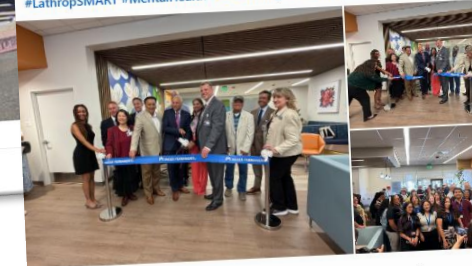
Congratulations to Kaiser Permanente on the #GrandOpening and #RibbonCutting for the launch of their inaugural class of the Kaiser Permanente School of Allied Health Sciences (KPSAHS) in #LathropCA! This new 2-year Master of Science in Counseling program allows students to complete their education right here in the #CentralValley and supports our community in filling critical roles in the high-demand fields of mental health and primary care.

#Kaiser has proudly served our regional community for more than 40 years, and we're thrilled they've chosen the City of Lathrop as the newest location for this important program, joining their established campuses in Richmond and San Mateo.

We're excited for the positive impact this program will bring to students, families, and the future of healthcare in our region.

To learn more about the program, please visit: <https://lnkd.in/g/5WavC>

#LathropSMART #MentalHealth #Counseling #KPSAHS #Healthcare #Education



City Of Lathrop
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no •

Congratulations to Maverik, Inc. on the ribbon cutting of their newest convenience store located at 410 E. Louise Avenue in Lathrop.



Like Comment Repost

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1,936 followers
4mo •

Reminder: CDBG/HOME Grant Program Application Deadline Approaching!

Don't miss your chance to apply for funding through the Community ...more



City Of Lathrop
2,007 followers
6d •

Welcome to Lathrop, Cold Stone Creamery!

Our #community continues to #grow and #attract businesses that enhance ...more



City Of Lathrop
1,942 followers
4m •

The City of Lathrop is excited to share that Sam's Club is #nowhiring for its new Lathrop location, opening soon! This project brings new employment opportunities, supports continued economic growth, and represents another strong investment in our community.

Sam's Club is currently recruiting for a range of positions as they build their opening-day team. Interested applicants can explore opportunities and apply at: <https://lnkd.in/g/ac-Nh8b>

Be sure to click, "Add your location" to search for the jobs that are available in Lathrop.

We look forward to welcoming Sam's Club to Lathrop very soon and supporting the continued expansion of local jobs and services.

#LathropCA #EconomicDevelopment #SamsClub #LathropJobs #Retail #CommunityGrowth #WorkforceDevelopment #BusinessExpansion



City Of Lathrop
1,936 followers
5mo •

Now Open: FY2026-2027 CDBG/HOME Grant Funding Program

The City of Lathrop is excited to announce the release of the Community ...more

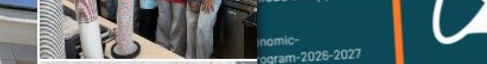


Interested applicants to attend a grant application and in applying for FY2026-2027 Community Development HOME Investment Partnership Funding

Tuesday, January 6, 2026
4:00pm at City Hall or 200M

The U.S. Dept. of Housing and Urban Development (HUD) provides decent housing, a fair and equitable environment, and economic opportunities.

Eligibility, HUD's application process, and the program-2026-2027



City of Lathrop and the Region!

City of Lathrop joined Pacific Gas and Electric Company (PG&E) in the ribbon cutting of the Vierra Reinforcement Project in #Lathrop, Manteca, and County.

Existing Vierra Substation by 3.5 acres and added capacity. This work is an important step in the broader system. This work is an important step in the broader system.

Community: PG&E's investment in the broader system. This work is an important step in the broader system.

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Announcements

SJ Fair Housing Closure: March 11, 2026

Dept. of Fair Housing & Employment
(800) 884-1684

California Legal Services
(209) 946-0605



Dear Community Members, Partners, and Supporters,

It is with deep gratitude and a heavy heart that we announce the closing of our nonprofit agency, which has proudly served the residents of San Joaquin County since 1983. After careful consideration and evaluation of our current circumstances, we have made the difficult decision to close San Joaquin Fair Housing. This decision was not made lightly. While our doors may be closing, the impact of the work accomplished together over the past 40+ years will continue to live on in the community we served. San Joaquin Fair Housing officially closes on Wednesday March 11, 2026

For more than four decades, our organization has remained committed to supporting and uplifting the community through advocacy, resources, and dedicated service. Throughout these years, we have been honored to work alongside community members, volunteers, partner organizations, and local leaders who shared our vision of strengthening and empowering the people of San Joaquin County.

While San Joaquin County and the City of Lodi work to secure Fair Housing services Here is some information to assist you.

Department of Fair Housing and employment:1(800) 884-1684

For legal assistance contact California Legal services:209-946-0605

Contact your local city code enforcement office for repair issues: Stockton 209-9378813

On behalf of our board, staff, thank you for allowing us to serve all of San Joaquin County which also includes the City of Lodi.

With sincere appreciation,

San Joaquin Fair Housing Foundation, Inc.

*1803 W. March Ln. Suite G; Stockton, CA 95207
(209) 451-3471 • FAX (209) 451-3476 • TDD 711 1-800-855-7100*

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Manufacturing



TESLA

Distribution/Logistics



Source: Indeed.com - CaJobs.ca.gov - USNLX.com

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LOCAL RESOURCE	AGENCY	WEBSITE	
JOB SEARCH ASSISTANCE	San Joaquin County WorkNET	SJCWORKNET.ORG	
	EDD CaJobs	CALJOBS.CA.GOV	
SMALL BUSINESS ASSISTANCE	Small Business Development Center	SANJOAQUINSBDC.ORG	
	Innovation Hub San Joaquin	IHUBSJ.ORG	
CAREER TECHNICAL EDUCATION, AND LIFE-LONG LEARNING	Growth-Opportunity SJ County	GOSJ.ORG	
	CodeStack Academy (SJCOE)	CODESTACKACADEMY.ORG	
	Manteca Education & Training Center (METC)	MANTECAUSD.NET/METC	
	San Joaquin Delta College	DELTACOLLEGE.EDU	
	University of the Pacific - Benerd College <i>(Innovative degrees & lifelong learning programs)</i> - Osher Lifelong Learning Institute <i>(Designed for people ages 50+)</i>	PACIFIC.EDU EDUCATION.PACIFIC.EDU/EDUCATION EDUCATION.PACIFIC.EDU/EDUCATION/ OSHER-LIFELONG-INSTITUTE	