



# ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING  
JANUARY 10, 2022

# LathropSMART

Item 2.1

# ECONOMIC DEVELOPMENT MARKETING

## International Council of Shopping Centers

Trade Show



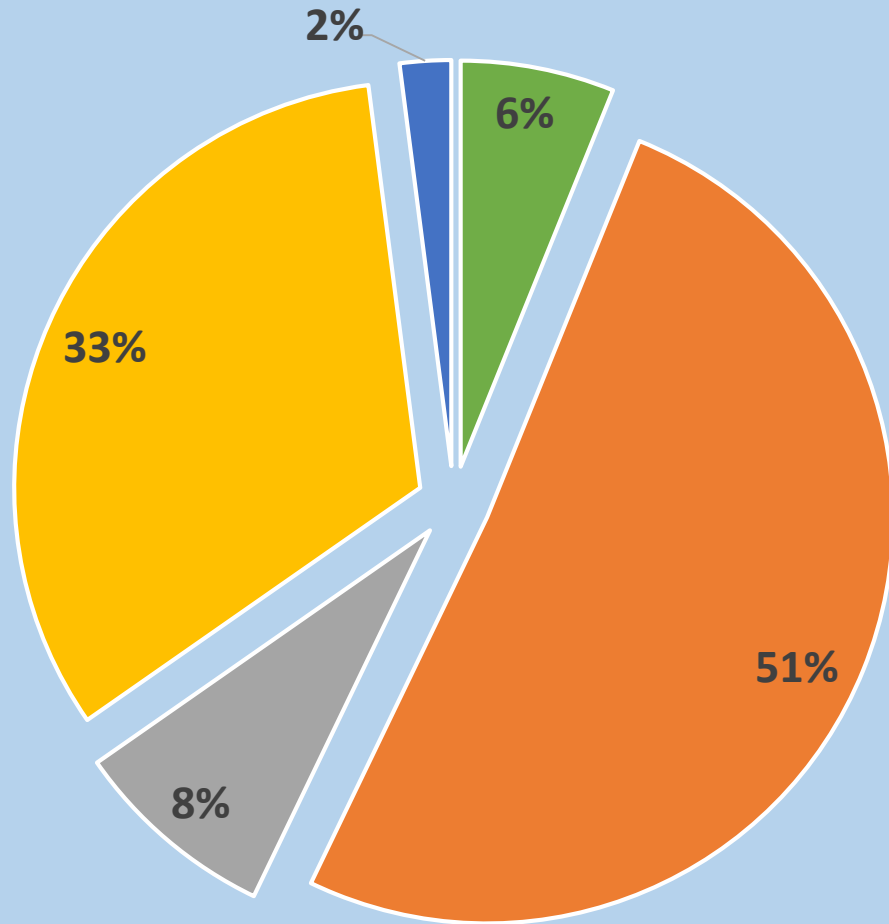
Advertising



LathropSMART

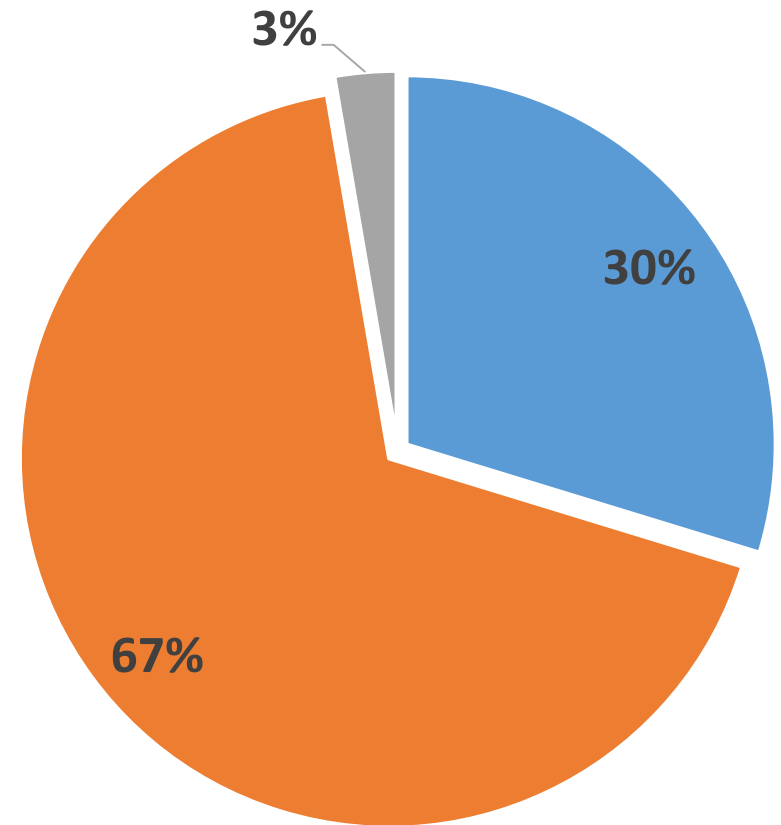
# ECONOMIC DEVELOPMENT OUTREACH

49 - ACTIVE COMMERCIAL



Entertainment  
Hospitality  
Office  
Goods & Services  
Restaurant

37 - ACTIVE INDUSTRIAL



Logistics  
Manufacturing  
Service



# COMMUNITY OUTREACH

Now  
Available

## LathropSMART City News Volume 3, Winter 2021

- Utility Bill Mailer
- City Website
- City Social Media



### NEW LATHROP POLICE DEPARTMENT HIGHLIGHTS



The City of Lathrop is currently transitioning to its own Police Department that is scheduled to be up and operational by July 1, 2022. Raymond Bechler was selected as the new Police Chief, and he is charged with recruiting and set up of this new department.

"I am happy with the progress in building our new police department. The hiring process is coming along smoothly and the challenges of the supply chain are having little impact on procuring our equipment. We are focused on anxiously awaiting to launch the new Lathrop Police Department on July 1, 2022."

— Raymond Bechler,  
Chief of Lathrop Police Department

Efforts are underway to hire two (2) Police Commanders, who have been selected and have tentative start dates in mid-to-late January 2022. The department has received thirty-two applications for interest in six (6) open Sergeant Positions, and fifty-nine Police Officer candidates submitted applications to fill twenty-four (24) open positions. Interviews were held in December 2021 to fill both the Sergeant and Police Officer Positions. A new Executive Assistant to the Chief started in November 2021.

Additional efforts and progress include: 1) Animal Services and Code Enforcement divisions are now located under the umbrella of the Lathrop Police Department and staff has been reclassified as Community Service Officers; 2) Ripon Police Department will be handling contract dispatch services; 3) Sixteen Ford Explorers are scheduled to be completed well before the launch date of July 1, 2022; and 4) Uniforms, guns, rifles, tasers, radios, and all other related equipment are in the process of being ordered.

For updates please visit:  
[www.ci.lathrop.ca.us/city-manager/page/Lathrop-Police-Department-Transition](http://www.ci.lathrop.ca.us/city-manager/page/Lathrop-Police-Department-Transition).

390 Towne Centre Drive, Lathrop, CA 95330

### This issue:

- New Lathrop Police Department Highlights
- RAD Card – Up to \$200 Matching Dollars
- Regulatory Tips & Information
  - Only Rain Down the Drain
- New Companies – More Job Opportunities
- Retail Announcements
- Home Improvement Projects
- License Renewals Now Due:
  - Business License Renewal
  - Animal License Renewal

### RAD CARD – UP TO \$200 MATCHING DOLLARS



San Joaquin County reallocated additional money toward the RAD Card program in Lathrop and the surrounding communities. Get up to \$200.00 in matching dollars when you add money to your RAD CARD app from your Android or iPhone. RAD Card is available to use at local participating merchants. Get your matching share while funds last. Download or update the app from the Google Play or Apple Store. To learn more about the program, visit [www.theradcard.com](http://www.theradcard.com).

[ci.lathrop.ca.us](http://ci.lathrop.ca.us)

## LathropSMART

City News  
Page 2

### REGULATORY TIPS & INFORMATION

#### ONLY RAIN DOWN THE DRAIN: HOW TO KEEP COMMON POLLUTANTS OUT OF THE STORM DRAIN SYSTEM

Storm water flows untreated directly into nearby streams, rivers, and lakes. It is important to make sure that storm water does not pick up any pollutants along the way to the drain. Tips to keep our community and storm water clean:



- 1) Lawn Care: Keep grass clippings out of the street.
- 2) Pet Waste: Clean up after your pet.
- 3) Washing Vehicles: Utilize a car wash or use a nozzle equipped with an automatic shutoff to limit excess water run-off.
- 4) Changing Your Oil: Put down absorbent pads in addition to an oil capture device. Recycle and/or properly dispose of motor oil, tires, batteries, and fluids when performing vehicle maintenance or repairs.
- 5) Fertilizers: Use as recommended by manufacturer. Only apply in dry conditions.
- 6) Yard Clippings: Put green waste in proper trash can and keep the lids closed.

For more information on Storm Water Management, please visit [www.ci.lathrop.ca.us/publicworks/page/Storm-Water-Management](http://www.ci.lathrop.ca.us/publicworks/page/Storm-Water-Management).

It is illegal to dump garbage, oil, or any other materials into the storm drain. If you see something, report the incident immediately to City of Lathrop, Storm Water Hotline (209) 992-0028.



### NEW COMPANIES – MORE JOB OPPORTUNITIES

- Tesla MegaFactory – Utility Scale Battery Plant (Manufacturing)
- Conexwest – Shipping Containers (Sales/Manufacturing/Assembly)
- Kal Trailers & Parts – Truck Trailers & Parts (Sales/Distribution)
- Johns Manville – Roofing Materials & Components (Distribution)

### LICENSE RENEWALS NOW DUE



**Attention Pet Owners:** Did you get a new fur baby for the holiday? New dog licenses and license renewals can now be processed online. Visit: [www.ci.lathrop.ca.us/animal-services](http://www.ci.lathrop.ca.us/animal-services). You will need: Rabies Vaccination Certificate and Spay or Neuter Certificate (if applicable). All licenses purchased online are final.



**Attention Lathrop Business Owners:** Your business license renewal form for Year 2022 is in the mail. Please contact our Business License Division at (209) 941-7320 with questions or if you have not received your renewal letter. **RENEWAL FORMS AND PAYMENTS DUE BY FEBRUARY 1, 2022.**



### RETAIL CONSTRUCTION & ANNOUNCEMENTS

The City of Lathrop is growing, and retailers are starting to gain interest in our community.

You may have noticed some new construction taking place around town. Soon you will be able to take advantage of these new businesses and their services:

- Chevron Gas Station/Convenience Store** – Golden Valley & River Islands Parkways.
- Jamba Juice** – Golden Valley & River Islands Parkways.
- Blue Rain Car Wash** – Golden Valley & River Islands Parkways.
- Sonic Drive In** – Old Harlan Road just south of Panda Express.
- Dutch Bros.** – Old Harlan Road to the immediate south of Sonic Drive In.
- Fairfield Inn & Suites by Marriott** – Manthey Road
- Taco House Mexican Grill**, located at 16925 S. Harlan Road, also opened to the public in early November.
- Sprout's Farmers Market**, announced in late November, selected Lathrop Marketplace (Target Shopping Center) as a future store location.



### HOME IMPROVEMENT PROJECTS

Planning to build a shed, a patio cover, relocate a fence, or make landscaping improvements, we encourage you to call the City's Planning and Building Division staff to verify if there are any zoning and/or building regulations or permits needed for your project. Visit City Hall during normal business hours or call (209) 941-7260 for the Planning Division or (209) 941-7270 for the Building Division. Be an informed homeowner to avoid unnecessary surprises and frustration before starting any construction or improvements.



Future  
Home of

**SPROUTS**<sup>TM</sup>  
FARMERS MARKET

**MAVERIK**  
▲

## RETAIL/COMMERCIAL UPDATE

jamba



# INDUSTRIAL UPDATE

## Phelan Gateway Lathrop

- Tenant(s)



- New Construction – Phase II

- Building 3 – 456,465 sf (Pending Permit Issuance)
- Building 4 – 390,443 sf (Pending Permit Issuance)

# RESIDENTIAL UPDATE

## MULTI-FAMILY DEVELOPMENT

- Towne Centre Apartments

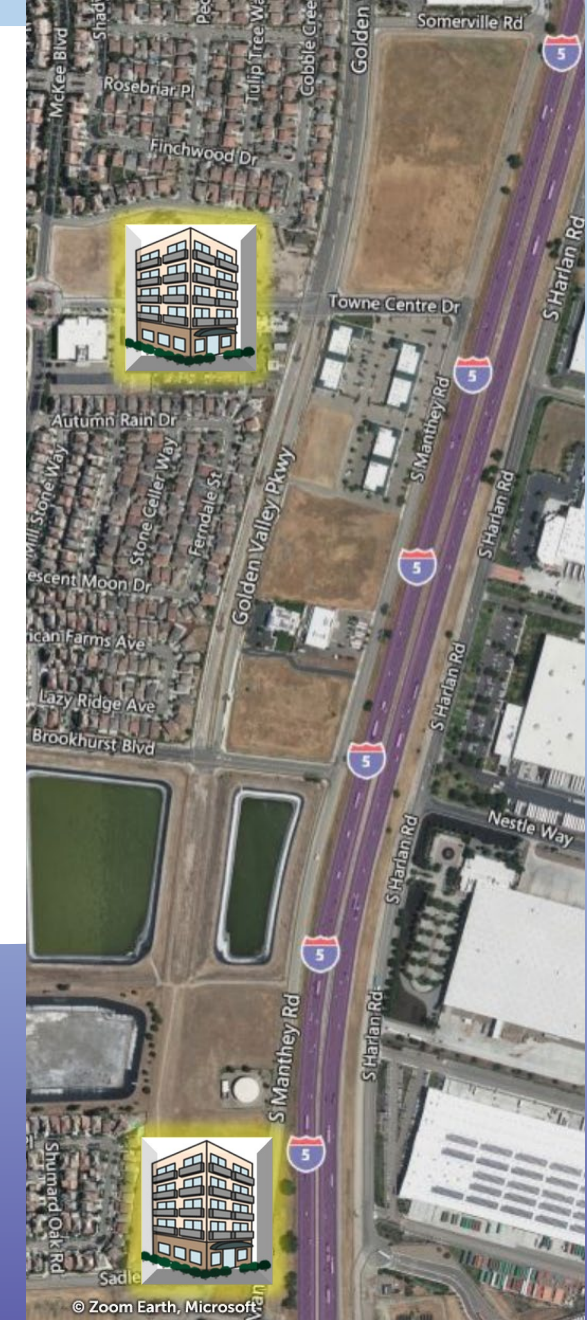
- 146 Apartment Units

- [www.TowneCentreApartmentHomes.com](http://www.TowneCentreApartmentHomes.com)



- Mossdale Apartments

- 204 Apartment Units





# RESIDENTIAL UPDATE

**NEW HOME SALES = 855**

January 1 – December 31, 2021

River Islands = 545

Stanford Crossing = 310



# RESIDENTIAL UPDATE

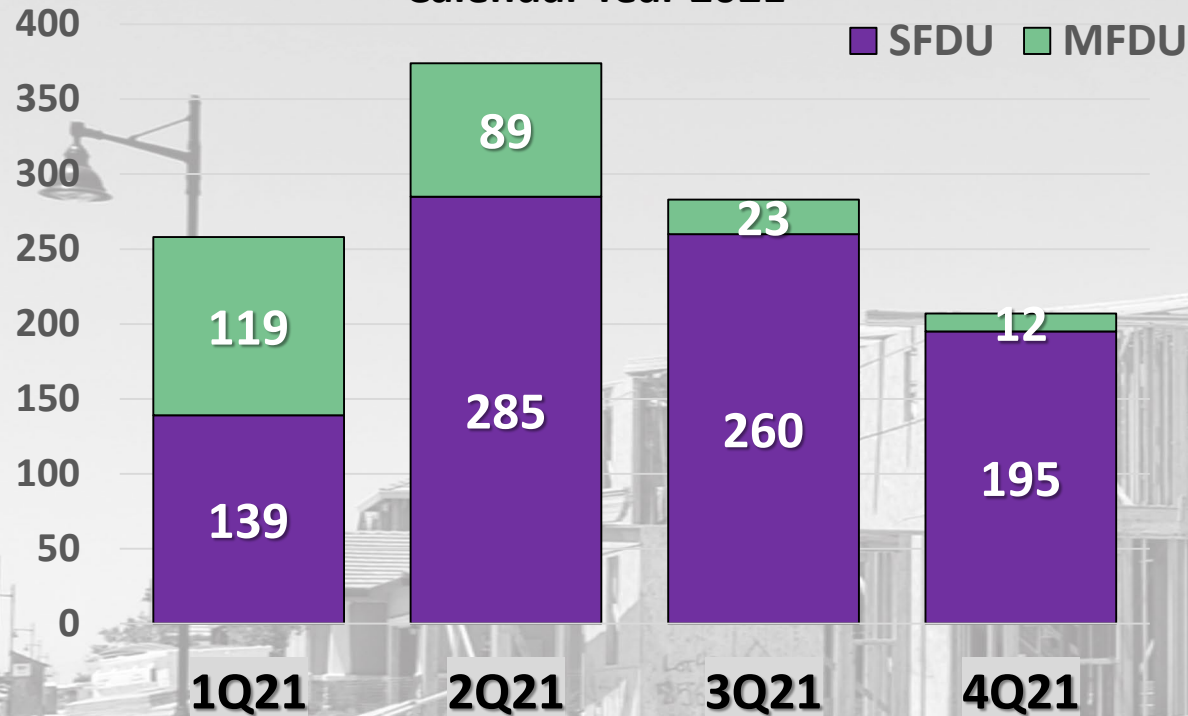
New Single Family Dwelling Unit Permits Issued  
Multi Family Dwelling Unit Permits Issued

YTD\* = 879

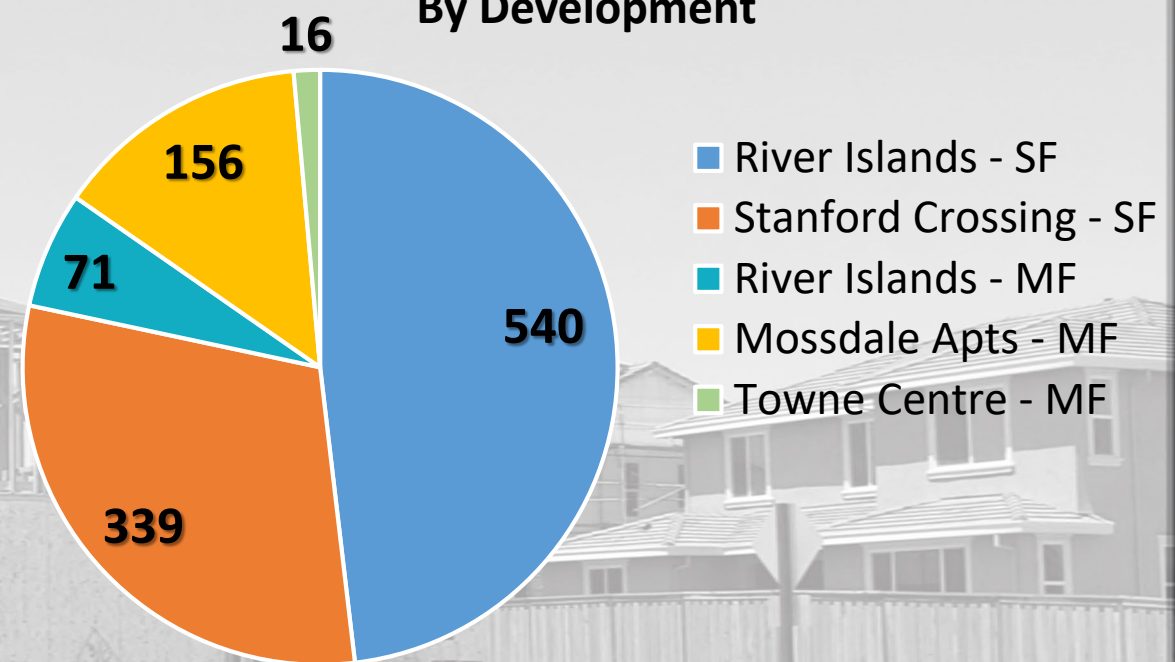
YTD\* = 243

**1,122 Residential  
Permits Issued  
Jan – Dec 2021**

Calendar Year 2021



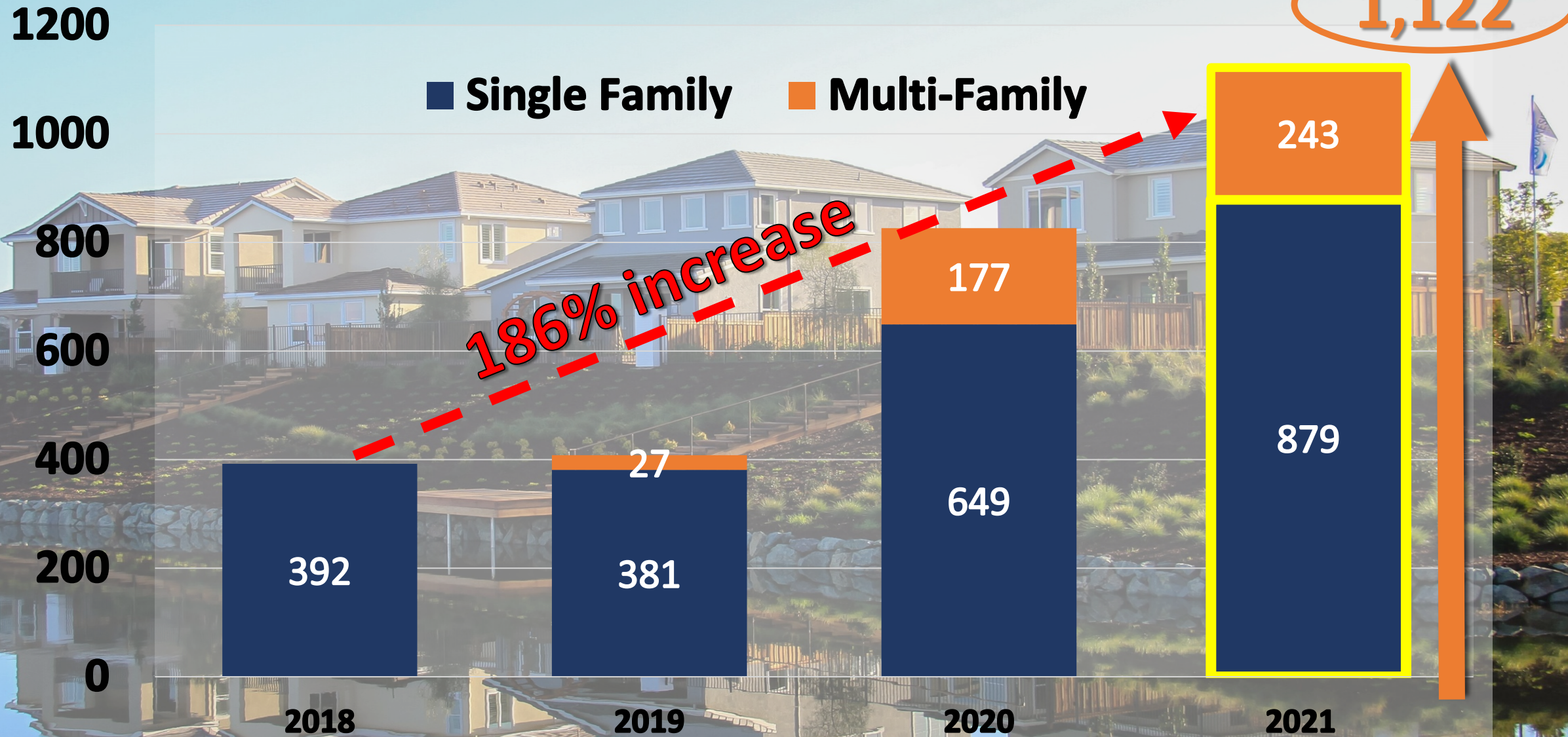
By Development



\* YTD = January 1 –December 31, 2021



# City of Lathrop – Housing Permits Issued Years 2018 – 2021





# COMMUNITY UPDATE

## COVID-19 GRANTS

### EMERGENCY GENERAL ASSISTANCE GRANT

FEDERALLY FUNDED THROUGH CDBG



55 Households Awarded

191 Lathrop Residents Served

\$134,939.80 Awarded

**NEED HELP WITH UNPAID RENT  
OR UTILITIES?**



**FUNDING IS STILL AVAILABLE**

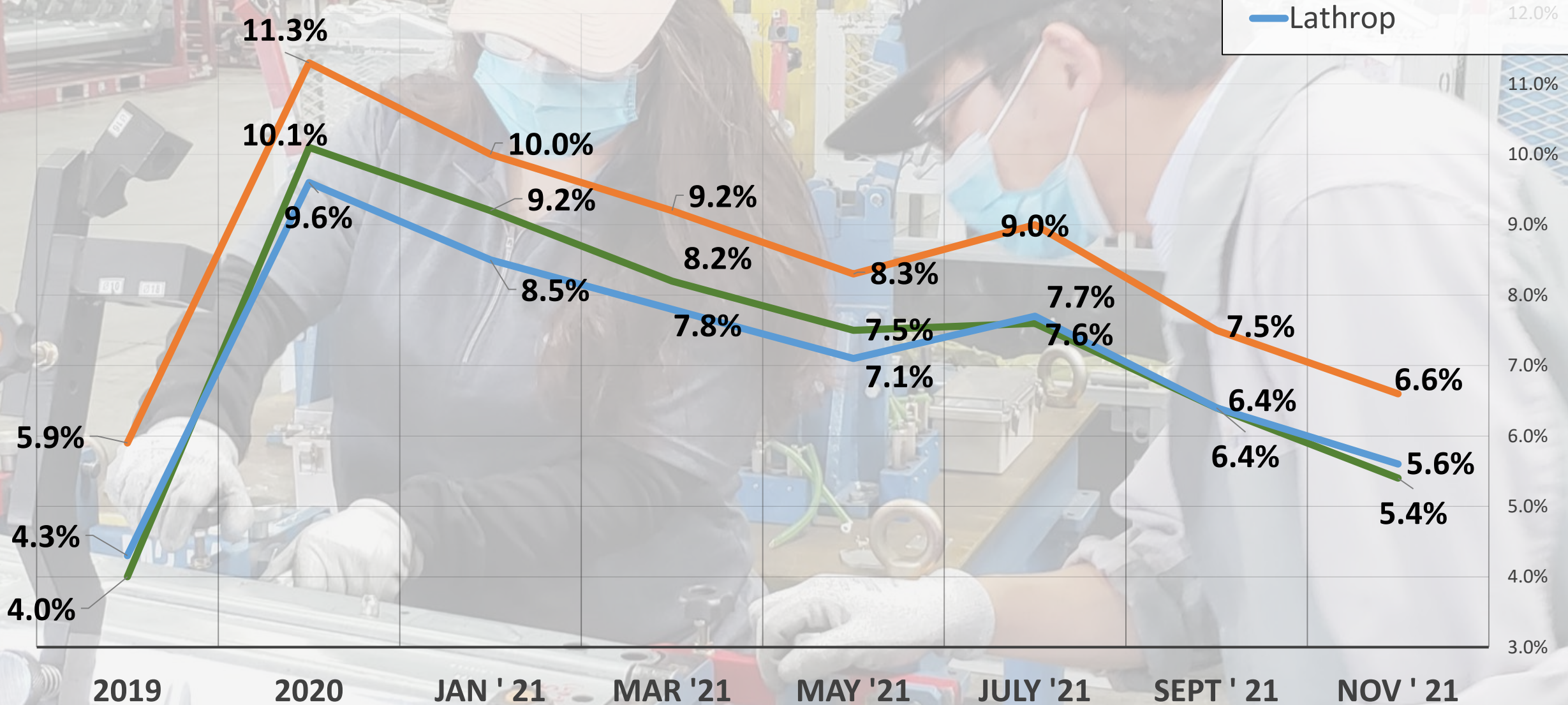
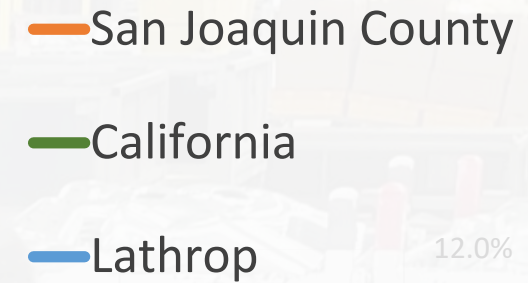
**CALIFORNIA'S COVID RENT RELIEF PROGRAM**



**Apply Now - CA COVID-19 Rent Relief - Housing Is Key**

# LABOR MARKET STATISTICS

## UNEMPLOYMENT TRENDS





Posted Within Last 15 Days

**NOW HIRING**



**Food4Less**



California Natural Products



**KELLY**



**Source: [www.indeed.com](http://www.indeed.com) and [www.CalJobs.ca.gov](http://www.CalJobs.ca.gov)**

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LOOKING FOR A JOB?

STARTING A NEW BUSINESS?

NEED TRAINING?

- **Local Resources**

- San Joaquin County WorkNet

[SJCWORKNET.ORG](http://SJCWORKNET.ORG)

- EDD CalJobs

[CALJOBS.CA.GOV](http://CALJOBS.CA.GOV)

- San Joaquin Delta College

[DELTACOLLEGE.EDU](http://DELTACOLLEGE.EDU)

- Small Business Development Center

[SANJOAQUINSBDC.ORG](http://SANJOAQUINSBDC.ORG)

- University of the Pacific

[PACIFIC.EDU](http://PACIFIC.EDU)

- Bererd College (Innovative degrees & lifelong learning programs)

[EDUCATION.PACIFIC.EDU/EDUCATION](http://EDUCATION.PACIFIC.EDU/EDUCATION)

- Osher Lifelong Learning Institute (Designed for people ages 50+)

- [EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE](http://EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE)

- CodeStack Academy (SJCOE)

[CODESTACKACADEMY.ORG](http://CODESTACKACADEMY.ORG)



Employment Development Department

