



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING

JANUARY 8, 2024

ECONOMIC DEVELOPMENT MARKETING

Conference

ICSC@WESTERN

October 25-27, 2023

San Diego Convention Center
San Diego, California, United States



Video Marketing

Minute to Win It Video Spotlight



An Interview with Shelley Burcham, Economic Development Administrator for the City of Lathrop .

Gun laws Disarming justice

WASHINGTON, DC
The Supreme Court seems to have found a gun-control measure it likes

HARD CASES make bad law, warned Oliver Wendell Holmes, an early-20th-century justice. Cases reaching America's Supreme Court often pose tricky, even wrenching, dilemmas. But after 90 minutes of oral argument on November 7th, a case testing the boundaries of the court's recent expansion of gun rights looked unexpectedly easy to resolve.

United States v Rahimi involves Zackey Rahimi, a 23-year-old Texan whose girlfriend was granted a protective order in 2020 two months after Mr Rahimi assaulted her in a parking lot. The couple had been squabbling over custody of their child when Mr Rahimi knocked his girlfriend to the ground, dragged her to his car and pushed her inside. He then shot at an eyewitness and, later, threatened to shoot his girlfriend if she told anyone what he had done. The restraining order came with a suspension of his handgun licence and a caution that federal law prohibited him from possessing a gun. Mr Rahimi did not heed the warning. He shot at several drivers, used an AR-15 to fire into the house of a man to whom he had sold drugs and shot at a fast-food restaurant.

In March, the Fifth Circuit Court of Appeals found that while Mr Rahimi may not be a "model citizen" he is "nonetheless among the people" entitled to the Second Amendment's guarantees. Drawing on the test in *New York State Rifle and Pistol Association v Bruen*, the Supreme Court's gun-rights ruling from 2022, the Fifth Circuit searched for a historical analogue to the federal ban on firearms for domestic abusers under restraining orders. Finding no such match—not surprisingly, given that domestic abuse was not on the founders' list of scourges in 1791—America's most conservative appellate court found the federal law unconstitutional.

In the 16 months since *Bruen* came down, many lower courts fielding challenges to gun regulations have read the decision in similarly stark terms. But in her presentation to the justices, Elizabeth Prelogar, the solicitor-general, argued that it is the principles underlying regulations that matter. Judges, she said, should not "nitpick" or insist on a "historical twin" when comparing a firearm restriction of today to the tradition of gun regulation at the founding.

Chief Justice John Roberts and Justice Clarence Thomas pressed Ms Prelogar to

defend her position that only people who are "law-abiding, responsible citizens" may keep their guns. Responsibility is a "very broad concept", Chief Justice Roberts said. Can someone be deemed irresponsible—and thus be disarmed—because he didn't take the recycling to the kerb or behave at a basketball game? No, the solicitor-general explained, the language comes from *Bruen* and *District of Columbia v Heller*, the case of 2008 that found the Second Amendment protected an individual right to own guns. It means, she said, that the government can deny guns to felons and people who are otherwise found to be dangerous (due to mental illness, youth or violent tendencies).

Mr Rahimi's lawyer, Matthew Wright, crumbled during his stint at the lectern. He raised questions about the fairness of the state-court proceeding that resulted in the restraining order—and was reminded by Justice Neil Gorsuch that the case does not involve a due-process claim. He faltered when Justice Elena Kagan asked him to defend his brief's main contention that the ban must fall because no such ban existed "while the founding generation walked the Earth". Jumping on his hesitancy, Justice Kagan turned the knife: "I feel like you're running away from your argument, you know because the implications of your argument are just so untenable."

Mr Wright's dismal performance spurred Justice Amy Coney Barrett to admit being "so confused" and left Justice Thomas—author of *Bruen* and the court's biggest gun-rights fan—holding his hand over his eyes. Justice Thomas may yet side with Mr Rahimi; he seemed upset that the protective order was "a small matter" with "huge consequences" for the Texan's right to own guns. A majority of the court seems unlikely to re-arm Mr Rahimi. ■



Taking the pistol

A great migration East of Eden

LATHROP
California is losing people, but this region wouldn't know it

TO DRIVE AROUND Lathrop, a small town in California's Central Valley, is to see a rural community in the throes of rapid development. Shelley Burcham is the town's economic-development administrator. She takes your correspondent round in a silver Tesla, explains which fast-food joints are new (In-N-Out Burger), when new apartments were built (now leasing) and where almond groves will be ploughed under to create an industrial park. "There's goats there now," she says, pointing to a field, "but if you come back again there will be something built there."

The biggest story in California recently has been the reversal of what had hitherto been the state's defining characteristic: population growth. The Golden State lost people for the first time in its history in 2022. Republican governors claim that people are "roting with their feet", and that California's population loss is a reflection of poor governance. But not every place in the state is shrinking. Recent estimates from California's Department of Finance suggest that the counties projected to grow most over the next four decades are inland from the coast and in the Central Valley, the state's agricultural heartland.

Two factors explain this. First, birth rates in Central Valley counties are higher than in more populous areas, a trend which is mirrored in rural and urban counties across America. The second reason valley communities are growing is because there is a migration under way within California. More San Franciscans moved to Alameda County, across the Bay, than anywhere else between 2020 and 2022. Roughly a quarter of those who left Alameda County, which includes Oakland, moved to two neighbouring counties to the east. The Silicon Valley investors who want to build a YIMBY utopia in Solano County, between Napa's vineyards and the state capital, Sacramento, are no doubt aware of the area's allure to members of the techsuds.

Something similar is unfolding in Southern California. During the first year of the covid-19 pandemic, nearly a quarter of all LA County leavers moved east to San Bernardino or Riverside counties, an area aptly known as the Inland Empire. It is true that many Californians have left for Texas or Arizona. But most Californians who decide to move are not quitting the Golden State, they are just quitting the coast.

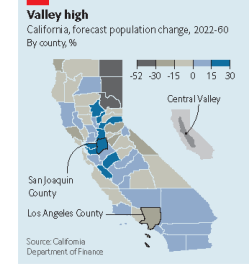
One of the biggest beneficiaries of this ▶▶

Inland migration is San Joaquin County, which contains Lathrop. The state's projections suggest it will be the second-fastest-growing county over the next four decades by 25%, to nearly an residents by 2060. Only Butte County, in the foothills of the Sierra Nevada, will grow faster as it recovers from a wildfire that incinerated the town of Paradise in 2018.

Ms Burcham attributes Lathrop's growth to its site at the nexus of big highways and its proximity to the Bay Area. The state attributes it to the fact that Lathrop, unlike coastal California, is building plenty of housing. A master-planned community being built along the western bank of the San Joaquin river will, when complete, boast 15,000 homes. Susan Dell'Osso, the project's developer, says that before the pandemic about 75% of homes sold were to families moving from the Bay Area. Now that figure is more like 90%.

In some ways, California's inland migration is history repeating itself. After the second world war, a population boom and the mass production of suburban tract houses created the urban sprawl that Los Angeles is infamous for. The availability of single-family homes bumished the idea of the California Dream. "The primal myth-makers of California are its real-estate agents," wrote D.J. Waldie, the author of "Holy Land: A Suburban Memoir". The development of places like Lathrop suggests that the same suburban ideals are still what Californians want, just cheaper. The average home price in San Joaquin County is roughly two-thirds the state figure.

Coastal Californians expecting to build utopias amid the valley's farms may be disappointed, though. The valley is prone to flooding and extreme heat, both of which will worsen as the climate warms. Some years people get lucky and the levees hold, says Jeffrey Mount, a water expert at the Public Policy Institute of California, a think-tank. "But eventually," he warns, "water finds the flaw." ■



The Economist November 11th 2023 A great migration East of Eden

LATHROP
California is losing people, but this region wouldn't know it

TO MANY AMERICANS sacred ground. Built in 1764, the centre of Boston's civic life led to the American town-hall meetings before the Sugar Tax of 1764, the 1765 and 1766, and the Boston Tea Party. It was against what they saw as British policies. Later it where anti-slavery advocates held rallies and organised against fugitive-slave laws. Abolitionists such as William Lloyd Garrison and Frederick Douglass, who had escaped from slavery, gave impassioned speeches. Suffragists also used Faneuil Hall to rally support for political and social rights for women.

But the building known as the "cradle of liberty", like much of American history, is scarred by slavery. Its construction was funded by, and named after, Peter Faneuil, a wealthy merchant who owned slaves and profited from the slave trade, including partially financing ships that went to Africa. Last month Boston's city council passed a resolution asking the city to give Faneuil Hall a nobler name, such as "Liberty Hall", or perhaps rename it after Douglass or Crispus Attucks, a sailor of African and indigenous ancestry, who was killed by British soldiers in the Boston massacre. The resolution is toothless, because only the city's public-facilities commission can rename buildings owned by the city. But it is symbolically important.

Boston is the latest to contemplate changing a landmark name. Earlier this year America's military establishment began changing army-base names referring to Confederate officers: Fort Bragg

A great migration East of Eden

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remove Confederate names, many of which came into being decades after the civil war and were designed to reinforce segregation and Jim Crow laws, are clearer. Peter Faneuil is a bit more complicated, given the building's role in creating America and helping the abolitionist movement. "If you're not changing how the story exists," says Noelle Trent of the Museum of African-American History in Boston & Nantucket, "if you're not changing people's awareness around that name change and the conversation around it, then its impact is minimal."

A newish exhibition in Faneuil Hall about slavery in Boston highlights individual slaves, including "Peter", who ran away from the Faneuil family. It aspires to teach Faneuil Hall's visitors—the building welcomes 8m of them a year—about Boston's role in the slave trade, as well as about how its enslaved people lived. A portrait of Faneuil hangs in the meeting hall. Until recently, visitors would have assumed he was one of the country's founding fathers. George Washington's portrait hangs nearby. Now, there is context. Byron Rushing, a civil-rights activist and a former state representative, is reluctant to see the name change. "Eradicate it and no one will ever ask again, 'Who was Faneuil?'"

BUSINESS OUTREACH

NOW OPEN



BUSINESS ACTIVITY – PIPELINE REPORT

RETAIL			
<i>Business</i>	<i>Location</i>	<i>Business Type</i>	<i>Status</i>
Jamba Juice	Golden Valley & River Islands Pkwy	Fast Food Restaurant	Finalizing Construction
Chevron Gas Station & C-Store	Golden Valley & River Islands Pkwy	Gas Station & Store	Finalizing Construction
Wendy's Restaurant	16412 Golden Valley Pkwy	Fast Food Restaurant	Approved/Not Yet Built
Ono Hawaiian BBQ	16434 Golden Valley Pkwy	Fast Food Restaurant	Approved/Not Yet Built
Home2 by Hilton	15800 Golden Valley Pkwy	Hotel	Approved/Not Yet Built
Towneplace Suites by Marriott	17400 Golden Valley Pkwy	Hotel	Approved/Not Yet Built
Maverik C-Store & Fueling	980 E. Louise Avenue	Gas Station & Store	Approved/Not Yet Built
Chick Fil-A	Lathrop Marketplace	Fast Food Restaurant	Approved/Not Yet Built
Assisted Living Facility	Golden Valley Pkwy	Medical Residential	Approved/Not Yet Built
INDUSTRIAL			
Ashley Furniture	14101 S. Manthey Rd	Retail Store/Call Center/Whse	Approved/Not Yet Built
Macy's	Business Park Court	E-Commerce/Distribution	Complete/Not Yet Occupied

Current Project Pipeline Reports may be found on the City's website at <https://www.ci.Lathrop.ca.us/planning>.

BUSINESS OUTREACH



JOB & RESOURCE FAIR

THURSDAY, 10/12/2023
10:00 AM - 2:00 PM
LATHROP COMMUNITY CENTER
15557 5th Street, Lathrop, CA 95330

JOIN SAN JOAQUIN COUNTY WORKNET AND THE CITY OF LATHROP FOR A JOB AND RESOURCE FAIR. THERE WILL BE VARIOUS TRADES AND INDUSTRIES, ALONG WITH COMMUNITY AND RESOURCE AGENCIES WITH INFORMATION ON AVAILABLE SERVICES.

San Joaquin County **worknet** Lathrop SJC Work Net
worknet.org @sjcworknet @sjcworknet
709/468-3660

JOB FAIR RESULTS

31 Employers Countywide
9 Lathrop Employers
185+ Attendees



COMMUNITY OUTREACH

Now Available

LathropSMART Winter Newsletter

- January Utility Bill Mailer
- City Website
- City Social Media



ADA TRANSITION PLAN & COMMUNITY SURVEY REQUEST

Missed our American Disabilities Act (ADA) Transition Plan Stakeholder Meeting? Don't worry, you can catch up now!

The recorded session is available to offer you a chance to dive into our presentation on improving accessibility within our community. Your feedback is invaluable, so please take our brief survey linked below.

- Access the recorded meeting here: <https://www.ci.lathrop.ca.us/publicworks/page/ada-self-evaluation-transition-plan>
- Share your thoughts by taking a brief survey using this link: <http://bit.ly/3T4HPve> or by scanning the QR code:



Your input shapes our community to inclusivity. Let's build a more accessible future together! If you have questions, please contact the Public Works Department at (209) 941-7430.

NEW BUSINESSES

Name	Address	Type / Product
Blue Rain Car Wash	16446 Golden Valley Parkway	Car Wash
Fast & Easy Mart	16460 Golden Valley Parkway	Convenience Store & Chevron Gas Station
JD Express	1919 E. Louise Avenue	Dispatch office for trucking company
Eclipse Metal Fabrication, Inc.	17700 Shideler Parkway	Precision sheet metal and machining

Key: Retail Service Industrial

390 Towne Centre Drive, Lathrop, CA 95330

ci.lathrop.ca.us

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LathropSMART

CITY OBSERVED HOLIDAYS

January 2024
• Jan 1st – Closed in Observance of New Year's Holiday

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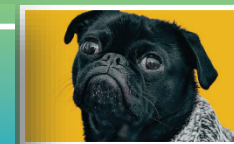
LathropSMART

RESOURCES FOR SMALL BUSINESSES AND JOB SEEKERS



In This Issue:

- ADA TRANSITION PLAN & COMMUNITY SURVEY REQUEST
- NEW BUSINESSES & BUSINESSES COMING SOON
- RESOURCES FOR SMALL BUSINESSES & JOB SEEKERS
- DOG LICENSE & BUSINESS LICENSE RENEWALS
- PLANNING A HOME IMPROVEMENT?
- WATERS WILL FLOW – STORM WATER AND PESTICIDES
- CITY OBSERVED HOLIDAYS
- REPUBLIC SERVICES – HOLIDAY TREE RECYCLING
- ACTIVITY FEE ASSISTANCE
- HAPPINESS IS A WARM PET



DOG LICENSE AND BUSINESS LICENSE RENEWALS

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 ci.lathrop.ca.us/licenseservices. You will need a Vaccination Certificate and Spay and Neuter Certificate (if applicable). All licenses purchased are final.

Attention Lathrop Business Owners: Your business license renewal form for Year 2024 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, 2024.

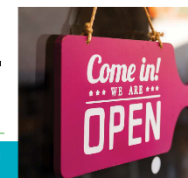
PLANNING A HOME IMPROVEMENT?



Don't let the surprise and frustration of a home improvement project, by contacting the friendly and informative staff of the City's Planning and Building divisions first. Staff is available to explain the requirements of your specific project and whether or not a building permit is required. Visit City Hall during normal business hours (8 a.m. to 6 p.m. Monday through Thursday and 8 a.m. to 5 p.m. on Friday) or emailing or calling the planning@ci.lathrop.ca.us, (209) 941-7260, or building@ci.lathrop.ca.us, (209) 941-7270.

Businesses Coming Soon

• Jamba Juice
16460 Golden Valley Parkway

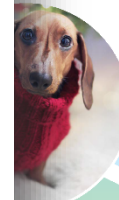


City News Page 3

WATERS WILL FLOW



To assist qualifying Lathrop residents with their holiday tree, the City Fee Assistance Program is funded from a City Block Grant (CDBG) program. Approved for the year (July 1–June 30). Financial assistance is available. These funds are issued on a first-come, first-served basis. To apply, please visit our website.



For your pet's safety, consider getting a warm coat or sweater for your dog. Look for one from the base of the tail on top to the belly. This may seem like a luxury, it is a necessity for your pet. For your cat, consider getting a warm blanket or sweater for your cat. Look for one from the base of the tail on top to the belly. This may seem like a luxury, it is a necessity for your pet. For your pet, consider getting a warm coat or sweater for your dog. Look for one from the base of the tail on top to the belly. This may seem like a luxury, it is a necessity for your pet.

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COMMUNITY OUTREACH

CDBG/HOME FUNDING APPLICATION WORKSHOP

Date: Thursday, January 11, 2024

Time: 4 p.m.

Location:

In-person

Lathrop City Hall
Council Chambers
390 Towne Centre Drive

via Zoom

Visit:

<https://www.ci.Lathrop.ca.us/economic-development/page/cdbghome-program-2024-2025>

for login instructions or call (209) 941-7221.

CDBG/HOME FUNDING APPLICATION WORKSHOP

The City of Lathrop will be holding a grant application workshop for all parties interested in applying for FY 2024/25 Community Development Block Grant and/or HOME Investment Partnership Funding.

The meeting will be held on **Thursday, January 11, 2024 at 4 p.m.** at Lathrop City Hall, Council Chambers, 390 Towne Centre Drive and via Zoom.

Please visit <https://www.ci.lathrop.ca.us/economic-development/page/cdbghome-program-2024-2025> for additional details and Zoom instructions.



APPLICANT ELIGIBILITY

- Non-profit 501(c)(3) or government agencies.
- Provide service to Lathrop residents or have a facility located in Lathrop where services are provided locally.
- Activities benefit low-to-moderate income persons.
- Funds should not be used to offset ongoing operations.
- Grants are not available to individuals.
- Mandatory DUNS No. must be provided when applying.

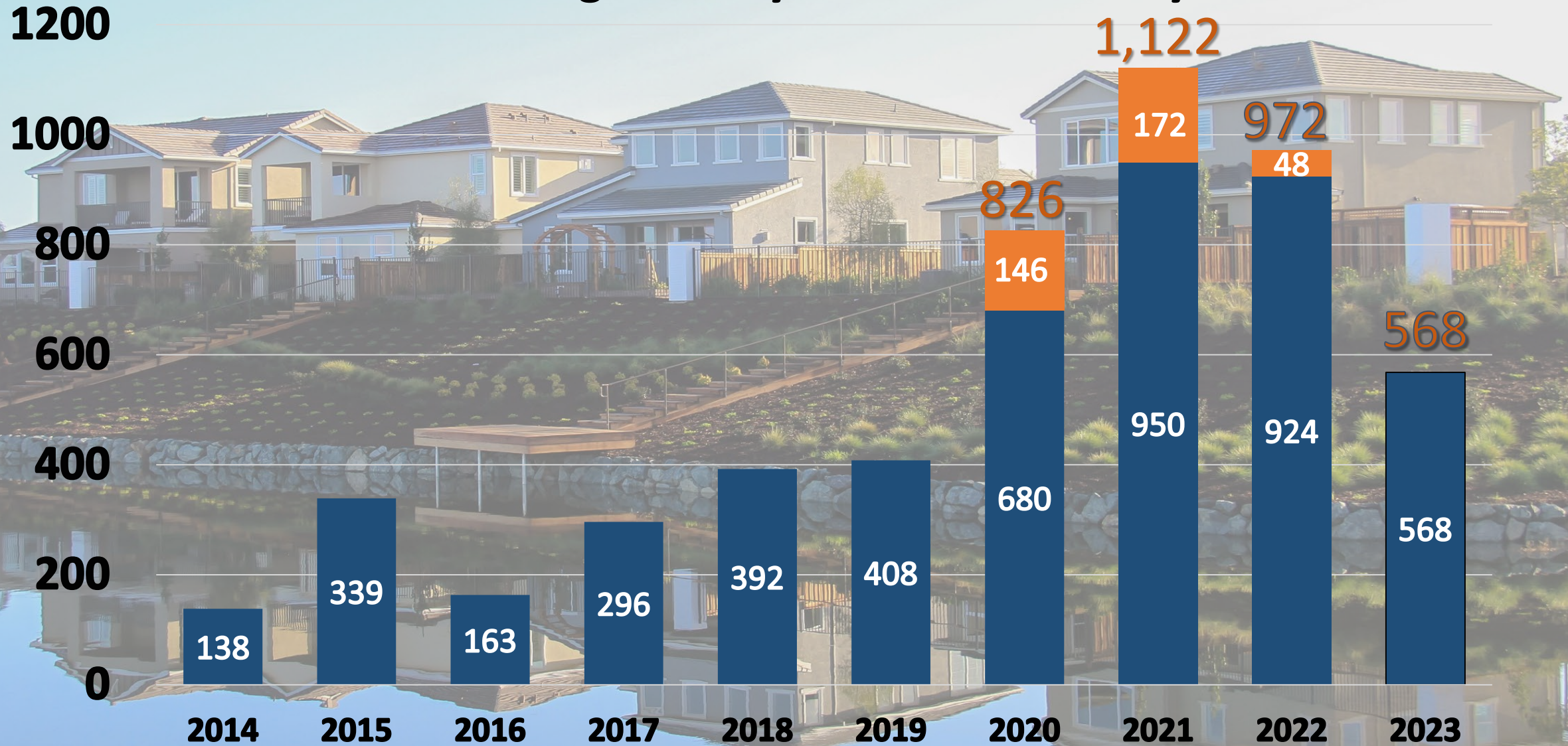
HUD NATIONAL OBJECTIVES

- 1) Benefit low-and moderate-income persons
- 2) Prevention or elimination of slums or blight
- 3) Address community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community for which other funding is not available.

An activity must meet one or more applicable tests of the national objectives to be compliant iwth CDBG rules.

City of Lathrop – Residential Permits Issued Years 2014 – 2023

■ Single-Family ■ Multi-Family



Retail / Service / Sales / Office

Healthcare / Government



Posted Within Last 10 Days

Walgreens



Manufacturing



Distribution/Logistics



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.

LOCAL RESOURCES

- **JOB SEARCH ASSISTANCE**

- **SMALL BUSINESS ASSISTANCE**

- **EDUCATION, VOCATIONAL TRAINING, AND LIFE-LONG LEARNING**

AGENCY	WEBSITE
San Joaquin County WorkNET	SJCWORKNET.ORG
EDD CalJobs	CALJOBS.CA.GOV
Small Business Development Center	SANJOAQUINSBDC.ORG
CodeStack Academy (SJCOE)	CODESTACKACADEMY.ORG
Manteca Education & Training Center (METC)	MANTECAUSD.NET/METC
San Joaquin Delta College	DELTACOLLEGE.EDU
University of the Pacific <ul style="list-style-type: none"> • Bererd 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

