

ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
OCTOBER 11, 2021

ITEM 2.2

ECONOMIC DEVELOPMENT MARKETING

International Council of Shopping Centers

Trade Show

ICSC – Here, We Go. 2021

December 5-7, 2021

Las Vegas Convention Center
Nevada United States



Advertising

Population 26,503

Average Household Income \$95,615

Average Household Size 3.88

High Demand for Retail Services

Expanding Public Transit to S.F. Bay Area

Trade Area Population 764,263 people
30-minute drive time

Major Employers
Tesla, UPS, In-N-Out, Home Depot, Wayfair, Ashley Furniture, Pratt Industries, and more...

in California Multi-Family Housing Unit Growth – 130.97%

in California Population Growth from Housing Production – 6.36%

in California Single-Family Housing Unit Growth – 4.39%

Home Sales Through the Roof - Opportunity for family friendly lifestyle

Commercial Development Opportunities High Visibility & Proximity to Freeway

Smart Master-planned Communities 21,000 Homes Approved
River Islands at Lathrop / Stanford Crossing

New Hotels

**SMART Location
SMART Opportunity**

LathropSMART

Visit the LathropSMART Digital Storyboard to learn more.

ECONOMIC DEVELOPMENT OUTREACH



Certificates of Appreciation

- Boral Roofing, LLC
- California Natural Products
- Captive Plastics
- CBC Steel Buildings
- Con-Fab California, LLC
- Delta A/C Supply
- Diamond Pet Foods
- Dragon Products, Ltd.
- Golden West Specialty Solutions
- In-N-Out Burger
- JR Simplot Company
- Lathrop Woodworks
- Pflug Packaging
- Pratt Industries
- Simwon America Corp.
- Swiss American Sausage Co.
- Tesla



COMMUNITY OUTREACH

Now Available

LathropSMART City News Volume 2, Fall 2021

- Utility Bill Mailer
- City Website
- City Social Media

ci.lathrop.ca.us



DOUBLE YOUR MONEY \$\$\$

The RAD Card App is now available to use at participating businesses in Lathrop. To Double Your Money, all you need to do is:

1. Download "The RAD Card" app on your phone or tablet from Google Play or Apple App Store.
2. Select "Lathrop" as your community of choice.
3. Choose "Add funds" to the put money on the app by using your own credit card, and
4. San Joaquin County will instantly double your purchase up to \$100.00.

When finished, you can use the QR code within the app to make purchases at local participating businesses. More businesses are signing up for The RAD Card program all the time, so check your app frequently to view participating businesses in Lathrop.

The RAD Card program is meant to encourage residents and customers to use local restaurants and services to help local small businesses recover from the effects of the mandatory shut-downs during the pandemic. San Joaquin County invested \$1,000,000 into the program and designated matching funds for each of its communities and unincorporated areas. Matching dollars are available on purchases until the designated matching funds are expended. Don't miss out. Double your money today.



This issue:

- Double Your Money \$\$\$
- Need Help Paying Rent or Utility Bills?
- Important Information to Consider Before Making Improvements to Your Property
- Lathrop Community Profile 2021
- Resource Corner

NEED HELP PAYING YOUR RENT OR UTILITY BILLS?

If the effects of COVID-19 have negatively impacted your household income and you are behind in payment of rent/mortgage, natural gas, electricity, water, sewer, and/or garbage, you may be eligible for an Emergency General Assistance Grant through the City of Lathrop. Please visit the City's website for eligibility details and an application.

<https://www.ci.lathrop.ca.us/economic-development/page/covid-19-grants>

390 Towne Centre Drive, Lathrop, CA 95330

ci.lathrop.ca.us

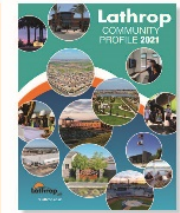
LathropSMART

City News
Page 2

IMPORTANT TIPS & INFORMATION

IMPORTANT INFORMATION TO CONSIDER BEFORE MAKING IMPROVEMENTS TO YOUR PROPERTY

When making improvements to your property, there are several things to consider before starting. First, you should check with the City of Lathrop to see if there are any restrictions on what you can do. For example, you may not be able to remove trees or change the color of your house. Second, you should get quotes from several contractors to make sure you are getting a fair price. Third, you should make sure you have enough money to cover the cost of the improvements. Finally, you should make sure you have the time to complete the project.



NOW AVAILABLE: LATHROP COMMUNITY PROFILE 2021

Are you new to Lathrop and need to know who to call for utilities, garbage, telephone, cable, etc.? What type of quality of life services and facilities are available? Curious about the number of people living or working in Lathrop?

Do you know who the large employers are in Lathrop? The Lathrop Community Profile can provide this information and more. View the profile online at www.ci.lathrop.ca.us/community/page/about-lathrop, or pick up a copy at City Hall, the Community Center, the Generations Center, or the Senior Center.

RESOURCE CORNER

Looking for a Job?
Starting a New Business?
Need Workforce Training?

Try these resources:
San Joaquin County WorkNet
SJCWORKNET.ORG

EDD CaJOBS
CALJOBS.CA.GOV

San Joaquin Delta College
DELTA.COLLEGE.EDU

Small Business Development Center
DELTA.COLLEGE.EDU/DEPARTMENT/SMALL-BUSINESS-DEVELOPMENT-CENTER

University of the Pacific
PACIFIC.EDU

Berard College
(Innovative degree-lifelong learning programs)
EDUCATION.PACIFIC.EDU/EDUCATION

Osher Lifelong Learning Institute
(Designed for people ages 50+)
EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE



Delighted to enhance the community's health and wellness, we have added new exercise equipment to our parks. Next time you're at William Park, Rosedale Landing Community Park, Songalung Park, and all of the workout equipment available to you, to help you improve your cardiovascular health, strength and flexibility.
www.ci.lathrop.ca.us/parksrec

This is a new publication that will be published four (4) times a year: Summer, Fall, Winter, and a Spring Issue. The purpose is to provide Lathrop residents with the latest and best information about the City and its services to our community.

RETAIL/COMMERCIAL UPDATE

COMING SOON



INDUSTRIAL UPDATE

LATHROP LANDS TESLA MEGA BATTERY PLANT

Going in next door to existing Tesla parts plant inside JC Penney's former distribution center



Tesla broke ground on a new manufacturing facility in Lathrop – which will be housed in an old J.C. Penney distribution center. Shown with Tesla officials are, on the left, City Manager Steve Salvatore and Councilman Paul Akinjo with Mayor Sonny Dhaliwal on the right.

JASON CAMPBELL

The Bulletin

Published: Sep 23, 2021, 11:57 PM

When Tesla announced that Lathrop would be the site of a plant that manufactures parts for the

INDUSTRIAL UPDATE

HYBRID
SYSTEMS



JM SBS Plies



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 – September 30, 2021

River Islands = 414

Stanford Crossing = 217

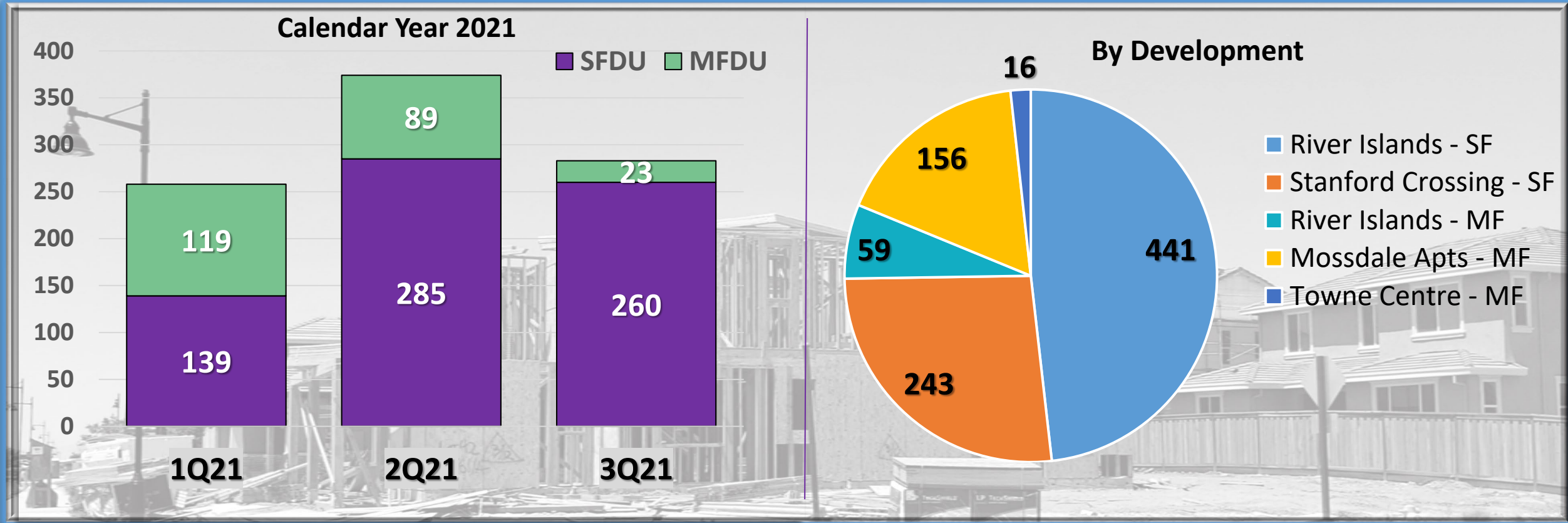


RESIDENTIAL UPDATE

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

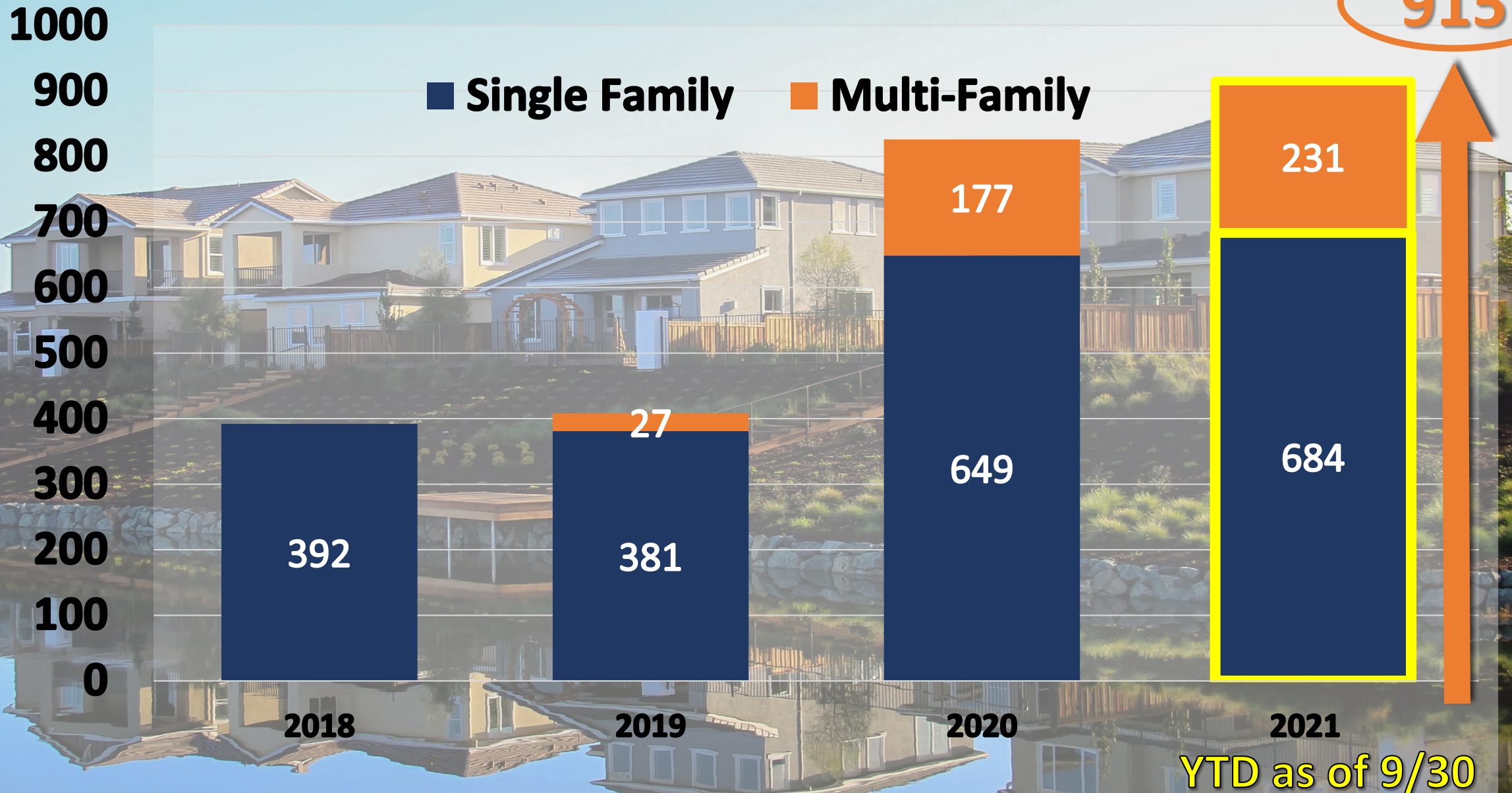
YTD* = 684
YTD* = 231

**915 Residential Permits Issued
Jan – Sept 2021**



City of Lathrop – Housing Permits Issued by Year

2018 – 2020 (2021 YTD as of 9/30)



COMMUNITY UPDATE

COVID-19 GRANTS

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

EMERGENCY GENERAL ASSISTANCE GRANT

FEDERALLY FUNDED THROUGH CDBG



51 Households Awarded to Date
Total of **\$130,897.29**



[Apply Now - COVID-19 GRANTS | City of Lathrop CA](#)



CALIFORNIA'S COVID RENT RELIEF PROGRAM

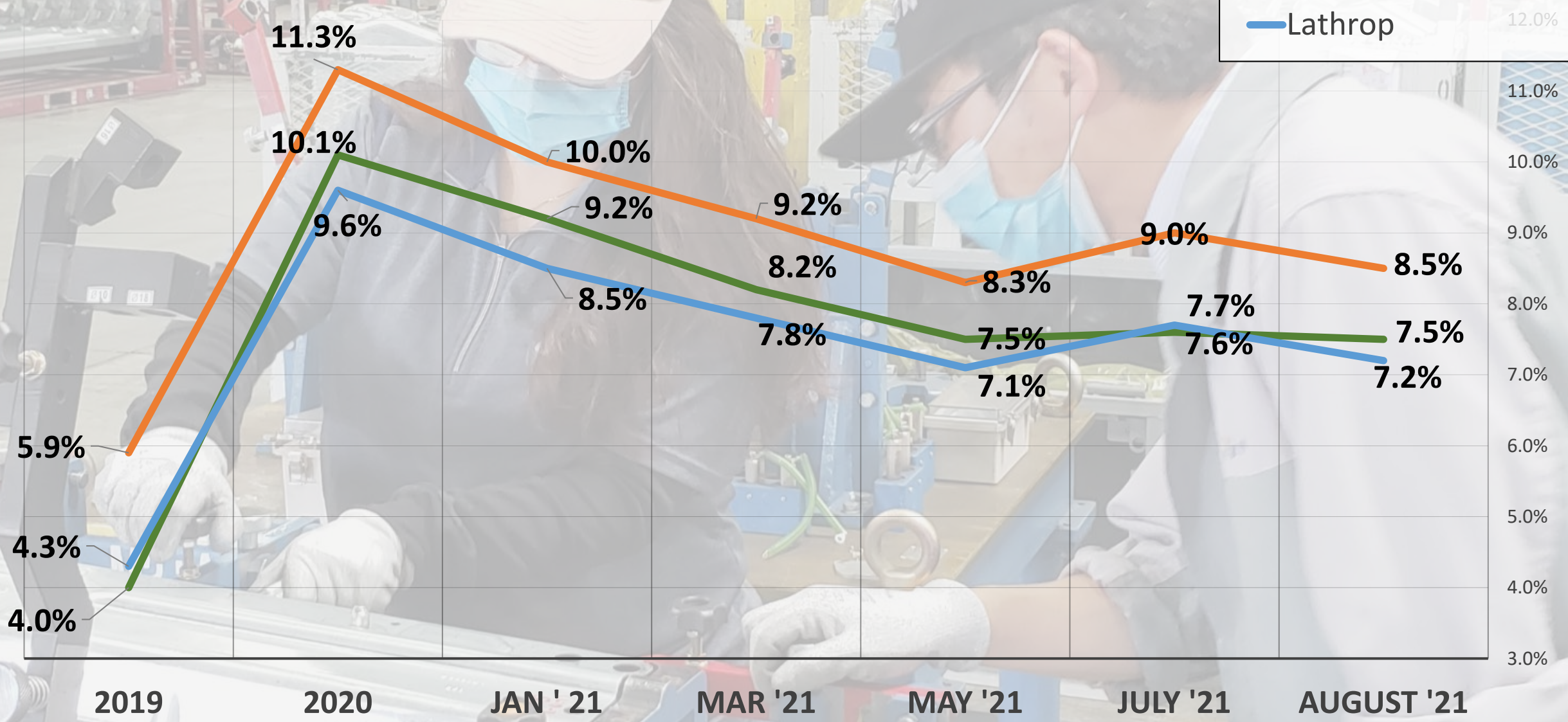
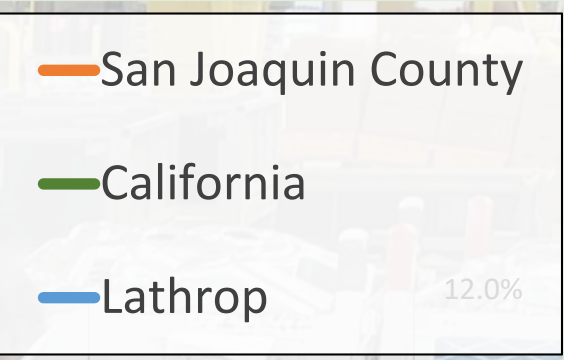


CA COVID-19 RENT RELIEF

[Apply Now - CA COVID-19 Rent Relief - Housing Is Key](#)

LABOR MARKET STATISTICS

UNEMPLOYMENT TRENDS



Posted Within Last 20 Days

NOW HIRING

TESLA



wayfair



ASHLEY
FURNITURE INDUSTRIES, INC.



Lathrop



California Natural Products

VITAS
Healthcare



SIMWON AMERICA CORP.



FOOD 4 LESS

Save Mart

SSI
SUPER STORE
INDUSTRIES



SWIFT



Staffmark

pyramid
CONSULTING

GDKN
Quality Solutions without the Premium Cost

CAPSTONE
LOGISTICS

EMPIRE
WORKFORCE SOLUTIONS

T-Mobile

Source: www.indeed.com and 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
- EDD CalJobs CALJOBS.CA.GOV
- San Joaquin Delta College DELTACOLLEGE.EDU
 - Small Business Development Center DELTACOLLEGE.EDU/DEPARTMENT/SMALL-BUSINESS-DEVELOPMENT-CENTER
- University of the Pacific PACIFIC.EDU
 - Bererd College (Innovative degrees & lifelong learning programs) EDUCATION.PACIFIC.EDU/EDUCATION
 - Osher Lifelong Learning Institute (Designed for people ages 50+) EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE

