

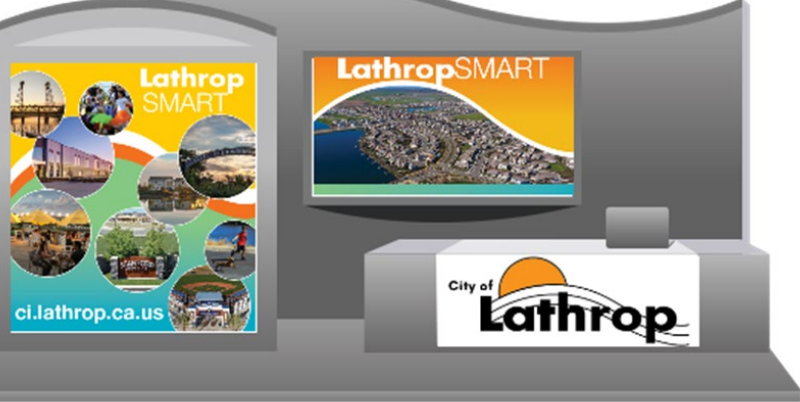
LathropSMART

ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
JULY 12, 2021



ECONOMIC DEVELOPMENT MARKETING



California CENTERS

RETAILERS • DEVELOPERS • BROKERS

Retail Continues to Shift as California Reopens

HELPING HAND
Cities in California have programs and assistance available to retailers and restaurants, say economic development officials.

California Centers Magazine | May 2021

Lathrop SMART

SMART Location SMART Opportunity

SMART Location SMART Opportunity
Lathrop SMART
ci.lathrop.ca.us

Visit the Digital Storyboard to learn more.

HELPING HAND
Cities in California have programs and assistance available to retailers and restaurants, say economic development officials.

What programs are available to help retailers in your area?

Kennedy: The City of Lathrop has been proactive in assisting retailers and small businesses throughout the COVID-19 pandemic with incentives like tax deferrals, grants to support their day-to-day and small business grants. The City of Lathrop and Riverside County also created a grant called "Travel, Food & Fuel" where residents patronized local participating restaurants to get a stamp on their gas card. At the end of the game, stamped gas cards were entered into a raffle for participants to win gift cards and other prizes. City staff advertised the game through the city's social media platforms and created promotional materials to encourage community support of these local retailers. Lathrop is a city of nearly 25,000 residents, getting by 10 percent annually and land and lease rates are lower than most communities. We expect this solid growth to continue.

CC: What has your municipality done to help retailers in your area?

Kennedy: When addressing the needs of our retailers we seek a gap that was not being assisted. Federal programs were offering payroll assistance and grants. When that focused on most assistance. Despite being down and struggling, Chico offered a Momentum Business Grant up to \$50,000 and three months of rental assistance with no requirement required. This

HELPING HAND
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What programs are available to help retailers in your area?

Kennedy: The performance of programs has come from the local government through the CARES Act. Many of our businesses have taken advantage of PPP, EIDL, and SBA loans. The State of California has a number of programs to encourage small businesses to hire local residents and create jobs. The City of Lathrop has taken advantage of the County of San Bernardino's loan and grant program to assist in the cost of getting assistance to pay for the cost of leaving business open and clean through the Small Business Administration's loan and grant program. The City of Chico's Micro-Enterprise Business Grant has assisted dozens of struggling business owners and continue to reevaluate the loan program over the past year.

CC: What are some innovative ways that you have been using businesses in your community versus?

Blackburn: Retailers do seem to have been successful in getting the most out of local officials and the creative ability of their businesses. In our available dining spaces, take-out only delivery services and other options are being explored in incredible ways. Grocery stores and pharmacies also participated in programs that will help us build value and online and delivery services.

Virtual Trade Show

Advertising & Editorial

Materials Update

ci.lathrop.ca.us

Lathrop SMART

Lathrop SMART
COMMUNITY PROFILE 2021
ci.lathrop.ca.us

Fast Facts
Population 28,503
Median Home Value \$540,535*
Regional Workforce 1,000,000
Average HH Income \$95,615
Average HH Size 3.88

Workforce
Employment by Occupation
Manufacturing
Retail Trade
Health Services
Professional Services
Transportation
Construction
Education
Government
Information
Arts, Entertainment, and Recreation
Accommodation and Food Services
Other Services (except Public Administration)

Community Profile 2021
Lathrop SMART
ci.lathrop.ca.us

ci.lathrop.ca.us

ECONOMIC DEVELOPMENT OUTREACH

REPORTING PERIOD: April 1 – June 30, 2021

- ❖ Developer Meetings (0)
- ❖ Community Meetings (12)
- ❖ Business Retention/Expansion Visits (12)
- ❖ Business Attraction Activities (8)



| Retail | | | | Office | Industrial | | |
|------------|-------|------------|---------------|--------|------------|-----|------|
| Restaurant | Hotel | Goods/Srvc | Entertainment | Office | Logistics | Mfg | Srvc |
| 17 | 1 | 24 | 0 | 3 | 10 | 15 | 0 |

COMMUNITY OUTREACH

REPORTING PERIOD: April 1 – June 30, 2021



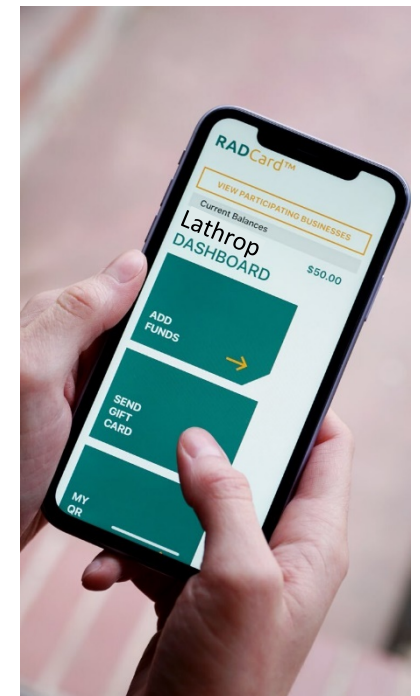
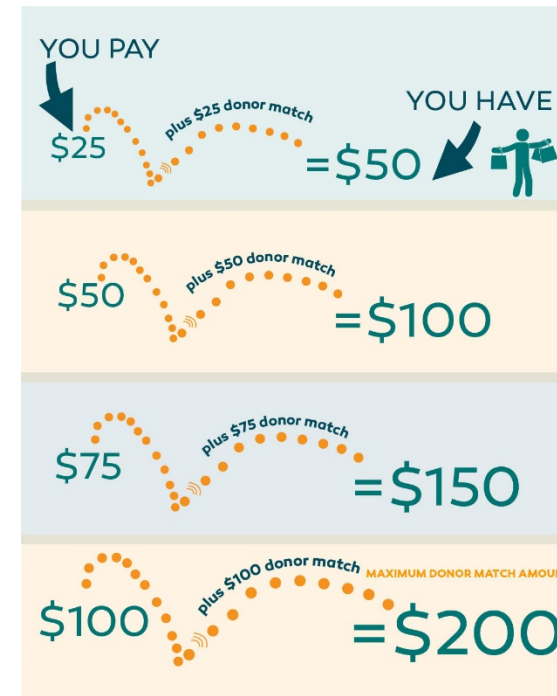
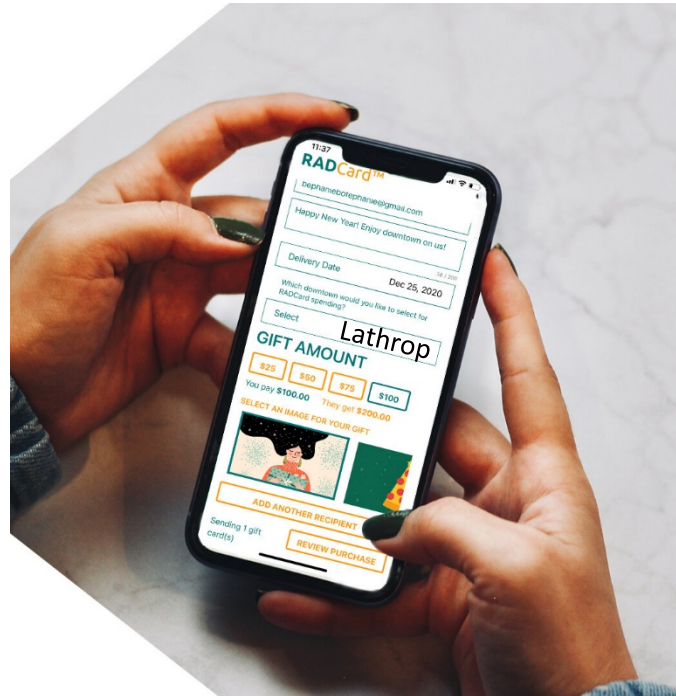
A large graphic with a white background and blue accents. At the top, it says 'LathropSMART' in large blue letters. Below that, it says 'Support Small Business. Shop Local. Shop Often.' in smaller blue text. In the center, it says 'Small Business Video Highlights' in large black letters. Below that, it says 'Small Business Month - May 2021' in blue text. At the bottom right, it features the 'City of Lathrop' logo, which includes a stylized sun and the text 'City of Lathrop'.

COMMUNITY OUTREACH – SMALL BUSINESS ASSISTANCE

**AVAILABLE
NOW**

Gift Cards for use at Lathrop Small Businesses

1. Download App “RAD Card”
2. Select “Lathrop” to see participating businesses
3. Purchase a gift card through the App for a business
4. San Joaquin County will match the purchase up to \$100.00



Note: This program, sponsored by San Joaquin County, is designed to help Lathrop Small Businesses.

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 – June 30, 2021

River Islands = 251*

Stanford Crossing = 151

* Home Sales Reported through May 2021



RESIDENTIAL UPDATE

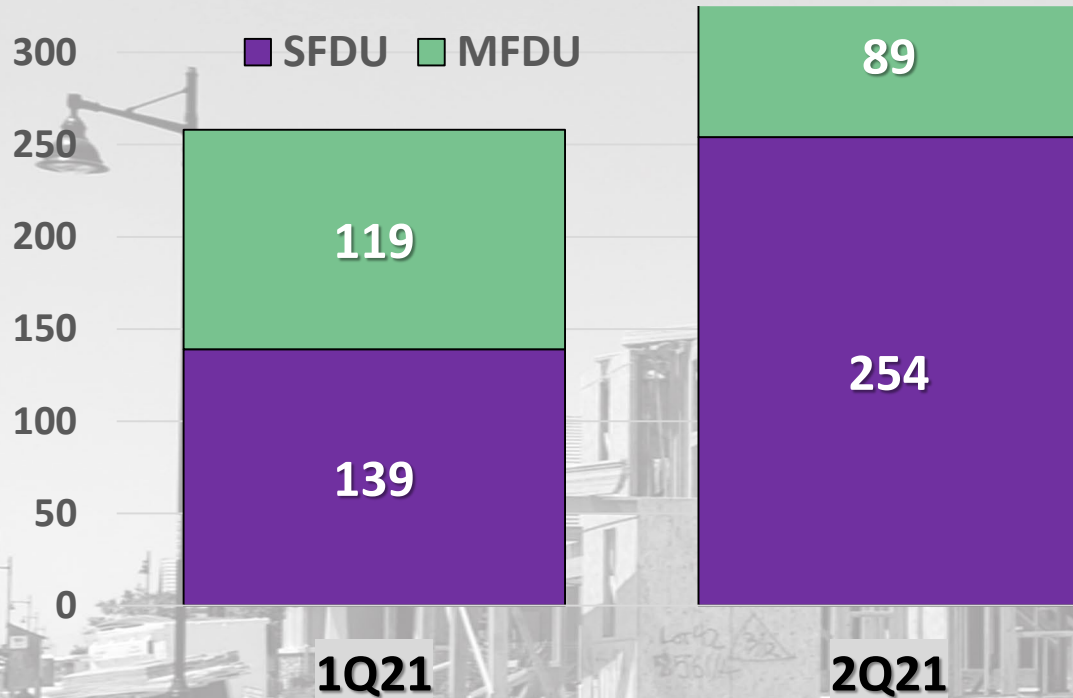
New Single Family Dwelling Unit Permits Issued
Multi Family Dwelling Unit Permits Issued

YTD* = 393

YTD* = 208

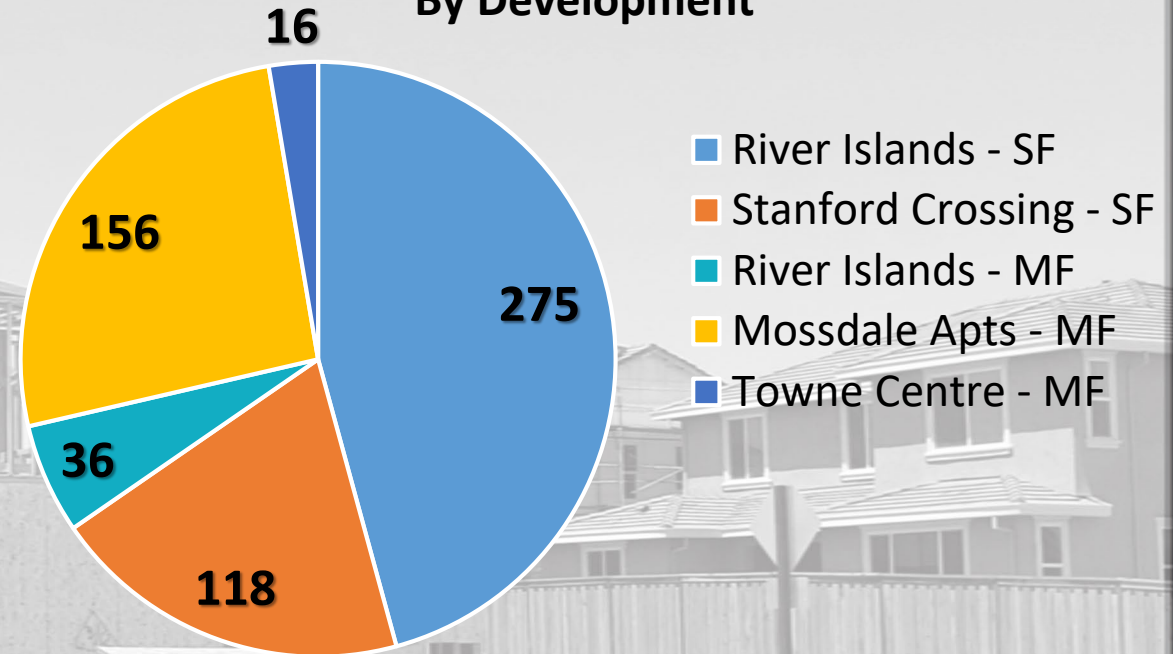
**601 Residential
Permits Issued
Jan – June 2021**

Calendar Year 2021



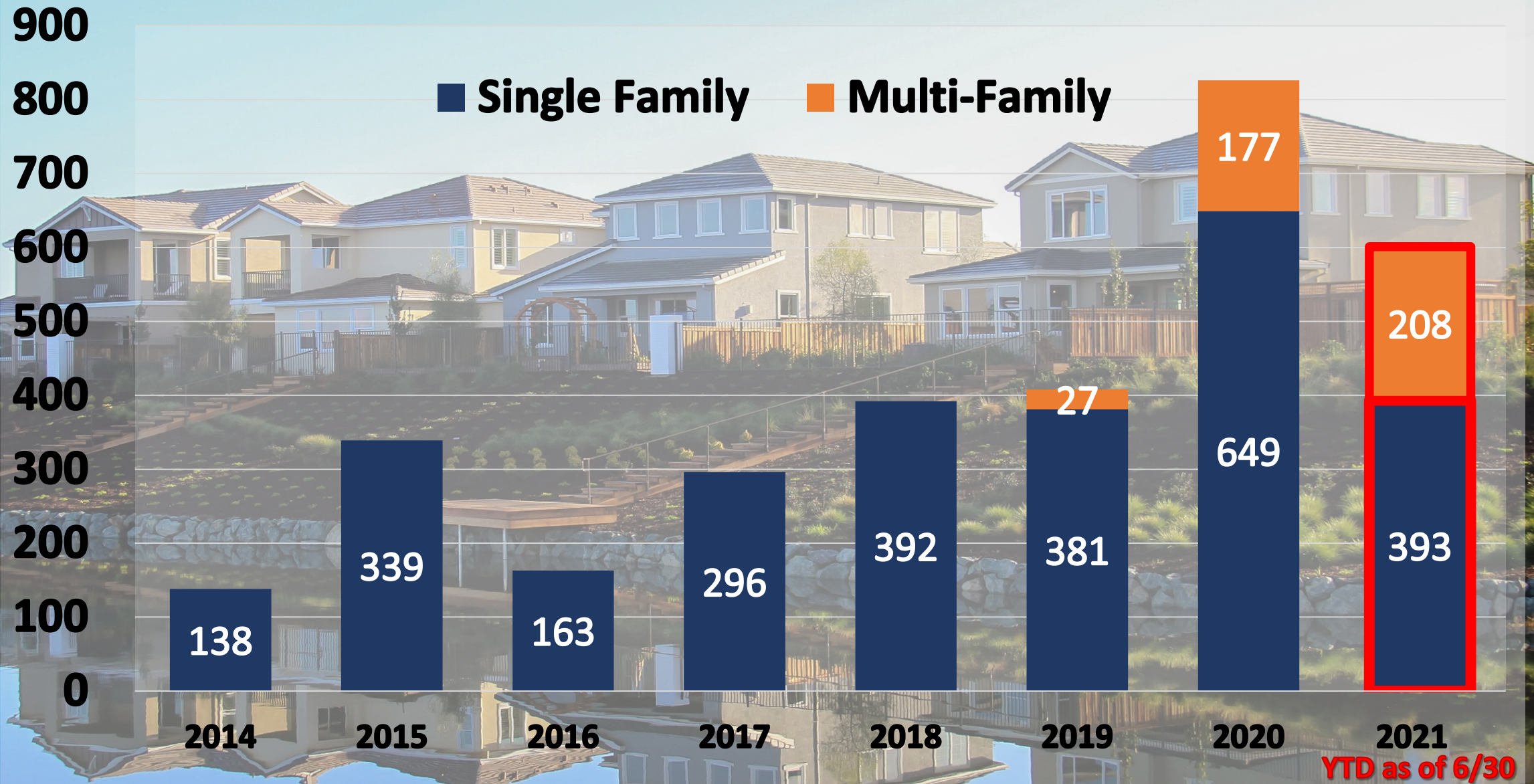
Revised 5/31/2021

By Development



City of Lathrop – Housing Permits Issued by Year

2014 – 2020 (2021 YTD as of 6/30)



NEW

Quarterly Newsletter to Residents

LathropSMART
City News
Volume 1
Summer 2021

This issue:

- A Development Update "What is it?"
 - o Residential
 - o Commercial
 - o Industrial
- Grants for Residents, Emergency General Assistance

A DEVELOPMENT UPDATE: "WHAT IS IT?"

As a Lathrop resident, you might see a lot of construction happening around the City and wonder what is being built. Some might turn to Facebook groups or other social media to look for information or speculate on these new development projects happening around the City. If you want to be "in the know", read this article.

RESIDENTIAL - New housing developments are going up all over the west side of the City within River Islands at Lathrop, Stanford Crossing, Towne Centre Apartments, and Mossdale Apartments.

River Islands, an intelligently planned community, took nearly three decades to bring the project to fruition. Building permits were issued in 2014 for construction of the first homes. Currently, there are 2,000± homes built and occupied in River Islands. Phase I of the initial plan stated it would build 11,000 homes over 20 years of development. Recently, the City Council approved Phase II of the River Island project that will bring the total close to 15,000 homes at full build out.

Stanford Crossing, another master planned community, is located west of Golden Valley Parkway. Phase 1A of development, bordered to the north by Spartan Way and Stanford Crossing to the south, began building new homes in May of 2021. Infrastructure (roadways, water, wastewater, natural gas, electricity, etc.) is currently being installed for Phase 1B, which is located to the southwest of Phase 1A along Spartan Way. Phase 1A includes 400 homes and Phase 1B includes 600 additional homes.

| Item | Area | Type |
|------|--|----------------------------|
| A | River Islands at Lathrop - 15,000 Homes (BO) | (Residential) |
| B | Stanford Crossing - 6,790 Homes (BO) | (Residential) |
| C | Towne Centre Apts - 146 Units | (Multi-Family Residential) |
| D | Mossdale Apts - 204 Units | (Multi-Family Residential) |
| E | Tru by Hilton Hotel | (Commercial Retail) |
| F | 16700 Harlan Rd. - 346,860 sf | (Industrial) |
| G | 550 Tesla Drive - 197,124 sf | (Industrial) |
| H | TriPoint Logistics - Bldg 3 - 921,676 sf | (Industrial) |
| I | TriPoint Logistics - Bldg 5 - 266,255 sf | (Industrial) |
| J | TriPoint Logistics - Bldg 6 - 181,969 sf | (Industrial) |
| K | TriPoint Logistics - Bldg 7 - 109,609 sf | (Industrial) |
| L | Lathrop Gateway - Bldg 1 - 381,555 sf | (Industrial) |
| M | Lathrop Gateway - Bldg 2 - 609,349 sf | (Industrial) |

Stanford Crossing
6,790 Homes
200 Acres Office/Comm
200 Acres Rec/Open

River Islands at Lathrop
11,000 Homes
260 Acres TOD
47 Acres Towne Center
265 Acres of Parks / 9 Schools

2021 Growth & Development
City of Lathrop

Disclaimer: Data shown may not be accurate. For more information, please contact the City of Lathrop.

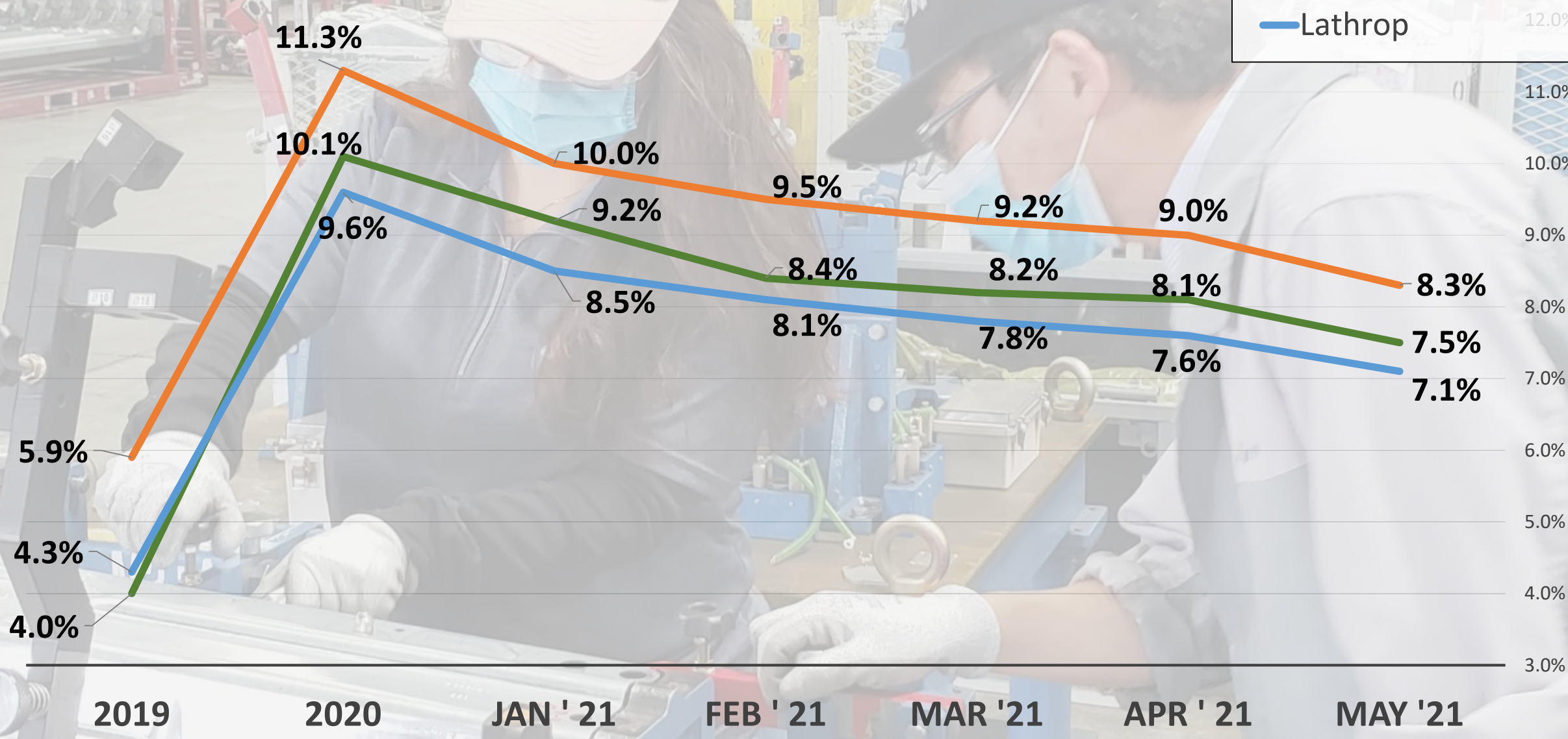
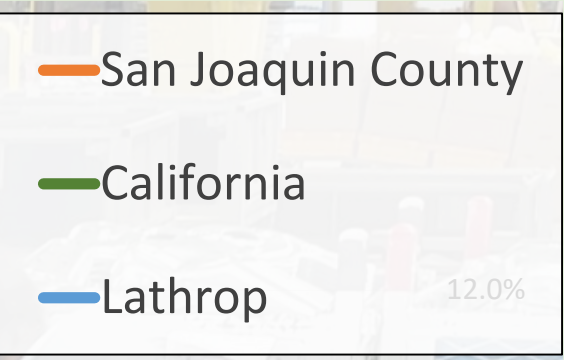
Utility Bill

Website

Facebook

LABOR MARKET STATISTICS

UNEMPLOYMENT TRENDS



COMMUNITY UPDATE

LATHROP COVID-19 GRANTS

RESIDENTS

EMERGENCY GENERAL ASSISTANCE GRANTS

FEDERALLY FUNDED THROUGH CDBG



48 Households Awarded to Date
Total of **\$121,702.27**

PROGRAM GUIDELINES, CRITERIA AND ELIGIBILITY

- DIRECT FINANCIAL IMPACT FROM COVID-19
- FOR PAST DUE RENT & ESSENTIAL UTILITIES
- LOW INCOME ELIGIBILITY
- UP TO \$3,200 PER HOUSEHOLD



Still Accepting Applications

www.ci.Lathrop.ca.us/economic-development/page/covid-19-grants

Posted Within Last 20 Days

NOW HIRING



JPMORGAN CHASE & Co.



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.

LOOKING FOR A JOB?

STARTING A NEW BUSINESS?

NEED TRAINING?

- **Local Resources**

- **San Joaquin County WorkNet**

SJCWORKNET.ORG



- **EDD CalJobs**

CALJOBS.CA.GOV

Employment Development Department



- **Small Business Development Center**

[DELTACOLLEGE.EDU/DEPARTMENT/
SMALL-BUSINESS-DEVELOPMENT-CENTER](http://DELTACOLLEGE.EDU/DEPARTMENT/SMALL-BUSINESS-DEVELOPMENT-CENTER)

