

# ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING  
FEBRUARY 8, 2021

ITEM 2.2



# ECONOMIC DEVELOPMENT MARKETING

## Video Marketing

## Video Conference



Learn more about our business development support!

**CALIFORNIA IS RESILIENT.**

**TeamCalifornia**

Our partners cover every city, county and EDC across the state.

Here are some of them:

- Chabon Concepts
- California Life Science Association
- Central Coast Marketing Team
- City of Antelope
- City of Brentwood
- City of Chino
- City of Cheshamville
- City of Elk Grove
- City of Lathrop
- City of Merced
- City of Moreno Valley
- City of Ontario
- City of Redding
- City of Redlands
- City of Riverside
- City of Roseville
- City of Sacramento
- City of San Jose
- City of South San Francisco
- City of Tracy
- City of West Sacramento
- County of Tulare
- East Bay Economic Development Alliance
- Fresno County EDC
- GO-Biz
- Greater Antelope Valley Economic Alliance
- Greater Sacramento Economic Council
- Imperial Valley EDC
- Lake County EDC
- Los Angeles Region
- PG&E
- San Bernardino County EDA
- San Diego Region
- San Joaquin Partnership
- Santa Clarita Valley EDC
- Shasta County EDC
- Site Selection Magazine
- Sacramento Municipal Utility District
- Solano EDC
- Southern California Edison

The Golden State is open for business and looking ahead. As the world's fifth-largest economy, number-one in new business starts and venture capital investments, California never stands still. In fact, we gained more than 3.3 million jobs since the last recession, making up 15 percent of the nation's gains. At TeamCalifornia, our organizations have the workforce, investment dollars, resources and diverse sites to position your company for recovery and growth.

We're here and ready to partner.

**teamca.org**  
(916) 967-9900

RECOMMENDED FOR YOU

**TeamCalifornia**

California Resilience

**BUSINESS & INDUSTRY**

The Santa Clarita Advantage

**Lathrop COMMUNITY PROFILE 2020**

**SIOR®**

SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®

Social27

# ECONOMIC DEVELOPMENT OUTREACH

REPORTING PERIOD: October 1 – December 31, 2020

- ❖ Developer Meetings (5)
- ❖ Community Meetings (7)
- ❖ Business Retention & Expansion Visits (4)
- ❖ Business Attraction Activities (4)

Retail				Office	Industrial		
Restaurant	Hotel	Goods/Srvc	Entertainment	Office	Logistics	Mfg	Srvc
5	1	15	0	2	3	10	0

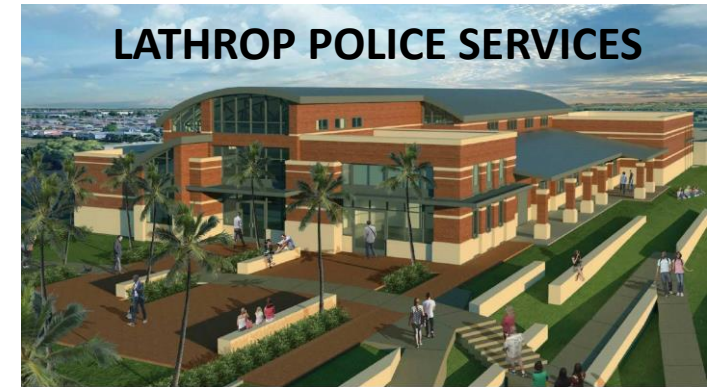
# RETAIL/COMMERCIAL UPDATE



KAISER  
PERMANENTE®



by HILTON™



# RESIDENTIAL UPDATE

## MULTI-FAMILY DEVELOPMENT

- Towne Centre Apartments

- 146 Apartment Units



- Mossdale Apartments

- 204 Apartment Units



# RESIDENTIAL UPDATE

## NEW HOME SALES

January 1 – December 31, 2020

River Islands = 640

Stanford Crossing = 156\*

\* Sales Offices Opened May 1, 2020



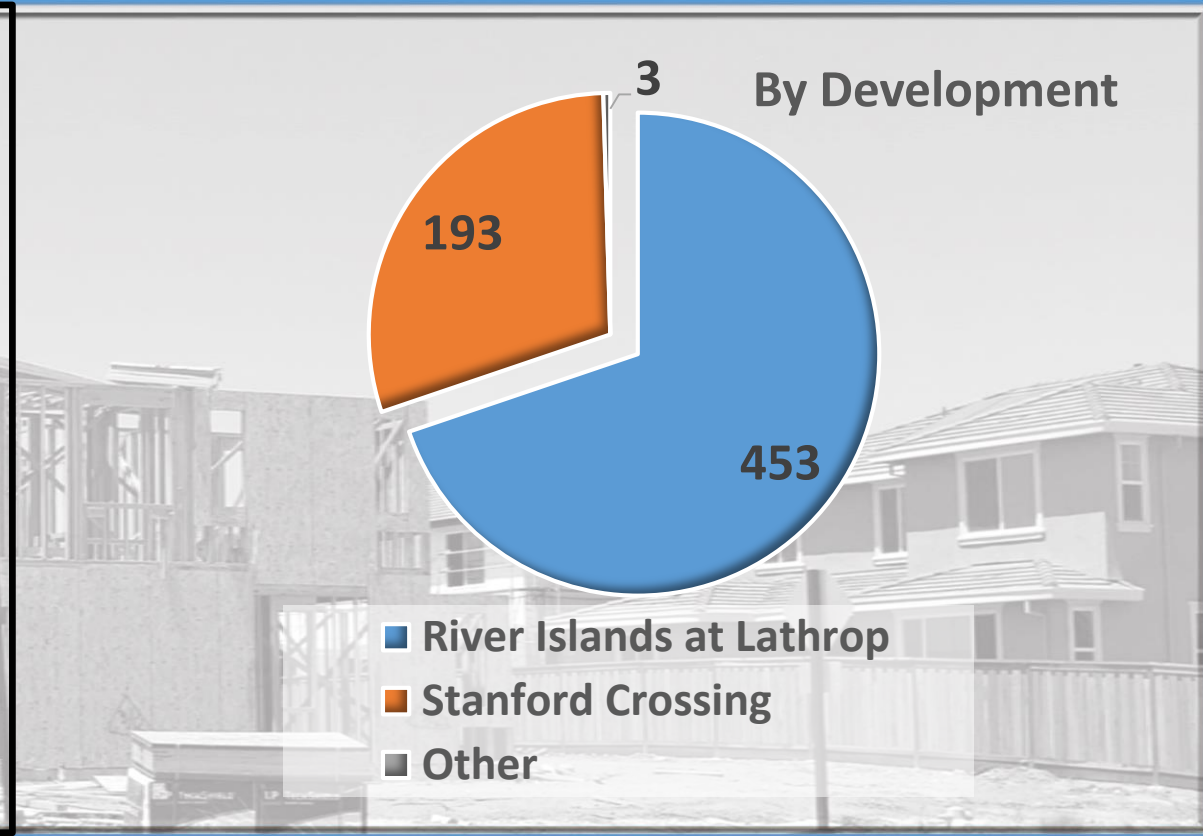
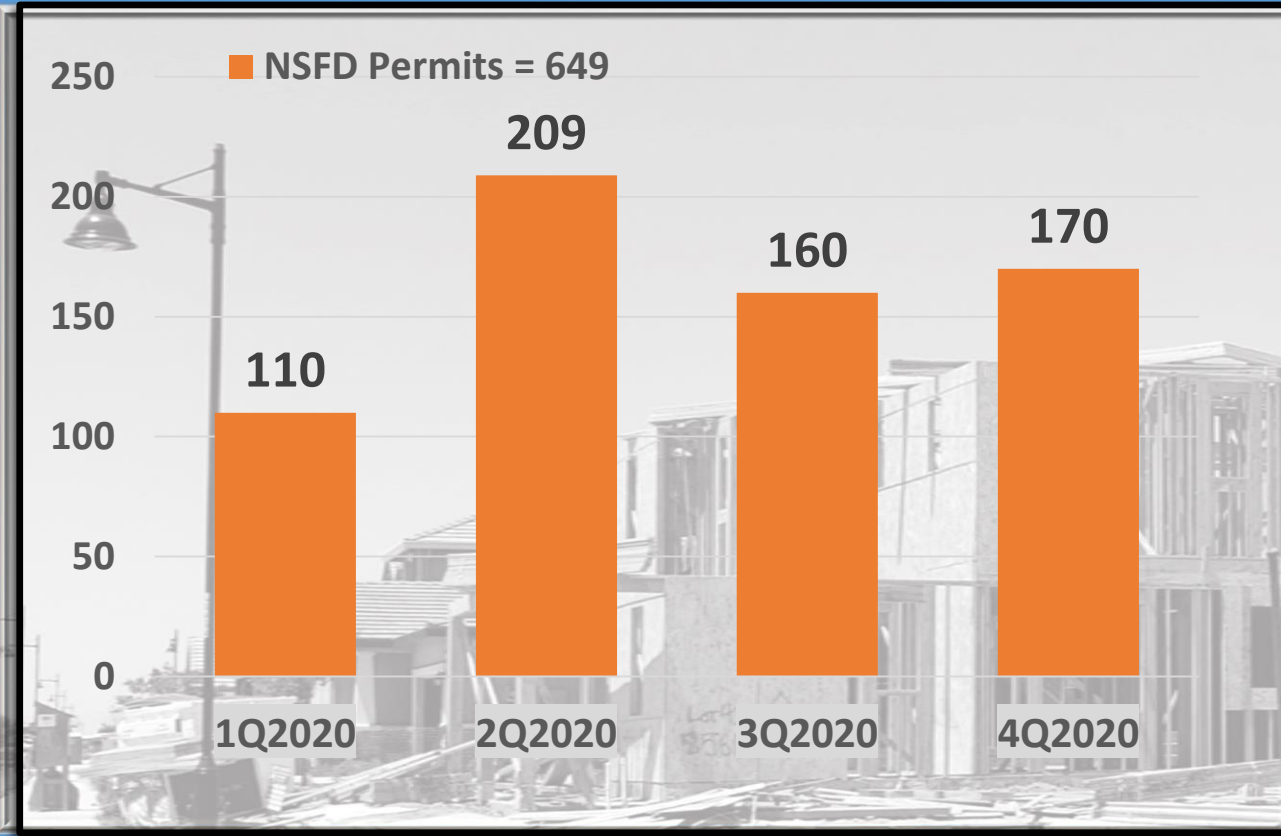
# RESIDENTIAL UPDATE

**826 Residential Permits Issued in 2020**

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

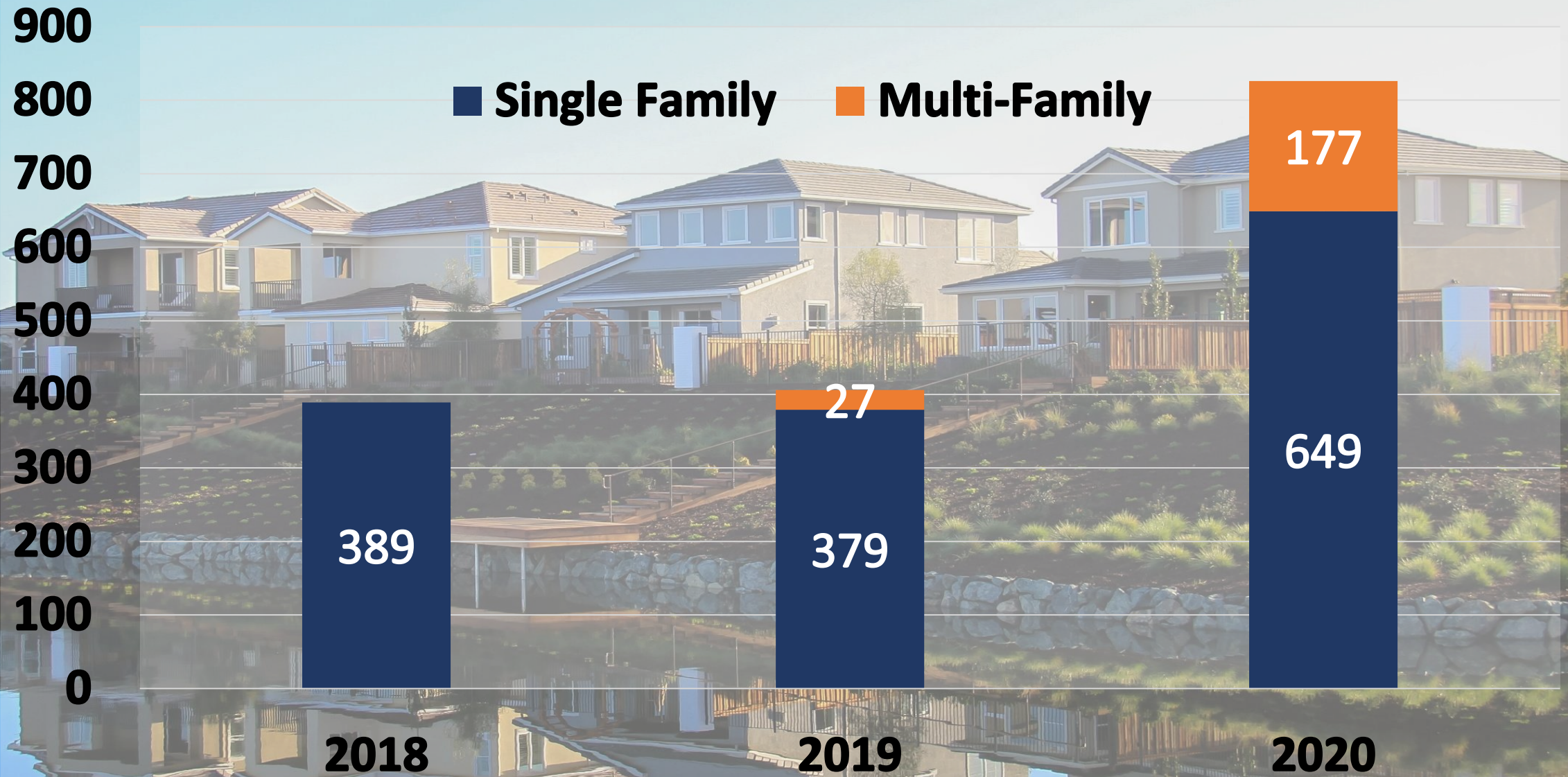
YTD\* = 649

YTD\* = 177



# City of Lathrop – Housing Permits Issued by Year

2018 – 2020





# INDUSTRIAL UPDATE

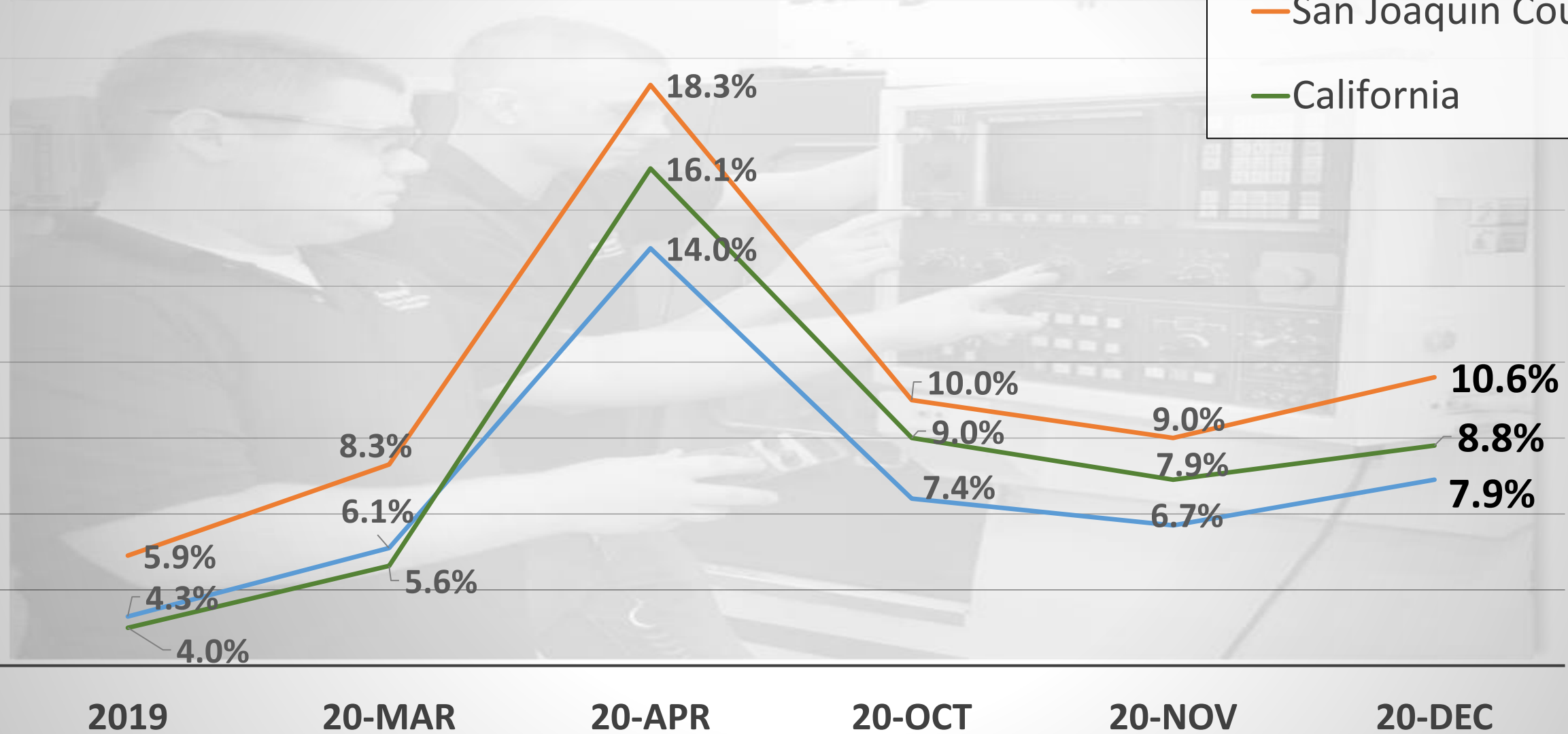
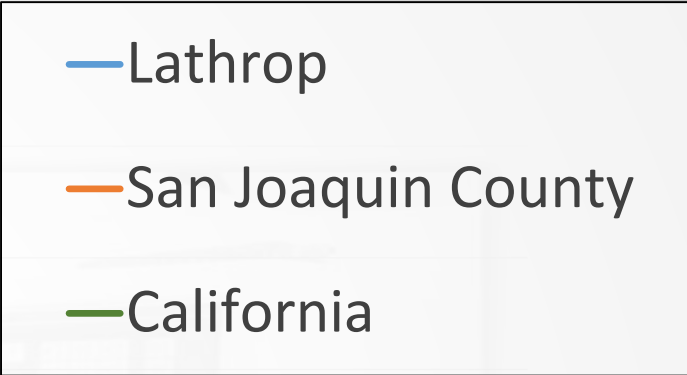
- Crossroads Commerce Center
  - Planned Spec Bldgs – 189,000 sf
  - Duke Realty – 346,860 sf (Under Review)
- Lathrop Gateway Business Park
  - Building #1 – 381,555 sf (Under Construction)
  - Building #2 – 609,349 sf (Under Construction)
- North Crossroads Business Center
  - Building # 2 – 649,380 sf (Under Review)
- Tri-Point Logistics Center
  - Building #3 – 921,676 sf (Under Construction)
  - Building #5 – 266,255 sf (Under Construction)
  - Building #6 – 181,569 sf (Under Construction)
  - Building #7 – 109,609 sf (Under Construction)

**+ 3.6 Million SF  
of New Building  
Inventory**



# LABOR MARKET STATISTICS

## UNEMPLOYMENT TRENDS



# COMMUNITY UPDATE

## LATHROP COVID-19 GRANTS

### RESIDENTS

#### 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

#### EMERGENCY GENERAL ASSISTANCE GRANTS – FEDERAL FUNDING THROUGH CDBG

• 05/11/2020	EGA1 – CARES ACT FUNDING FOR CDBG-CV1	\$ 56,346
• 07/01/2020	EGA2 – CDBG FUNDING FY 2020-2021	35,721
• 12/14/2020	EGA3 – CARES ACT FUNDING FOR CDBG-CV3	61,610



**37** Households Awarded to Date  
Total of **\$100,978.45**

**Applications Available at**

[www.ci.Lathrop.ca.us/economic-development/page/covid-19-grants](http://www.ci.Lathrop.ca.us/economic-development/page/covid-19-grants)

# COMMUNITY UPDATE

## LATHROP COVID-19 GRANTS

### PROGRAM GUIDELINES, CRITERIA AND ELIGIBILITY

- DIRECT FINANCIAL IMPACT FROM COVID-19
- FOR RENT, INVENTORY, PAYROLL, EQUIPMENT
- 3 – 20 EMPLOYEES

## BUSINESSES

### SMALL BUSINESS ASSISTANCE GRANTS

CITY OF LATHROP FUNDING THROUGH MEASURE D

05/11/2020 PROGRAM CREATED BY COUNCIL RESOLUTION \$500,000

### PROGRAM FUNDING EXPENDED



**61** Businesses Awarded Assistance

**NOW HIRING**  
Posted Within Last 20 Days



Lathrop High School  
Respect the Shield

**TESLA**



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ci.lathrop.ca.us

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

# 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)

- Small Business Development Center

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

