

ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
APRIL 12, 2021

ITEM. 2.1



ECONOMIC DEVELOPMENT MARKETING

LathropSMART Video Channel



Tesla Testimonial



FDI Simwon Testimonial



Retail Testimonial



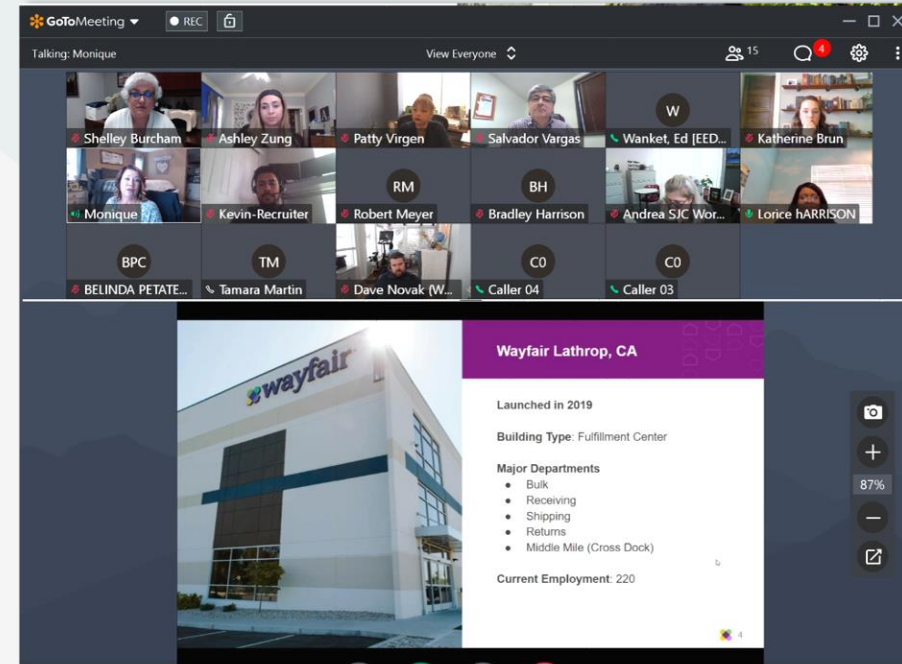
Google Ads	2/1 – 3/1	LinkedIn	3/21 – 4/11
Impressions	56,672	Impressions	22,299
Views	26,633	Views	16,091
View Rate	46.99%	View Rate	72.16%
Website	69	Website	31



ECONOMIC DEVELOPMENT OUTREACH

REPORTING PERIOD: January 1 – March 31, 2021

- ❖ Developer Meetings (0)
- ❖ Community Meetings (12)
- ❖ Business Retention/Expansion Visits (4)
- ❖ Business Attraction Activities (3)



Retail				Office	Industrial		
Restaurant	Hotel	Goods/Srvc	Entertainment	Office	Logistics	Mfg	Srvc
15	1	21	0	2	6	15	0

TeamCalifornia



6th Annual
Meet the
Consultants

ZIP CODE CORRECTIONS & US MAIL DELIVERY ISSUES

Lathrop Gateway Business Park Reorganization (6 Properties Impacted)

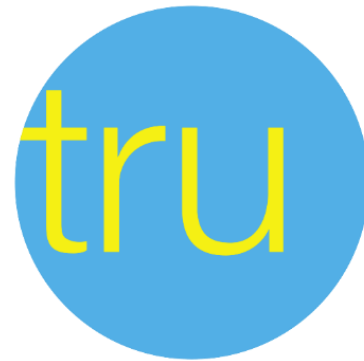
- Annexation Completed 6/19/2012
- Staff interactions with USPS – Not Available
- Formal Request to USPS District– Feb 2020
- District Approval 6/23/2020
 - ✓ Forwarded Request for Subsequent Approvers.
- 1 of 6 properties has been resolved
- 12 Emails/Calls to USPS for Status Update

Pilot Flying J Reorganization (4 Properties Impacted)

- Annexation Completed 2/14/2017
- Staff interactions with USPS 9/2017
- Formal Request to USPS District– May 2019
- District Approval Letter 3/18/2020
 - ✓ Forwarded Request for Subsequent Approvers
- 1 of 4 properties has been resolved
- 18 Emails/Calls to USPS for Status Update

RETAIL/COMMERCIAL UPDATE

COMING SOON



by HILTON™

UNDER CONSTRUCTION!



LATHROP POLICE SERVICES



RESIDENTIAL UPDATE

MULTI-FAMILY DEVELOPMENT

- Towne Centre Apartments

➤ 146 Apartment Units

www.TowneCentreApartmentHomes.com



- Mossdale Apartments

➤ 204 Apartment Units



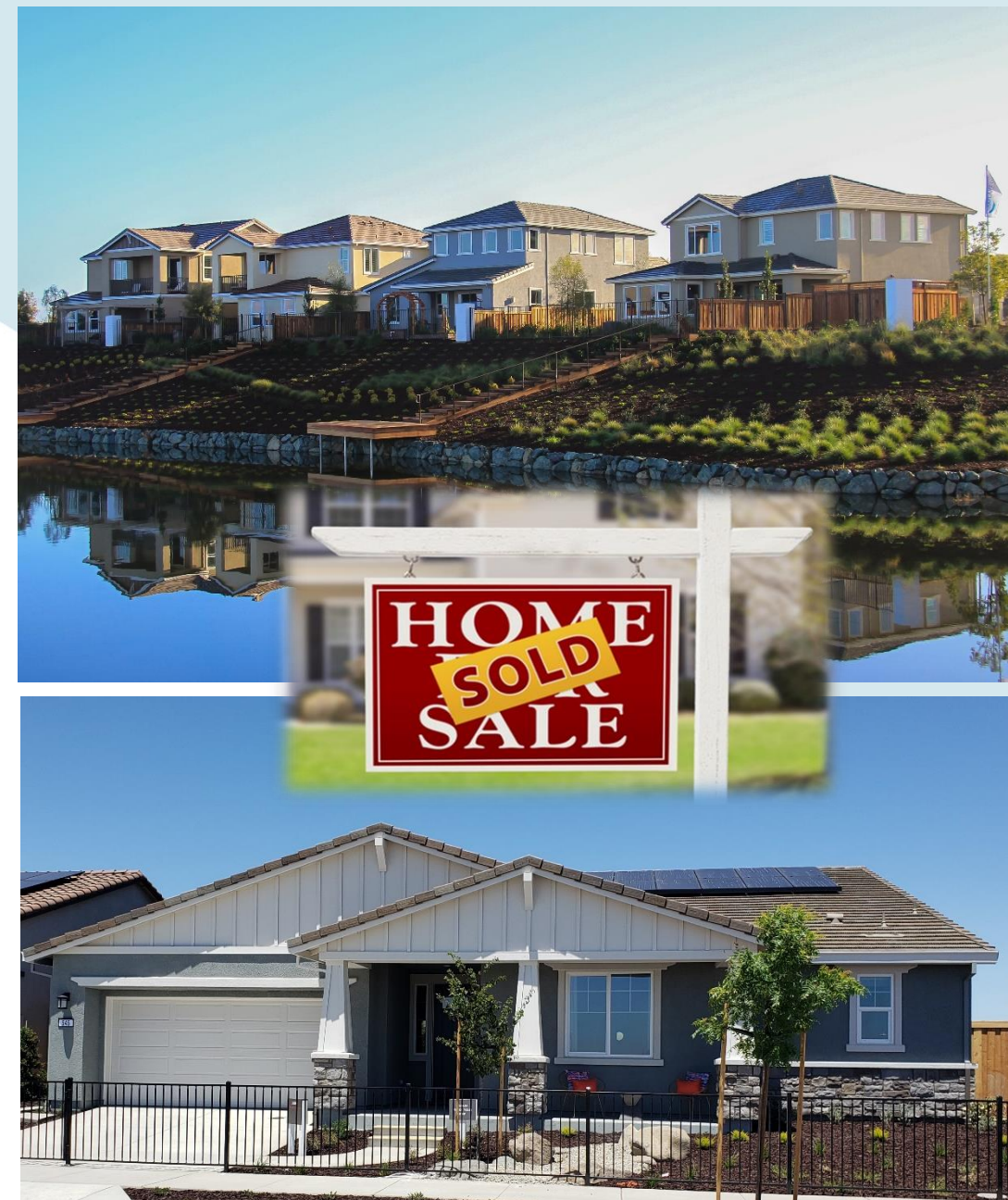
RESIDENTIAL UPDATE

NEW HOME SALES

January 1 – March 31, 2021

River Islands = 156

Stanford Crossing = 71



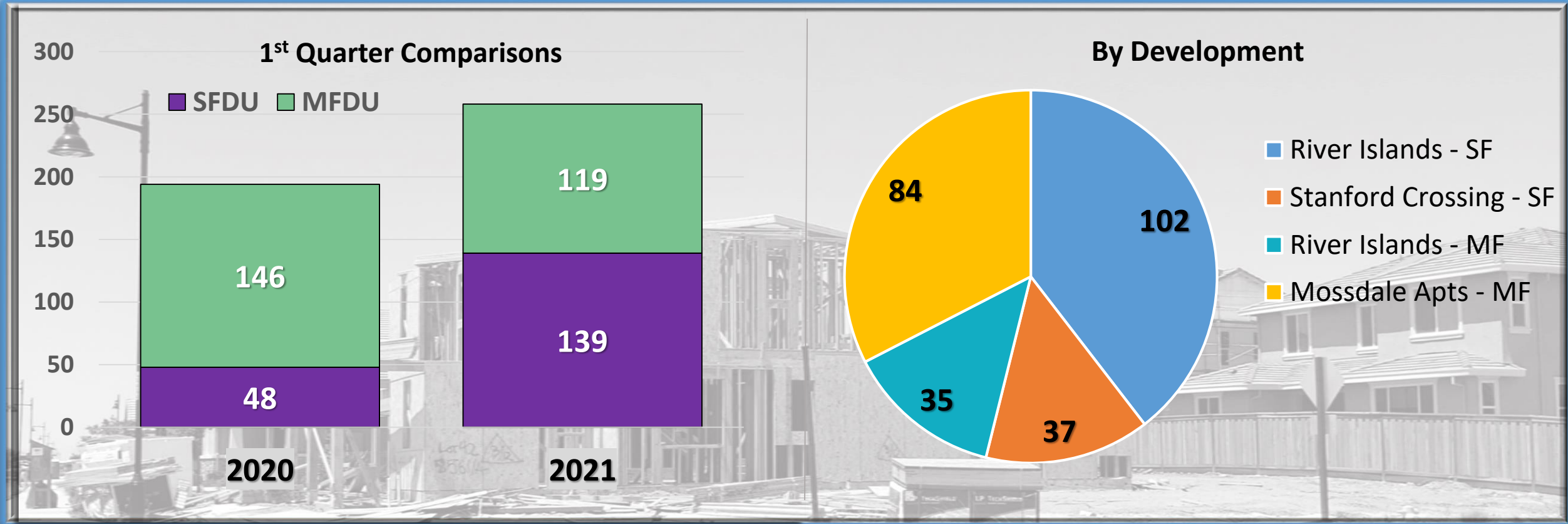
RESIDENTIAL UPDATE

258 Residential Permits Issued 1Q2021

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

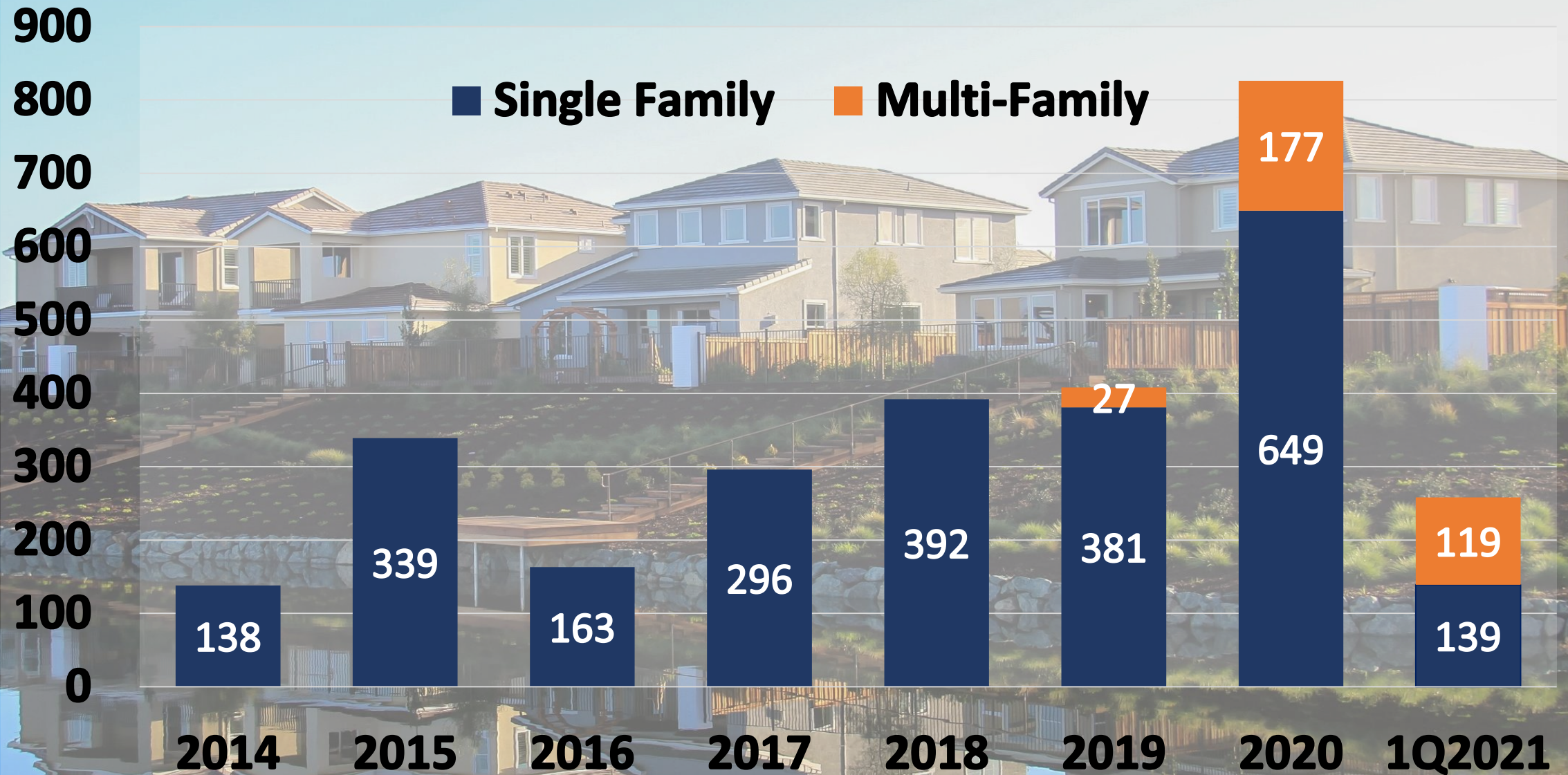
YTD* = 139

YTD* = 119



City of Lathrop – Housing Permits Issued by Year

2014 – 2020 (1Q2021)



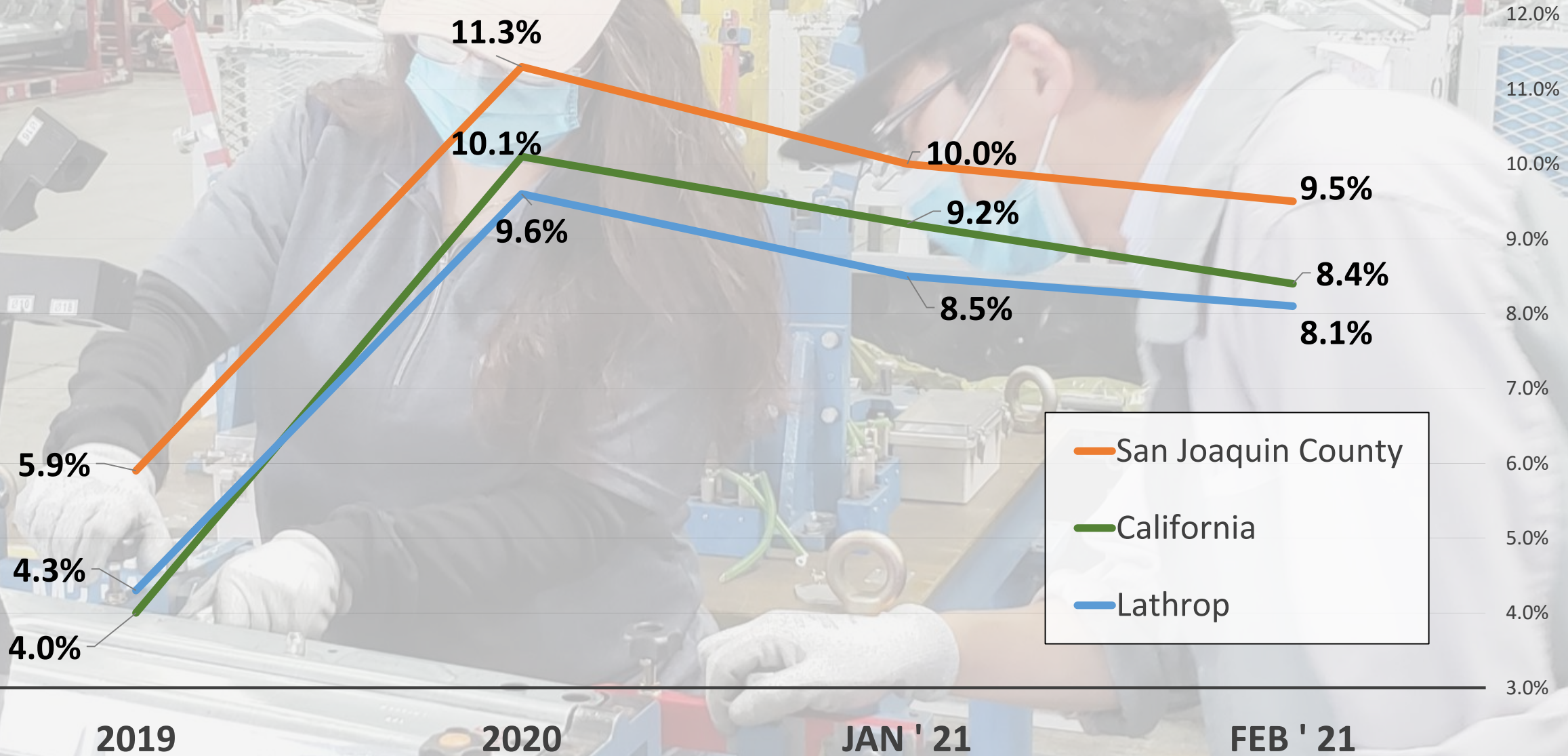
INDUSTRIAL UPDATE

- Crossroads Commerce Center
 - 550 Tesla Drive – 197,124 sf (Under Construction)
 - 16700 Harlan Rd – 346,860 sf (Under Construction)
- 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)



LABOR MARKET STATISTICS

UNEMPLOYMENT TRENDS



COMMUNITY UPDATE

LATHROP COVID-19 GRANTS

RESIDENTS

EMERGENCY GENERAL ASSISTANCE GRANTS

FEDERALLY FUNDED THROUGH CDBG



44 Households Awarded to Date
Total of **\$112,918.71**

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



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

- Small Business Development Center

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

