

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

The digital storyboard features a vibrant background of fiber optic light trails in orange, red, and purple. It is divided into several sections with icons and text:

- Population:** 26,503 (Icon: group of people)
- Average Household Income:** \$95,615 (Icon: dollar sign)
- Average Household Size:** 3.88 (Icon: family)
- High Demand for Retail Services** (Icon: storefront)
- Expanding Public Transit to S.F. Bay Area** (Icon: train)
- Trade Area Population:** 764,263 people, 30-minute drive time (Icon: map)
- Major Employers:** Tesla, UPS, In-N-Out, Home Depot, Wayfair, Ashley Furniture, Pratt Industries, and more... (Icon: globe)
- in California Multi-Family Housing Unit Growth – 130.97%** (Icon: #2 ribbon)
- in California Population Growth from Housing Production – 6.36%** (Icon: #4 ribbon)
- in California Single-Family Housing Unit Growth – 4.39%** (Icon: #10 ribbon)
- Home Sales Through the Roof - Opportunity for family friendly lifestyle** (Icon: house)
- Commercial Development Opportunities High Visibility & Proximity to Freeway** (Icon: location pin)
- Smart Master-planned Communities 21,000 Homes Approved River Islands at Lathrop / Stanford Crossing** (Icon: house)
- New Hotels** (Icon: hotel building)

At the bottom, it features a map of the Sacramento region, the text "SMART Location SMART Opportunity", the "LathropSMART" logo, the website "ci.lathrop.ca.us", and a QR code with the text "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

LathropSMART
City News
Volume 2
Fall 2021

Family Fun Night 2021

This issue:

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

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.

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

City News
Page 2

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
- Bernard 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

Exercise Equipment
Volume VII

Parks Make Life Better!

...to enhance the community's health and wellness...
...physical and mental health. Next time you're at William Park, Rosedale Landing Community Park, Songaling Park, and...
...all of the workout equipment available to use, to help...
...cardiovascular health, strength and flexibility.

www.ci.lathrop.ca.us/parksrec

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.

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 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

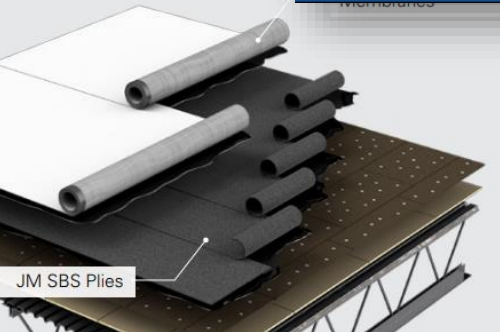
The Bulletin

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



RESIDENTIAL UPDATE

NEW HOME SALES

January 1 – September 30, 2021

River Islands = 414

Stanford Crossing = 217



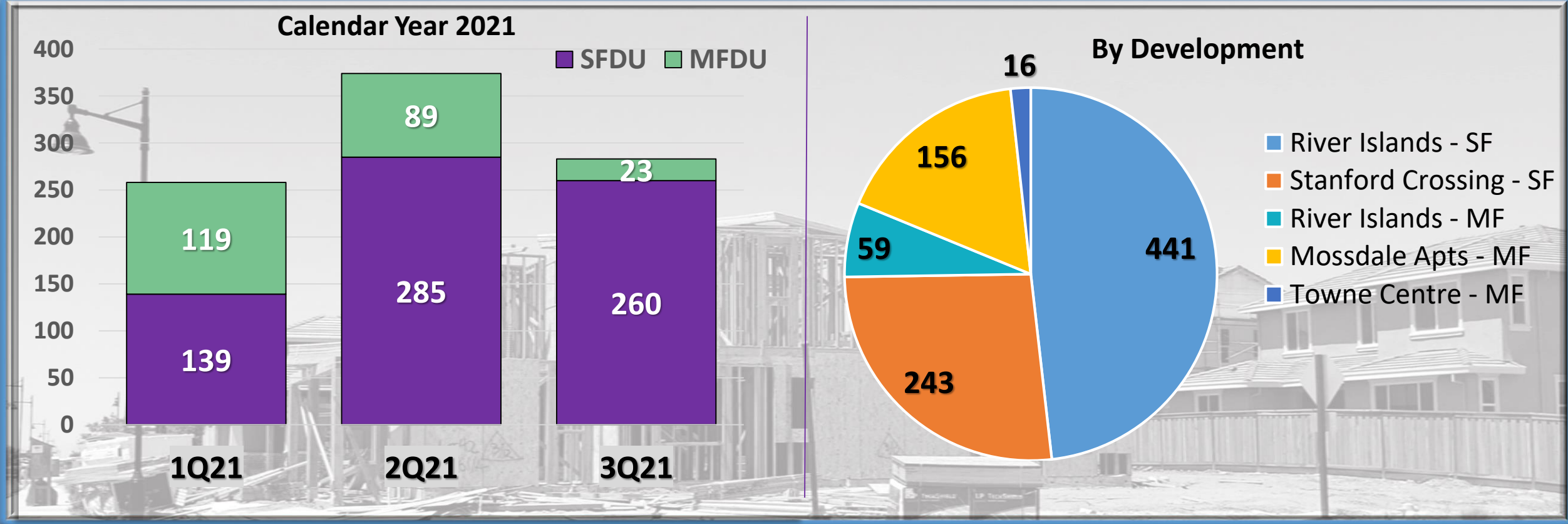
RESIDENTIAL UPDATE

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

YTD* = 684

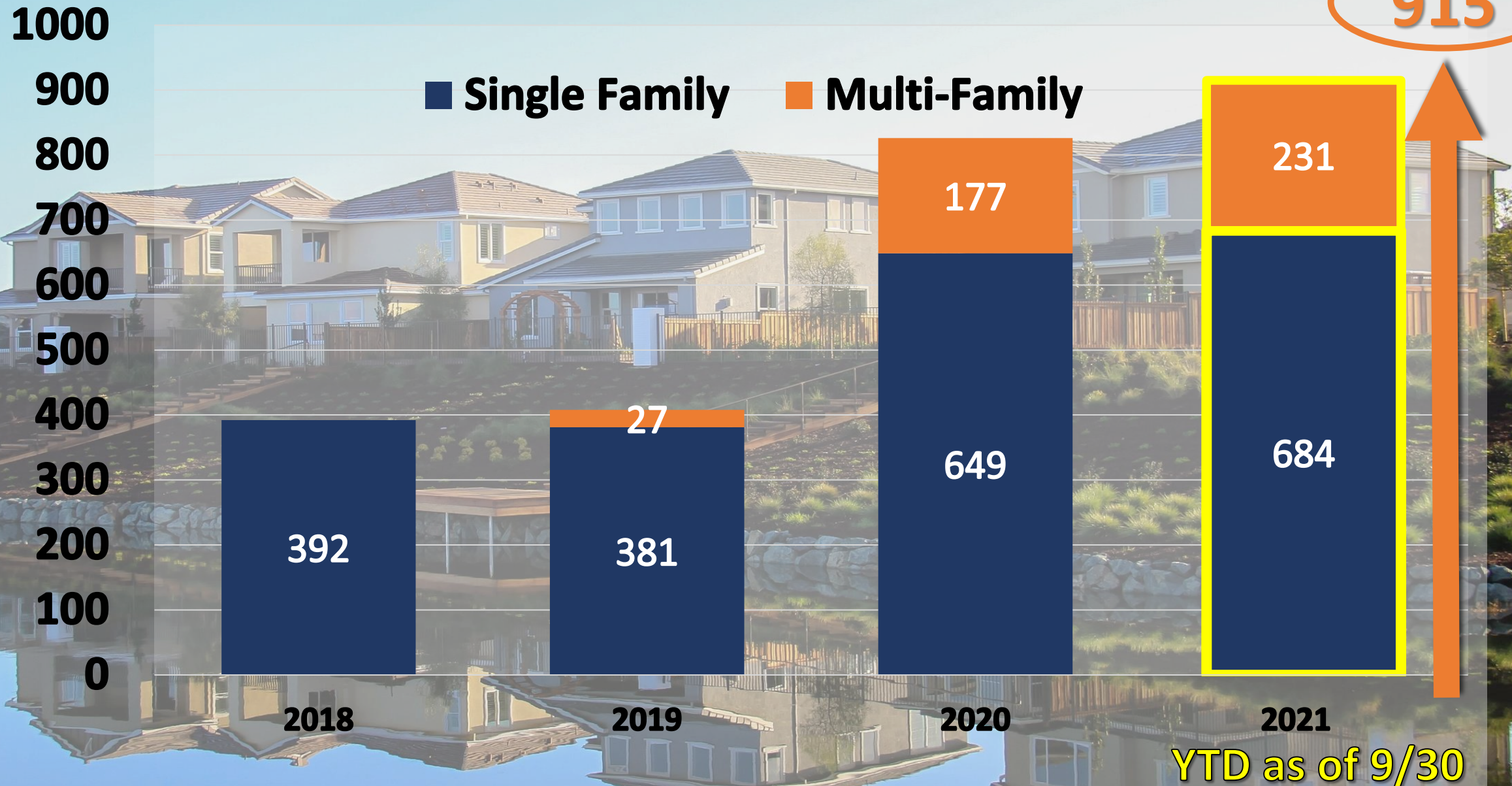
YTD* = 231

**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

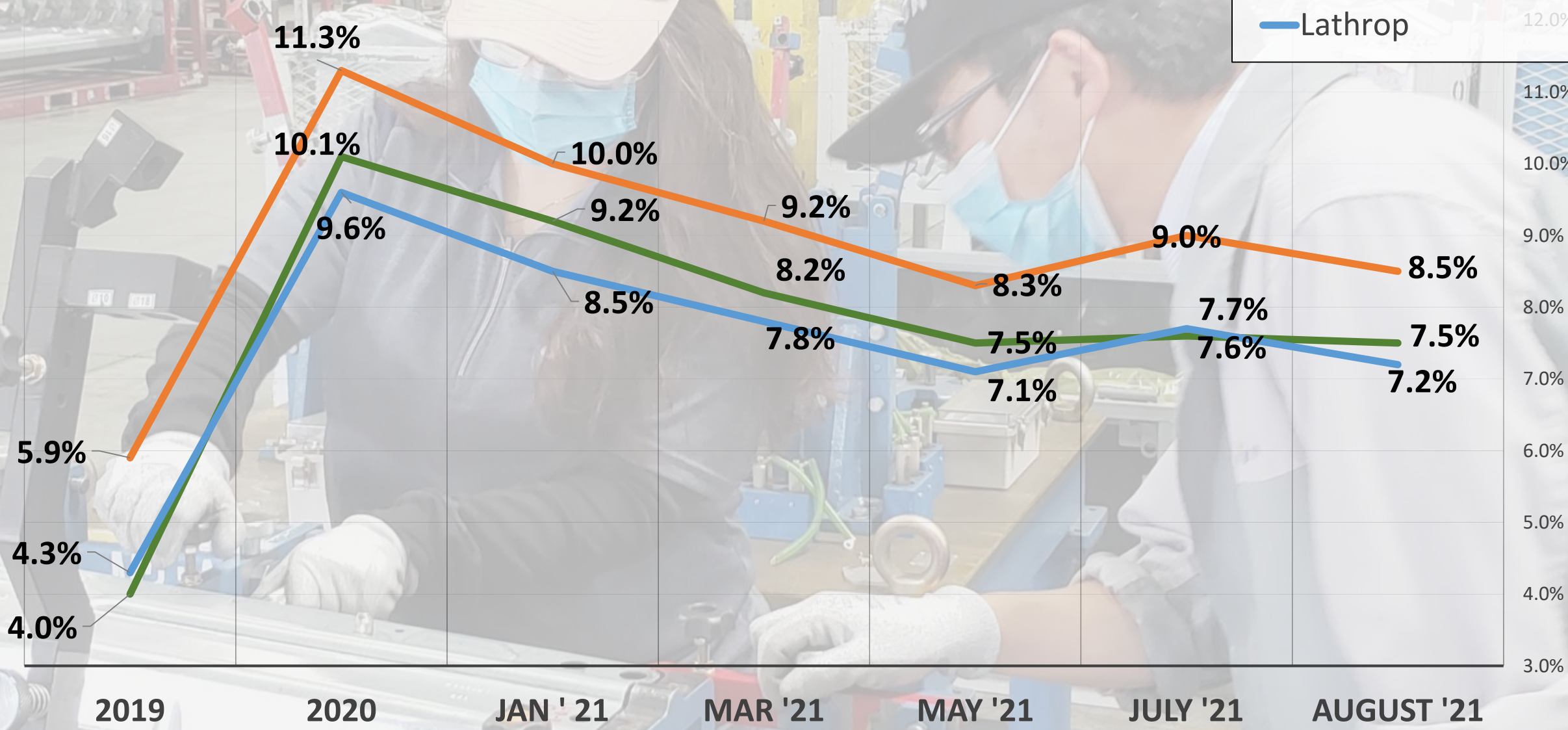
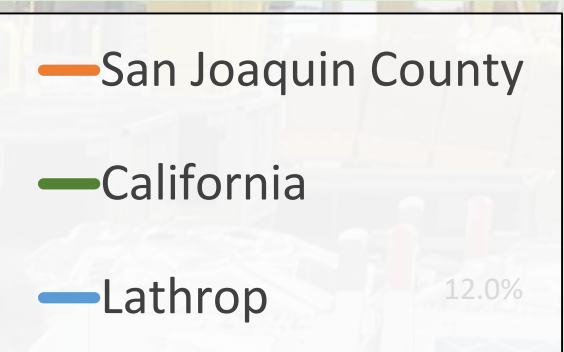


CA COVID-19 RENT RELIEF

[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

