



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
OCTOBER 10, 2022

LathropSMART

Item 2.1

ECONOMIC DEVELOPMENT MARKETING



San Diego, CA
September 28 – 30, 2022

Conference

13 Meetings

- Restaurants = 3
- Stores = 4
- Service = 2
- Developers = 2
- Education = 1
- Hotel = 1

TeamCalifornia

- Booth Participation
- Reception Sponsor



Advertising

Population 31,331

Average Household Income \$97,156

Average Household Size 3.65

Rapid Growth in Rooftops
Opportunity for family friendly lifestyle

High Demand for Retail Services

Expanding Public Transit to S.F. Bay Area

Trade Area Population 999,120 people
30-minute drive time

Major Employers
Tesla, UPS, AAFES, Pflug Packaging, Wayfair, Super Store Industries, California Natural Products, and more...

in California
Fastest Growing City w/Population Over 30,000 – 6.63%

in California
Percent Single-Family Housing Unit Growth – 10.97%

Commercial Development Opportunities
High Visibility & Proximity to Freeway

Smart Master-planned Communities
16,860 Homes Approved
River Islands at Lathrop / Stanford Crossing

in California
Percent Total Housing Unit Growth – 10.07%

New Hotels
569 Rooms in Lathrop and more than 6,000 in San Joaquin County

SMART Location
SMART Opportunity

LathropSMART

Visit the City of Lathrop's Economic Development Webpage for more LathropSMART details.

ci.lathrop.ca.us

LathropSMART

RIDE TOUR 2022

Regional Investment, Development, & Entertainment Tour
Featuring the Cities of Manteca and Lathrop



GRAND OPENING EVENTS



**T4.
Lathrop**




GRAND OPENING EVENTS

Lathrop Food Plaza



COMMUNITY OUTREACH



LathropSMART
City News
Volume 6
Fall 2022

WATER UTILITY SERVICE SHUT-OFFS

Since the beginning of the COVID-19 pandemic, the City has suspended water utility service disconnections for non-payment and waived delinquency fees on all utility accounts under the Governor's Executive Order N-42-20. This Executive Order has since been rescinded and it is time for the City's utility services to resume normal business operations, including service disconnections for non-payment and the assessment of late fees on all past due sums effective September 2022. If your account is more than 60 days past due, you will receive notification of the amount due and service disconnection date prior to service interruption.

The City of Lathrop is committed to helping our customers. If you are unable to pay your bill in full, please email billing@ci.lathrop.ca.us or contact us during normal business hours at (209) 941-7320 to discuss payment arrangements. We encourage you to make every attempt to continue to pay your water bill timely.

Customers may be eligible for other state and local assistance programs, such as the Low-Income Household Water Assistance Program (LIHWAP) — a new program that uses federal funds to help eligible income qualified households by providing up to a \$2,000 one-time benefit per household and is not limited to the COVID-19 time period. For more information and to see if you may be eligible, please visit the website(s) listed below:

San Joaquin County // Low Income Home Water Assistance Program (LIHWAP)
www.sjchsa.org/AboutUs/Form/

California Department of Community Services (LIHWAP)
<https://www.csd.ca.gov/Pages/LIHWAP.aspx>

390 Towne Centre Drive, Lathrop, CA 95330 ci.lathrop.ca.us

In This Issue:

- Water Utility Service Shut-Offs
- Now Open for Business
- Now Available: Lathrop Community Profile 2022/23
- Road Improvement Projects
- Home Improvement Projects – Who to call
- Water Conservation & Watering Days
- Know When to Go Pro: Advice for Hiring Landscape & Pest Control Professionals
- Fall Special Events & City Observed Holidays

Now Open for Business

- Auntie's Grooming **NEW LOCATION**
15559 Severth Street
- Island Coffee Café
17560 Somerston Parkway
- Lathrop Food Truck Plaza
16201 S. Harlan Road
- Sonic
15107 Old Harlan Road
- T4 Milk Tea
15348 S. Harlan Road

Come in! WE ARE OPEN

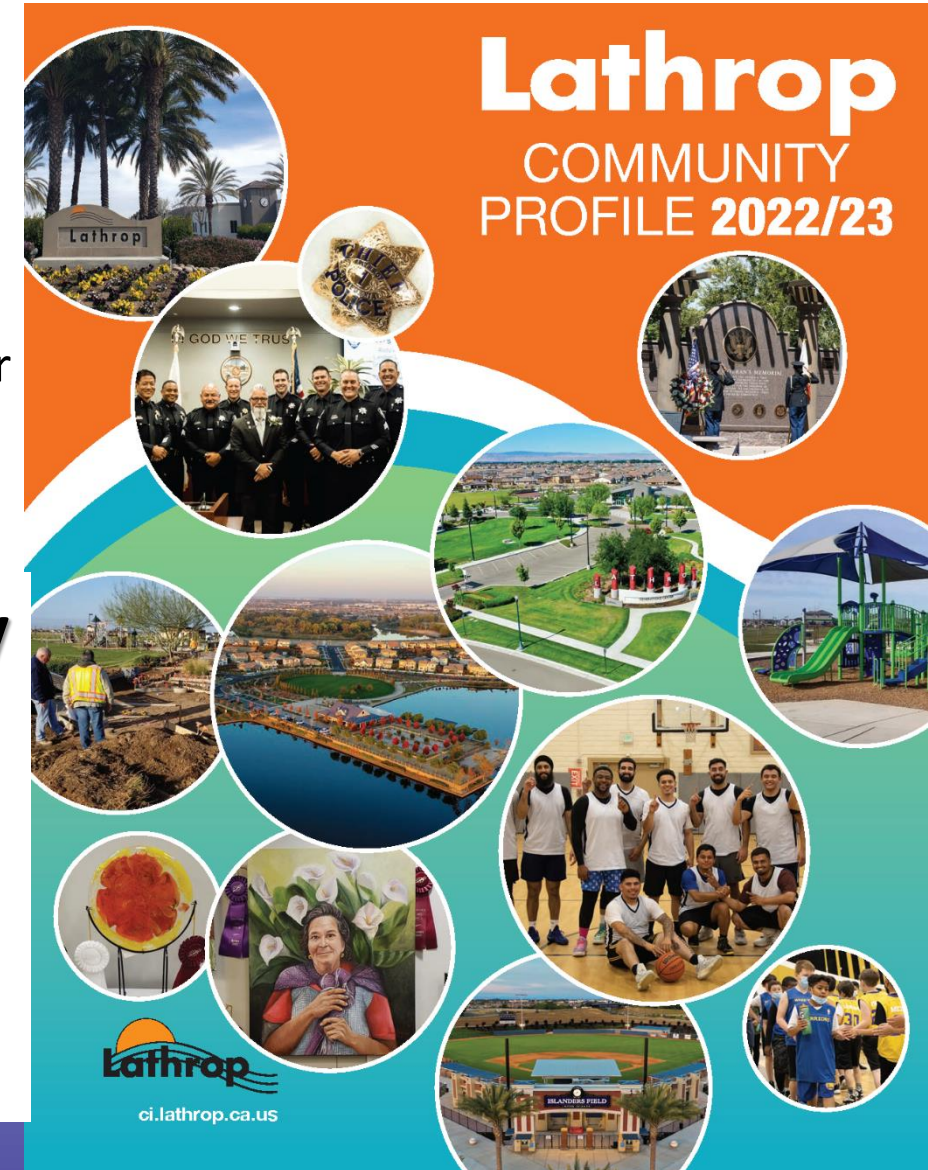
Now Available

LathropSMART Fall Newsletter

- October Utility Bill Mailer
- City Website
- City Social Media

Lathrop Community Profile 2022/2023

- City Website
- City Social Media
- City Hall / Senior Center / Gen Center / Community Center



Lathrop
COMMUNITY
PROFILE 2022/23

Lathrop
ci.lathrop.ca.us

The collage features various circular images representing community aspects: a Lathrop sign with palm trees, a police officer's badge, a group of police officers, a park with a playground, a construction site, a water treatment facility, a group of men in athletic wear, a woman in a purple top, a baseball field, and a group of basketball players.

RETAIL/COMMERCIAL UPDATE



RESIDENTIAL UPDATE

NEW HOME SALES =

January 1 – August 31, 2022

River Islands = 397

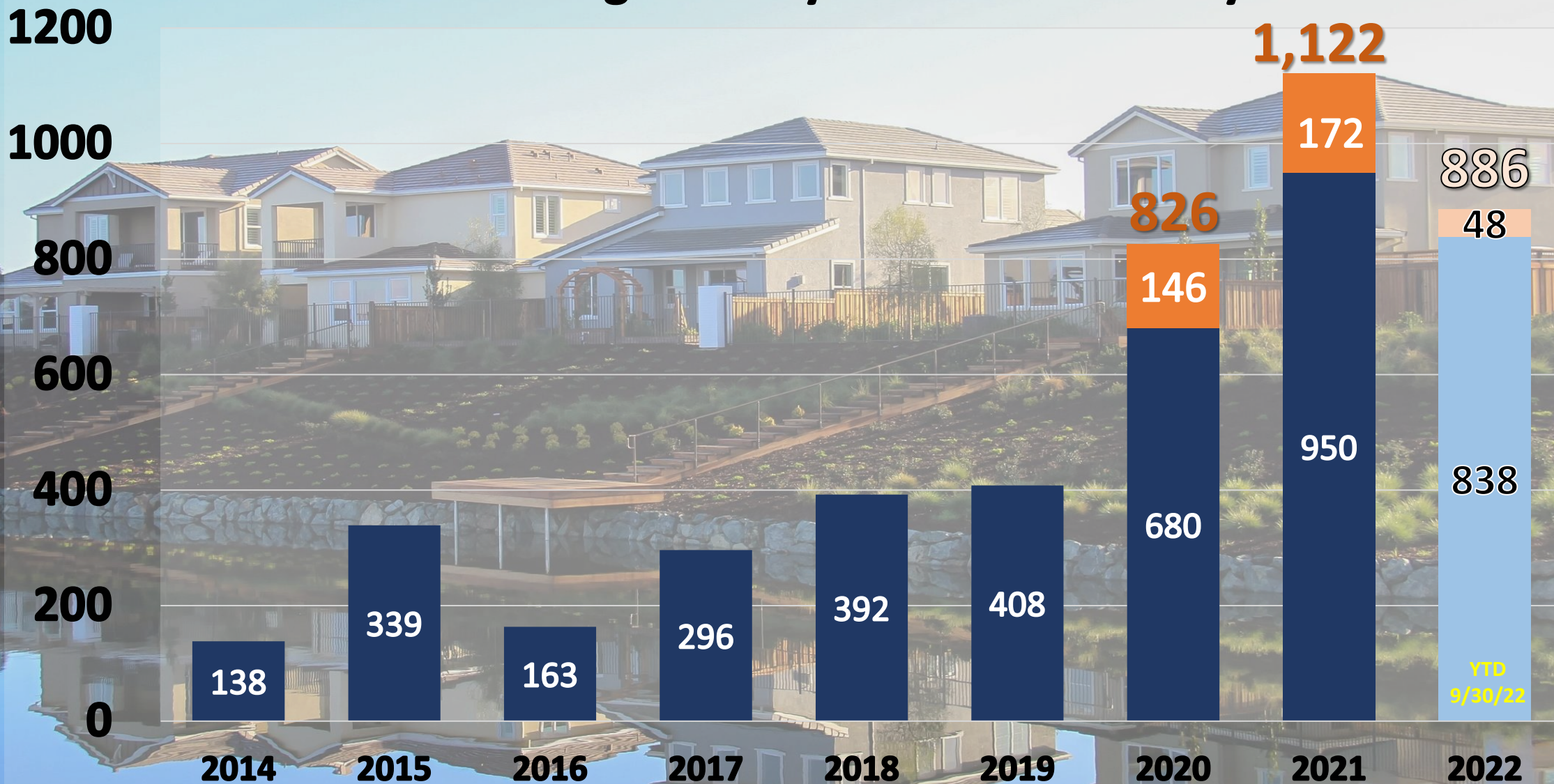
Stanford Crossing = 164



City of Lathrop – Housing Permits Issued Years 2014 – 2021 (YTD 2022)

■ Single-Family

■ Multi-Family



Posted Within Last 14 Days
NOW HIRING



Gov't & Other Jobs



Manufacturing



Logistics

Source: www.indeed.com and www.CalJobs.ca.gov

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LOCAL RESOURCES

• JOB SEARCH ASSISTANCE

- San Joaquin County WorkNet

SJCWORKNET.ORG



- EDD CalJobs

CALJOBS.CA.GOV

• SMALL BUSINESS ASSISTANCE

- Small Business Development Center

SANJOAQUINSBDC.ORG



- CodeStack Academy (SJCOE)

CODESTACKACADEMY.ORG



- Volt Institute

VOLTINSTITUTE.COM



- San Joaquin Delta College

DELTACOLLEGE.EDU



- 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

• EDUCATION, VOCATIONAL TRAINING, AND LIFE-LONG LEARNING