



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING

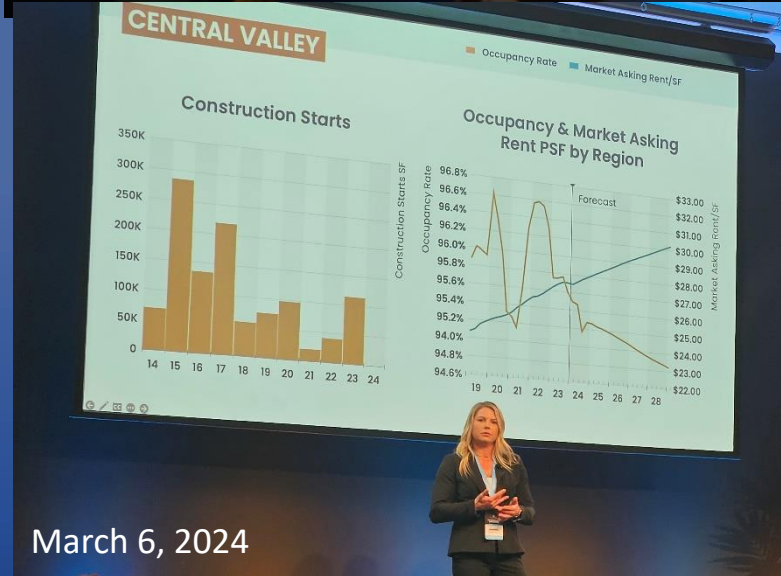
MAY 13, 2024

LathropSMART

Item 2.7

ECONOMIC DEVELOPMENT MARKETING

Conferences



March 6, 2024



March 25-26, 2024



April 7-10, 2024

LathropSMART

ECONOMIC DEVELOPMENT MARKETING

FASTEST GROWING CITIES

CALIFORNIA DEPARTMENT OF FINANCE



LATHROP BECOMES ONE OF THE FASTEST GROWING CITIES
SAN JOAQUIN COUNTY



2nd Year in a Row!

- 1) Lathrop
2) Stanton
3) Folsom
4) Manteca
5) Mountain View
10) Yuba City

Advertisement

LathropSMART

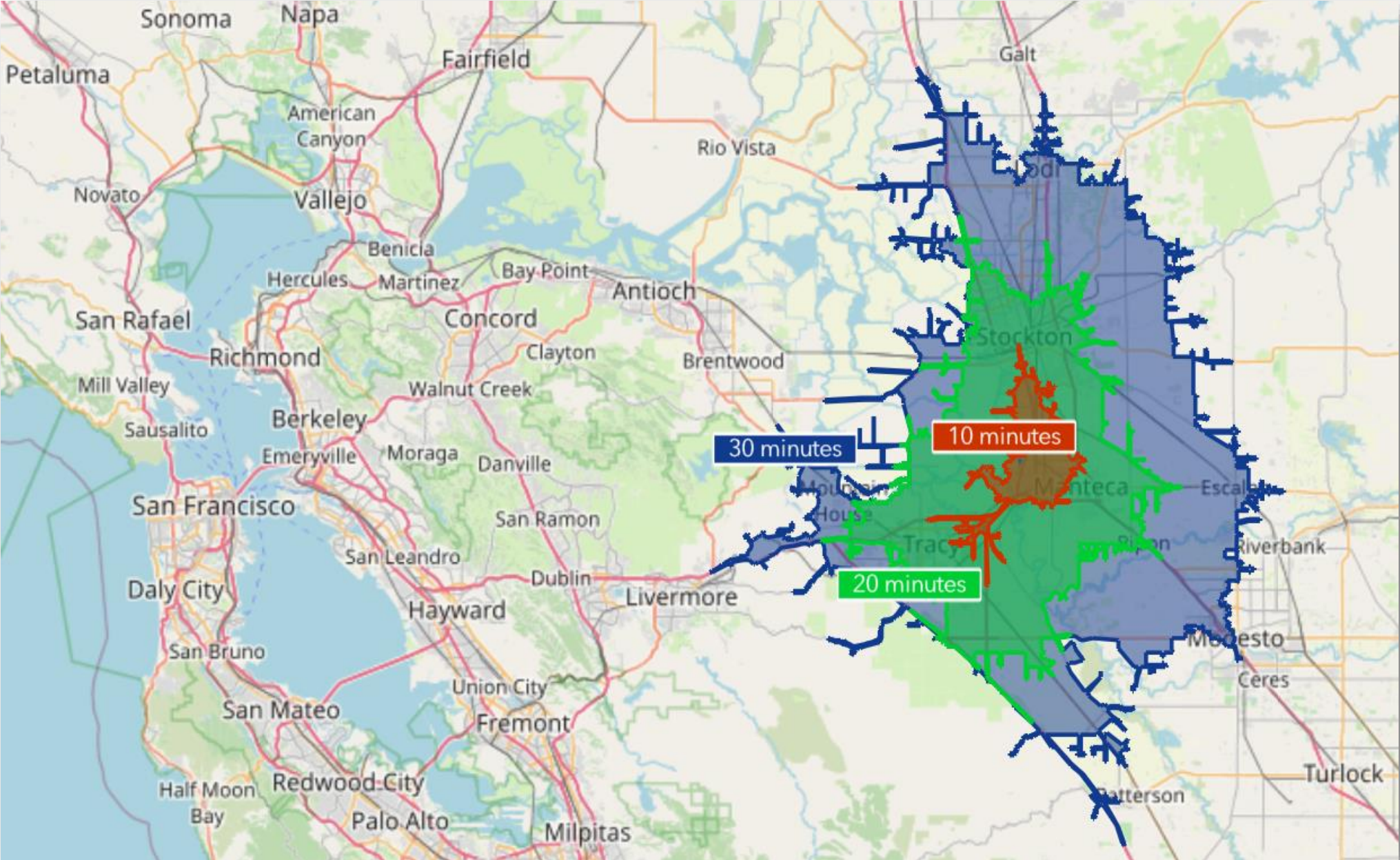
Development & Opportunity Sites Map

A	INDUSTRIAL/RETAIL	Warehouse/Retail	Approved/NYUC
B	RESIDENTIAL	Escala at Stanford Crossing (MFDU=195)	Under Construction
C	HOSPITALITY	HOME2 By Hilton / Senior Living Facility	Approved/NYUC
D	RETAIL	Chevron, Convenience Store, Jamba Juice, *Blue Rain Car Wash	OPENING SOON
D	RETAIL	Ono Hawaiian BBQ	Approved/NYUC
D	RETAIL	Wendy's	Under Review
E	RETAIL	Chick Fil A	Under Review
F	HOSPITALITY	Towneplace Suites-Marriott – 4 Flrs/97 Rms	Approved/NYUC
G	RETAIL	Maverik Gas Station	Approved/NYUC
H	INDUSTRIAL	Lathrop Crossroads – Warehouse Project	Approved/NYUC

- Partial List of Project Pipeline Report. For full details see <https://www.ci.Lathrop.ca.us/planning/page/project-pipeline-report>
- NYUC – Not Yet Under Construction



Drive Time Distance



Trade Area Demographics

Stanford Crossing & Golden Valley Parkway

	Lathrop	10 Minutes	20 Minutes	30 Minutes
Population	37,033	78,808	499,985	843,737
Daytime Population	30,254	69,465	483,627	816,532
Housing Units	10,949	23,593	159,660	270,508
Average HHI	\$ 131,397	\$ 123,665	\$ 107,695	\$ 110,853
Median Age	32.8	34.8	33.8	34.2
Education	20,240	51,984	320,701	544,929
Bachelor/Grad	24.7%	21.2%	19.1%	21.0%
Associates/Some College	29.7%	31.1%	29.0%	29.9%

Source: Point of Interest-Stanford Crossing & Golden Valley Parkway; ESRI forecasts 2023, US Census Bureau 2000 and 2010 decennial Census data converted by ESRI 2020 geography, Department of Finance "State's Population Increases While Housing Grows Per New State Demographic Report" 4/30/2024



Development & Opportunity Sites Map

★	INDUSTRIAL/RETAIL	Warehouse/Retail	Approved/NYUC
★	RESIDENTIAL	Escala at Stanford Crossing (MFDU=195)	Under Construction
★	HOSPITALITY	HOME2 By Hilton / Senior Living Facility	Approved/NYUC
★	RETAIL	Chevron, Convenience Store, Jamba Juice, "Blue Rain Car Wash" (*open 1/2024)	Nearing Completion
★	RETAIL	Ono Hawaiian BBQ	Approved/NYUC
★	RETAIL	Wendy's	Under Review
★	RETAIL	Chick Fil A	Under Review
★	HOSPITALITY	Townplace Suites-Marriott - 4 Firs/97 Rms	Approved/NYUC
★	RETAIL	Maverik Gas Station	Approved/NYUC
★	INDUSTRIAL	Lathrop Crossroads - Warehouse Project	Approved/NYUC

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Trade Area Demographics

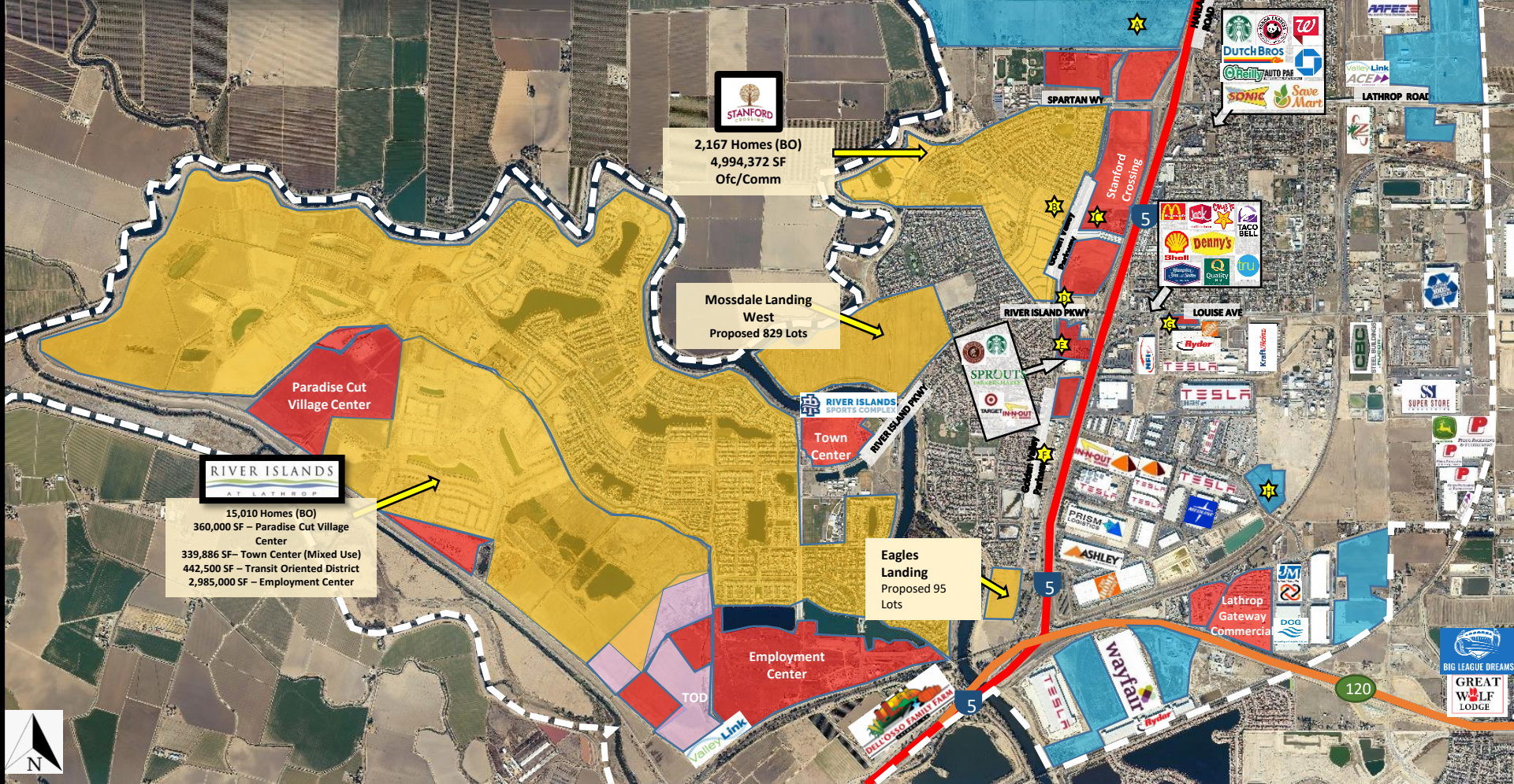
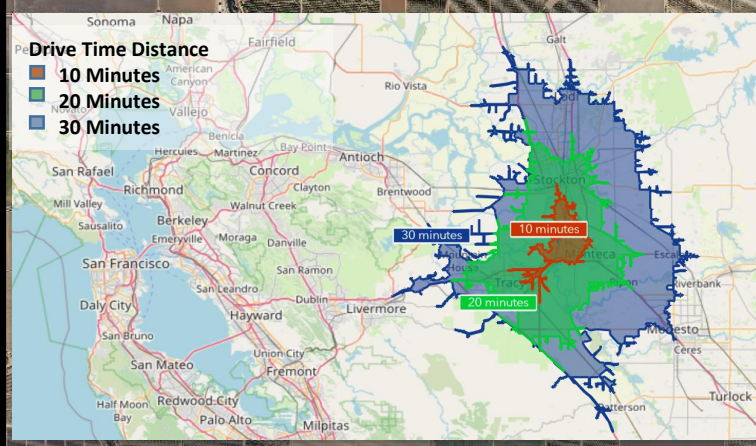
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This information has been developed for marketing purposes, and is not to be interpreted as an official representation.

LEGEND

- City Limits
- Commercial
- Industrial
- Residential
- Transit Oriented District



COMMUNITY ENGAGEMENT



Lathrop High School Speaker Series



PARKS & RECREATION

ENGINEERING

PLANNING

ECONOMIC DEVELOPMENT



COMMUNITY OUTREACH

City News
Page 4

LathropSMART

City News
Page 3

CITY OBSERVED HOLIDAYS

- May**
 - May 27th
Closed in Observance of Memorial Day
- July**
 - July 4th
Closed in Observance of Independence Day

Looking for Small Business Funding?



Apply Today!

Does your small need money for inventory, equipment, working capital, start-up expenses and more? San Joaquin County offers a Revolving Loan Fund (RLF) that may be an option for funding.

The RLF operates as a non-profit initiative aimed at fostering the economic growth of small businesses in San Joaquin County through competitive loan offerings. With three distinct lending products, the RLF provides flexible loan packages ranging from as low as \$5,000 to a maximum of \$1,000,000, albeit larger loans require more rigorous underwriting and entail longer processing times. RLF loans serve to finance various aspects of business assets and operations, covering a spectrum of needs including inventory, equipment purchases, tenant and leasehold improvements, working capital, startup expenses, and acquisition of buildings or land. Contact the RLF staff today by calling (209) 468-3615 or email eda@sjcworknet.org.

find your garden welcoming and pest resort – While pesticides can be present in your yard, first try methods, such as traps, deterrents, res, to ensure your gardening and environmentally friendly.

pesticides can help you choose the time you're shopping for pest "point-of-purchase" signs, such as well as display stands with fact her educational materials. Our gram that provides these materials. world.org/find-a-store/ to find a u.

pesticide best practices, visit [pest Management Program at pestnotes/pn74126.html](http://pestnotes/pn74126.html).

City News
Page 2

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City News

Volume 12
Spring 2024



FIRE SEASON IS COMING, LET'S PRACTICE FIRE PREVENTION MEASURES TODAY!



To help keep residents safe, the Lathrop – Manteca Fire District would like to remind you that it is time to remove any over-grown vegetation likely to be a fire hazard on your property. This includes weeds, dead, decayed, diseased or hazardous trees, and other vegetation constituting an unsightly appearance or dangerous to public health, safety, and welfare. (City of Lathrop Municipal Code 8.24.30)

Weed abatement ensures that property owners maintain a defensible space around their properties that would allow firefighters to effectively stop fires from spreading from open space areas to homes and other structures. Cutting grass and weeds reduces the ability for fire to start or spread quickly and decreases the fire risk in our city. Additionally, removing flammable plants and debris in proximity to a home increases the chances of that home's survival in the event of a fire.

We are aiming at having 100% compliance in the City of Lathrop no later than June 1st and our staff will be conducting regular inspections of the community to ensure any issues are being addressed. Please note, properties should be consistently maintained, as there is a potential for re-growth throughout the fire season.

Please help keep Lathrop safe with the abatement of weeds, and by following these fire prevention tips:

- Mow or disk during cooler weather, preferably the early morning, but never when it's windy or excessively dry.
- Lawn mowers are designed to mow lawns, not weeds or dry grass. Metal blades striking rocks can create sparks and start fires. Please use caution.
- Never pull your vehicle over in dry grass.
- Make sure all portable gasoline-powered equipment have spark arresters.
- Keep all weeds and grasses below 4 inches in height in residential areas.
- Remove all dead vegetation/debris from your property, including dead or diseased trees.

Questions? E-mail prevention@lmfire.org or call us at (209) 941-5103
Complaints about potential fire hazards? Please use the City of Lathrop CARES App to submit a General Inquiry to the Fire District.



NEW BUSINESSES

Name	Address	Type / Product
Shaba Express Indian Cuisine	116 Roth Road	Indian Food Service
Prime Drug Testing, LLC	143 D'Arcy Parkway	DOT & Non-DOT Drug Testing
Prime Offices	17395 S. Manthey Road	Property Management

Key: Retail Service Industrial

390 Towne Centre Drive, Lathrop, CA 95330

ci.lathrop.ca.us

WANTING A HOME IMPROVEMENT?



The surprise and frustration of a home improvement or landscaping project, by contacting the City's Planning and Informative staff of the City's Planning and Building Divisions first. Staff is available to answer the requirements of your specific project whether or not a building permit is required. Call during normal business hours (8 a.m. to 5 p.m. Monday through Thursday and 8 a.m. to 4 p.m. on Friday) or by emailing or calling the ci.lathrop.ca.us, (209) 941-7260, or ci.lathrop.ca.us, (209) 941-7270.

This issue:

- o Fire Season is Coming
- o New Businesses & Businesses Coming Soon
- o Commercial Waste & Recycling Requirements
- o Planning a Home Improvement?
- o Hold on a Doggone Minute!
- o Got Ants in Your Plants?
- o 2024 Special Events Calendar
- o City Observed Holidays
- o Looking for Small Business Funding?

Businesses Coming Soon

- **Fast & Easy Mart**
16460 Golden Valley Parkway
- **Jamba Juice**
16460 Golden Valley Parkway

Hold on a Doggone Minute! Lathrop Animal Center is Full!



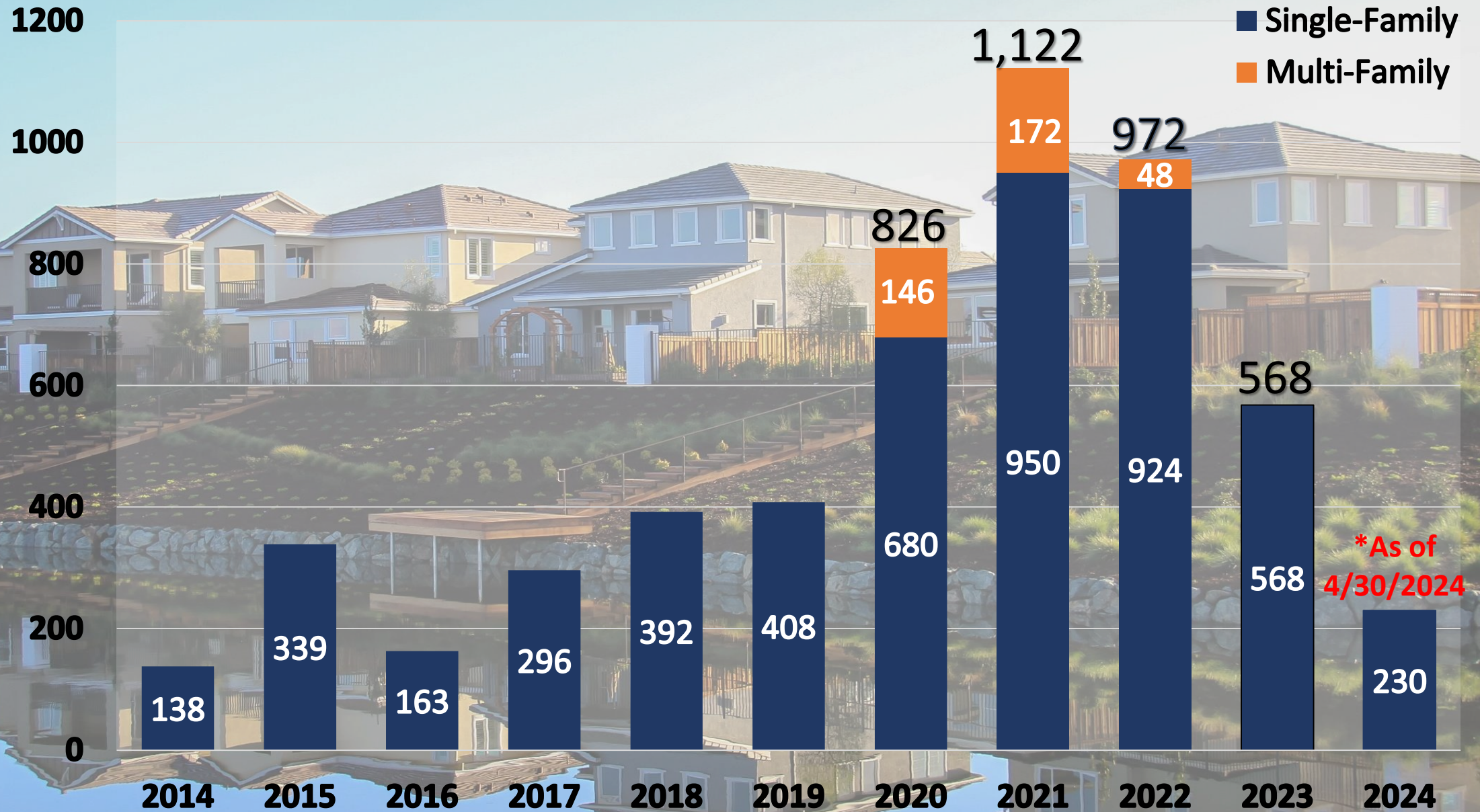
Lathrop Animal Center (209) 647-6480
Call ASAP to schedule a meet and greet
View all our adoptable pets at www.petfinder.com



LathropSMART Spring Newsletter

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

City of Lathrop – Housing Permits Issued Years 2014 – 2023 (2024 YTD*)



**NOW
HIRING**

Posted Within Last 10 Days

Retail / Service / Sales



Office/Healthcare / Government



Manufacturing



Distribution/Logistics



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

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LOCAL RESOURCES

- **JOB SEARCH ASSISTANCE**

- **SMALL BUSINESS ASSISTANCE**

- **EDUCATION, VOCATIONAL TRAINING, AND LIFE-LONG LEARNING**

AGENCY	WEBSITE
San Joaquin County WorkNET	SJCWORKNET.ORG
EDD CalJobs	CALJOBS.CA.GOV
Small Business Development Center	SANJOAQUINSBDC.ORG
CodeStack Academy (SJCOE)	CODESTACKACADEMY.ORG
Manteca Education & Training Center (METC)	MANTECAUSD.NET/METC
San Joaquin Delta College	DELTACOLLEGE.EDU
University of the Pacific	PACIFIC.EDU
<ul style="list-style-type: none"> • Bererd College <i>(Innovative degrees & lifelong learning programs)</i> 	EDUCATION.PACIFIC.EDU/EDUCATION
<ul style="list-style-type: none"> • Osher Lifelong Learning Institute <i>(Designed for people ages 50+)</i> 	EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE

