



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING

OCTOBER 14, 2024

LathropSMART

Item 2.4

ECONOMIC DEVELOPMENT MARKETING

Conferences

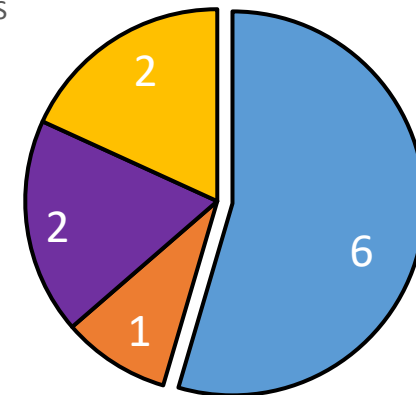


ICSC – LAS VEGAS May 19-21, 2024

- Exhibit in TeamCalifornia Booth
- 17 Meetings
 - 11 – Retailers
 - 4 – Developers
 - 1 – Broker
 - 1 – Service Provider

RETAILER OUTREACH

- GOODS & SERVICES
- FINANCIAL
- ENTERTAINMENT
- RESTAURANT



ECONOMIC DEVELOPMENT MARKETING

Conferences



TeamCalifornia's Meet the Consultants August 5 – 7, 2024 Visalia Convention Center

TeamCalifornia
Signature Event

Opportunity to
showcase
California and its
communities

National & Local
Site Selection
Consultants
Speakers



ECONOMIC DEVELOPMENT MARKETING

Advertisement

SITE SELECTION
September 2024 siteselection.com

2024
CANADA'S BEST LOCATIONS

THE INFRASTRUCTURE ISSUE

Lathrop is part of the Northern California Megaregion where businesses thrive with direct access to the western United States, the Pacific Rim, and large population centers in San Francisco Bay Area, Greater Sacramento, and the Central Valley.

SMART Location SMART Opportunity

LathropSMART

<p>Location</p> <p>Ideally situated 70 miles east of San Francisco and 55 miles south of Sacramento at the northern end of the California Central Valley.</p>	<p>Workforce</p> <p>1.2 million people skilled and semi-skilled in manufacturing, logistics, medical device, e-commerce, electric vehicles, solar, construction materials, food processing, and more.</p>	<p>Transportation</p> <p>Access to major highways and interstates; 2 national railroad intermodals; 2 ports, 4 international airports and 1 regional airport offering freight cargo services.</p>
<p>Major Employers</p> <p>Tesla Motors/Tesla Energy; UPS; AAFES; Pflug Packaging; Wayfair; Super Store Industries; California Natural Products; Simwon America; In-N-Out Burger; CBC Steel Buildings/Nucor</p>	<p>Education</p> <p>Technical career pathways include: Apprenticeships & Internships, Engineering & Engineering Technology, Electronics Technology, Industrial Technology, Machine Technology, Logistics, and more.</p>	<p>Contact</p> <p>Shelley Burcham sburcham@ci.lathrop.ca.us 209.941.7221</p> <p>Lathrop ci.lathrop.ca.us</p>

Site Selection Magazine
September Issue 2024
42,000 readers

C-Suite Executives
Board of Directors
Real Estate Brokers
Site Selection Consultants

Target Industries

- Aerospace
- Automotive
- Biotech & Pharmaceuticals
- Electronics & IT
- Food & Beverage
- Machinery
- Transportation

LathropSMART

BUSINESS ENGAGEMENT

Grand Opening Event – August 28, 2024
Macy's – Bloomingdales Fulfillment Center



Lathrop Businesses honored at
57th Annual Stockton Chamber
Industrial Technology BBQ

**“Congratulations to Macy’s, Inc. and
Simwon America Corp.”**



Wednesday, September 11, 2024

5:00pm - 9:00pm

University Plaza Waterfront Hotel
110 W. Fremont St, Stockton CA 95202



BUSINESS ENGAGEMENT



ATTN: Lathrop Businesses



Join Us For: **The "STIR"**
Socialize, Talk, Interact, Repeat

Event Highlights

- Networking opportunities
- Meet City of Lathrop Police and Leadership
- Learn about programs for employee recruitment, training and incentives
- Tour the Manteca Education & Training Center
- Hear about new initiatives to detour retail theft

PARTICIPATING BUSINESS RESOURCE AGENCIES



THIS EVENT IS HOSTED BY:



The STIR is a signature event coordinated by the City of Lathrop for its business community.

Wednesday
September 25, 2024

8:00 a.m. - 9:30 a.m.

Manteca Unified School District
Offices - RESC Bldg.
2271 W. Louise Avenue, Manteca

Coffee & Light Refreshments will be available

RSVP by 9/20/2024 to
sburcham@ci.lathrop.ca.us

NOT A PUBLIC EVENT



COMMUNITY OUTREACH

LathropSMART Fall Newsletter

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

LathropSMART

City News

Volume 14
Fall 2024



**BE PART OF THE SOLUTION!
IF YOU SEE THEFT...
REPORT IT**
DOWNLOAD THE FAST STAART APP

**EVERYONE IS A
WITNESS**

WELCOME TO SAN JOAQUIN COUNTY: THE COMMUNITY IS WATCHING

Have you seen the new billboards around San Joaquin County and along Interstate 5, Highway 99, 120, and 4 (Crosstown Freeway)? STAART is a county-wide initiative, created by the Greater Stockton Chamber of Commerce, to help address retail theft in our communities. This initiative is supported by San Joaquin County, the District Attorney's office, municipal police departments, and businesses throughout our region. The premise is that "Everyone is a witness."

Do your part by downloading the Fast Staart App today via Google Play Store or Apple Store. Security Camera Grants may also be available for businesses located in San Joaquin County. To learn more, visit www.FastStaart.com.

DOWNLOAD THE LATHROP CARES APP TODAY!

Need to contact the City regarding a pothole, graffiti, street light problem or something other non-emergency issue? The Lathrop Cares app provides a direct line of communication for residents and businesses to report these types of concerns. The app also provides links to the city website, news, upcoming events, and the LathropSMART Business Directory. Haven't tried it out yet? Download the app onto your iPhone or Android phone, use the Apple App Store or Google Play Store and search "Lathrop Cares."



Name	Address	Type / Product
Central Valley Uniforms, LLC	17395 S. Manthey Road, #D	Embroidery Services
Lathrop Apostolic Assembly Church	15074 Fifth Street	Church
Macy's/Bloomingtondale	Phelan Gateway Business Park	Fulfillment Center

Key: Retail Service Industrial

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

In This issue:

- o Welcome to San Joaquin County: The Community is Watching
- o DOWNLOAD the Lathrop CARES App Today!
- o New Businesses & Businesses Coming Soon
- o SHOP LOCAL: LathropSMART Business Directory
- o Lathrop-Manteca Fire Protection District: Fire Prevention Week 2024
- o Animal Shelter Summer Olympics 2024
- o Planning a Home Improvement?
- o Know When to Go Pro: Advice for Hiring Landscape & Pest Control Professional
- o Keep Lathrop Beautiful
- o Macy's, Inc. Donates to Youth Advisory Commission
- o Champions Park Inclusive Playground
- o City Observed Holidays
- o Interested in Recreation Programming?

Businesses Coming Soon

- Chick-Fil-A is now under construction at Lathrop Marketplace.



COMMUNITY AWARENESS



EVERYONE IS A
WITNESS



**BE PART OF
THE SOLUTION!
IF YOU SEE THEFT...
REPORT IT**

DOWNLOAD THE FAST STAART APP



Message brought to you by San Joaquin County, Economic Development Association, Worknet, and District Attorney Ron Freitas.

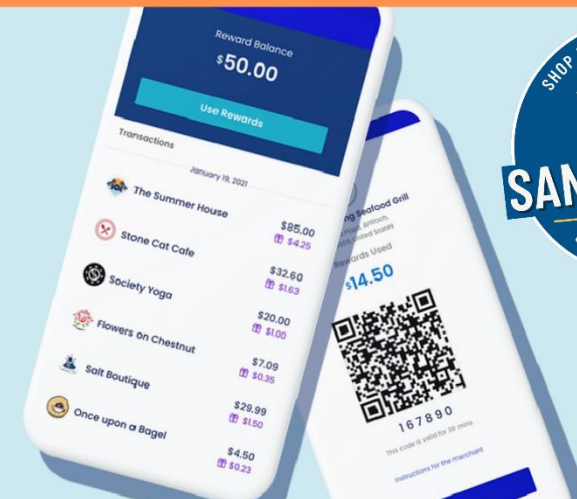


Earn up to **100% back**
in rewards on your
purchases!

Download the Shop San Joaquin-
Open Rewards App today!



Love where you live. Shop local.



Get rewarded
for supporting
your
community

go »
San Joaquin

Discover » Grow » Succeed

LOCAL RESOURCES	AGENCY	WEBSITE
<ul style="list-style-type: none"> JOB SEARCH ASSISTANCE 	San Joaquin County WorkNET	SJCWORKNET.ORG
	EDD CalJobs	CALJOBS.CA.GOV
<ul style="list-style-type: none"> SMALL BUSINESS ASSISTANCE 	Small Business Development Center	SANJOAQUINSBDC.ORG
	Innovation Hub San Joaquin	IHUBSJ.ORG
<ul style="list-style-type: none"> CAREER TECHNICAL EDUCATION, AND LIFE-LONG LEARNING 	Growth-Opportunity San Joaquin County	GOSJ.ORG
	CodeStack Academy (SJCOE)	CODESTACKACADEMY.ORG
	Manteca Education & Training Center (METC)	MANTECAUSD.NET/METC
	San Joaquin Delta College	DELTACOLLEGE.EDU
	University of the Pacific <ul style="list-style-type: none"> Bererd College <i>(Innovative degrees & lifelong learning programs)</i> Osher Lifelong Learning Institute <i>(Designed for people ages 50+)</i> 	PACIFIC.EDU EDUCATION.PACIFIC.EDU/EDUCATION EDUCATION.PACIFIC.EDU/EDUCATION/ OSHER-LIFELONG-INSTITUTE





A City's Role in Attracting New Businesses

Balancing Community Wants and Retailer Needs

FASTEST GROWING CITIES

CALIFORNIA DEPARTMENT OF FINANCE POPULATION ESTIMATES



LATHROP BECOMES ONE OF THE FASTEST GROWING CITIES
SAN JOAQUIN COUNTY



COMMUNITY WANTS (Partial List)

Sit Down Restaurants

- Steakhouse
- Casual Dining
- Family-Friendly
- Fine Dining
- Experience Dining
- Healthy Options

Consumer Goods & Services

- Financial Institutions (Banks)
- Preschools
- Grocery Stores
- Retail Stores
- Hardware Improvement
- Medical

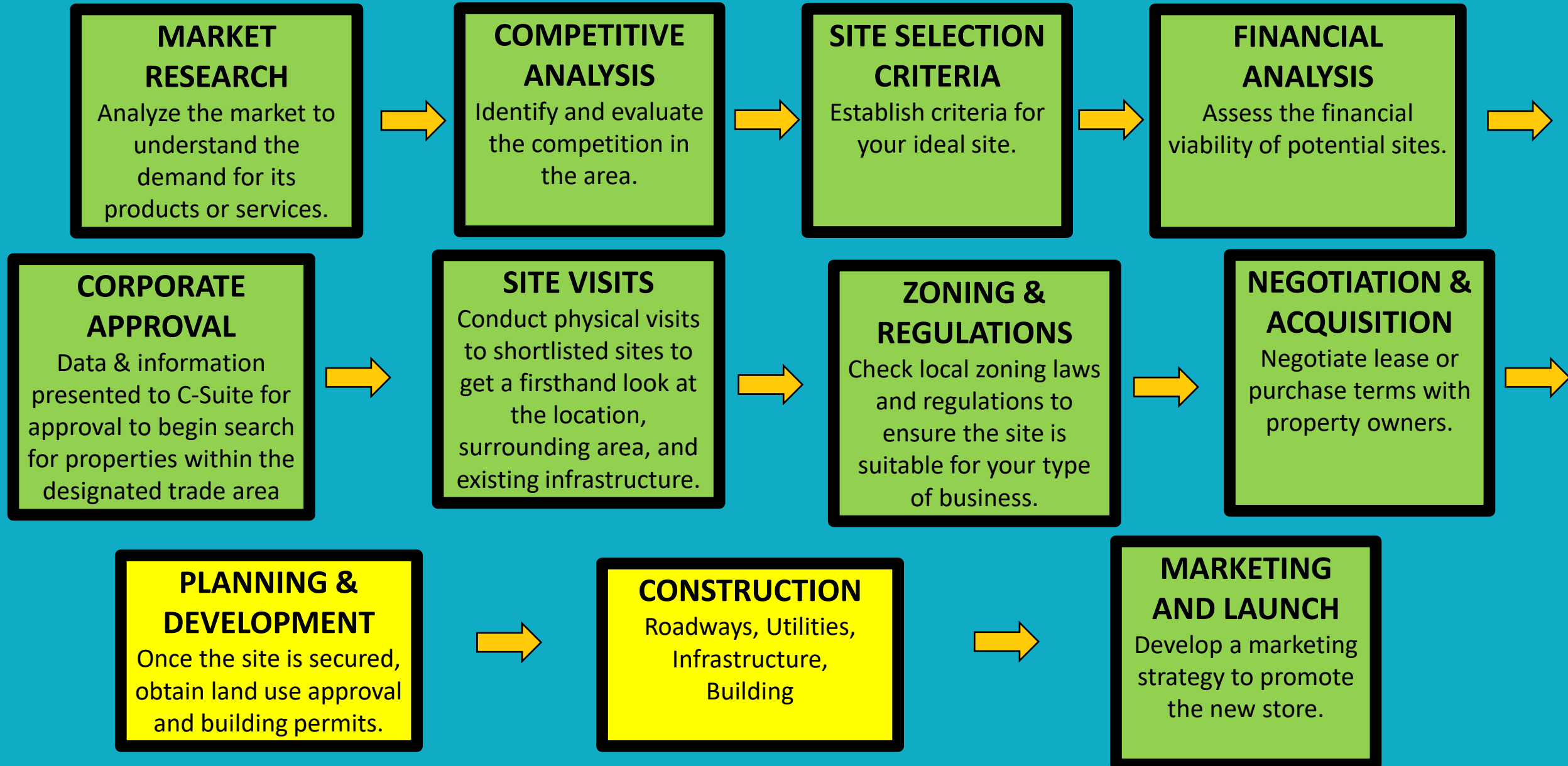
Entertainment Venues

- Climbing Gyms
- Trampoline Parks
- Movie Theaters
- Bowling Alleys
- Indoor Golfing
- Pickle Ball

WANTED



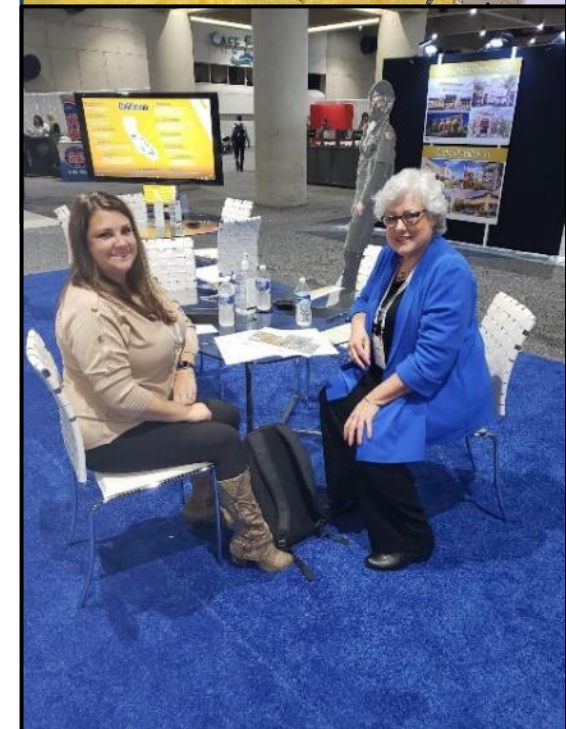
RETAILER NEEDS & PROCESS



CITY'S ROLE IN BUSINESS ATTRACTION

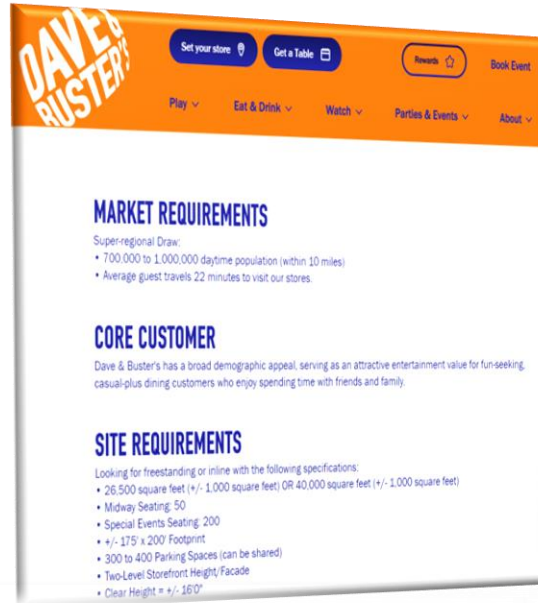
Balancing Community Wants and Retailer Needs

- ✓ **Listen to Community Wants**
- ✓ **Research Retailer Contacts and Location Requirements**
- ✓ **Gather Community and Trade Area Data & Statistics**
- ✓ **Know Availability of Land & Existing Building Space**
- ✓ **Marketing**
 - Target Industry Advertising
 - Create Marketing Materials Reflective of Retailers Needs
- ✓ **Outreach**
 - Tradeshows -- Retail & Entertainment Focused
 - Cold Calls & Meetings
 - Follow Up



Balancing Community Wants and Retailer Needs

LOCATION REQUIREMENTS



CORE CUSTOMER

Dave & Buster's has a broad demographic appeal, serving as an attractive entertainment value for fun-seeking, casual-plus dining customers who enjoy spending time with friends and family.

MARKET REQUIREMENTS

Super-regional Draw:

- 700,000 to 1,000,000 daytime population (within 10 miles)
- Average guest travels 22 minutes to visit our stores.



Retail Trade Area

2024 Total Daytime Population

POPULATION SUMMARY

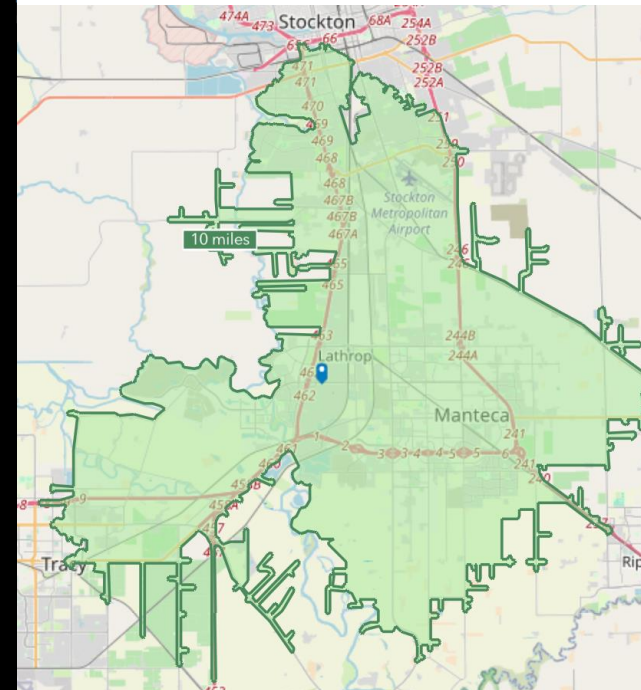
10 Mile Radius

288,972

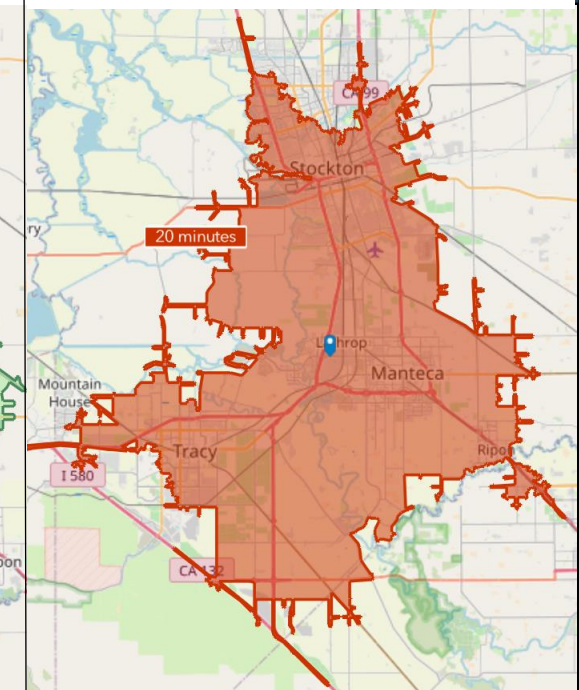
20 Minute Drive Time

470,484

10 Mile Radius – 288,972

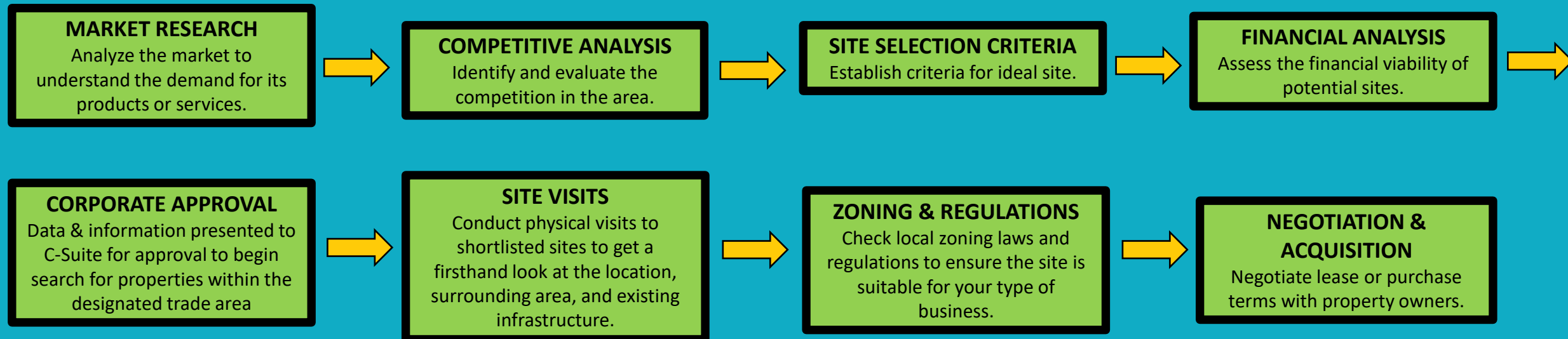


20 Minute Drive-Time – 470,484



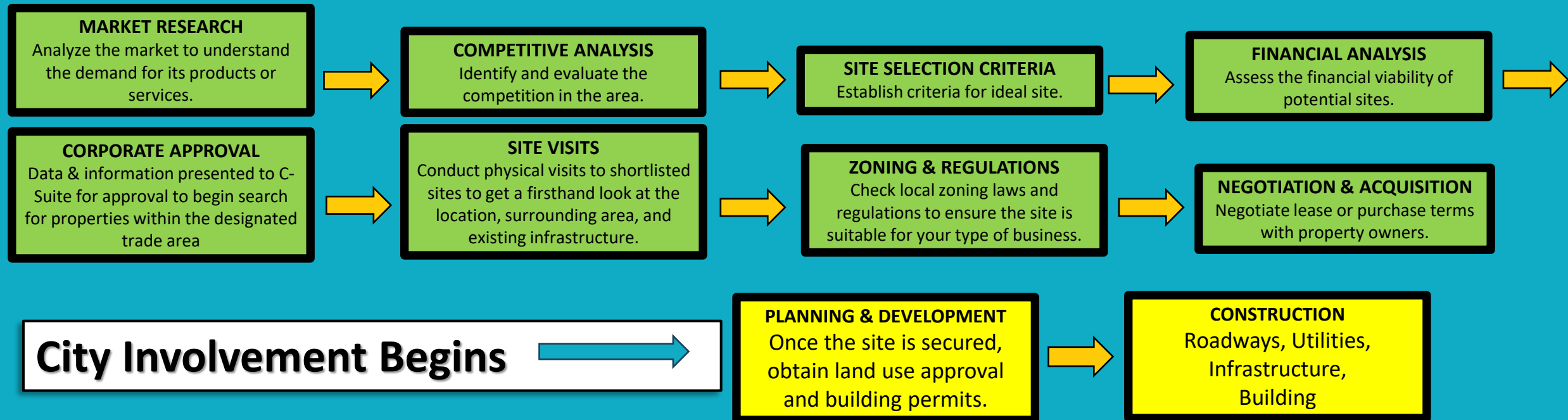
RETAILER – Location Process

- Land and building sites are privately owned
- All negotiations for sale or lease are conducted between the retailer and the property owner
- These steps are completed before the City engages in the process



RETAILER – Location Process

- Site location finalized
- Meets with City's Development Team to verify zoning, utilities, access, improvement requirements, etc.
- Next steps toward planning and development



FINAL PROCESS



Coming January 2025

LATHROP RETAIL SURVEY

- The City of Lathrop will be putting out a survey request for resident input on the types of retail most desired for the community.
- A retail survey will assist staff in focusing business attraction efforts on the type of retail ranked with the highest priority by residents.
- Retailers have the final say on their location choices.