



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
FEBRUARY 10, 2025

Lathrop SMART

Item_2.8

BUSINESS ENGAGEMENT

Grand Opening Event – November 7, 2024
Fast & Easy Mart



BUSINESS ENGAGEMENT



NEW CHAMBER OF COMMERCE

- Greater Lathrop Chamber of Commerce
- First Chamber Mixer Held 1/30/2025

For more information visit

<https://www.greaterlathrop.org>

ECONOMIC DEVELOPMENT MARKETING



Lathrop incentivizes development on east side

abc10.com



 KCRA Sacramento on MSN · 9d

\$1 million retail incentive program kicking off in Lathrop

A new program aims to bring more businesses to underserved areas east of ...



Lathrop unveils \$1M retail incentive effort to spark biz...

mantecabulletin.com

COMMUNITY OUTREACH

LathropSMART Winter Newsletter

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

LathropSMART

City News

Volume 15
Winter 2025

LATHROP ANIMAL CENTER PET ADOPTIONS



Call 209 • 647 • 6480
Visit www.24petconnect.com

@LathropAnimalCenter



LATHROP SMART — LATHROP COMMUNITY RETAIL SURVEY

We want to hear from you! The City's Economic Development Division is requesting input from residents on the types of retail they would like to see in Lathrop. City staff markets the City to attract various types of businesses for the purpose of enhancing the economic viability of the community. Survey results will be used to help staff focus business attraction efforts toward the most desired types of retail. Take the survey today at <https://www.surveymonkey.com/r/LathropSMART-RetailSurvey>



A City's Role in Attracting New Businesses
Balancing Community Wants and Retailer Needs

Private industry always maintains the final decision on where, when, and if they open a new business within a community. Visit <https://vimeo.com/1020408903> to learn more about "A City's Role in Attracting New Businesses: Balancing Community Wants and Retailer Needs".

NEW BUSINESSES

BUSINESSES UNDER CONSTRUCTION - COMING SOON

Name	Address	Type / Product
Chick-Fil-A	Lathrop Marketplace	Restaurant
Escala Townhomes	Stanford Crossing	Townhomes
Maverik Gas Station	Louise Avenue	Gas Station, Convenience Store

Key: Retail Service Industrial

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



COMMUNITY OUTREACH

LATHROP COMMUNITY RETAIL SURVEY RESULTS



NUMBER OF RESPONDENTS:

1,050

TIMEFRAME:

11/22/2024 – 1/31/2025

NUMBER OF QUESTIONS:

SEVEN (7)

PUBLIC OUTREACH:

FACEBOOK, WEBSITE, NEWSLETTER

LATHROP COMMUNITY RETAIL SURVEY RESULTS

- 46% of respondents have lived in Lathrop between 1 and 4 years.
- 45% of respondents desire another supermarket to meet their grocery needs.

Top Retail Desired:

- 1) Sit-Down / Casual Dining Restaurant – 71%
- 2) Entertainment Venue
- 3) Grocery Store

Top Healthcare Needs:

- 1) Urgent Care Facility – 53%
- 2) Hospital
- 3) Medical Offices

Top Services Desired:

- 1) Gym / Fitness Center – 47%
- 2) Bank / Financial Institution
- 3) Personal Services

Entertainment Desired:

- 1) Family Entertainment – 64%
- 2) Sport Entertainment
- 3) Adult Fun



Current Shopping Location:

- 1) Manteca – 76%
- 2) Tracy
- 3) Online
- 4) Lathrop

**NOW
HIRING**

Posted Within Last 10 Days

Retail / Service / Sales

Healthcare / Government



Manufacturing



Distribution/Logistics



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

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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

