

LathropSMART

ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
JULY 13, 2020



ECONOMIC DEVELOPMENT MARKETING

REPORTING PERIOD: January 1, 2020 – June 30, 2020

Events:	4 Conferences Canceled
ED Brand:	LathropSMART
Digital Story:	Advanced Retail Target Marketing
Video:	Retail & Industrial Target Marketing
Materials:	Community Profile & Marketing Materials

ECONOMIC DEVELOPMENT MARKETING

LathropSMART



Lathrop is perfectly situated in the center of its retail trade area, which includes the cities of Tracy, Manteca, Ripon and South Stockton. As a young city of only 30 years, Lathrop is experiencing growth in all areas of residential, commercial and industrial development.

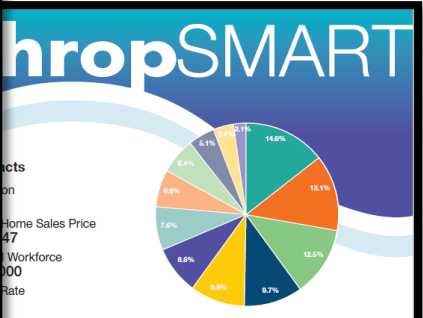
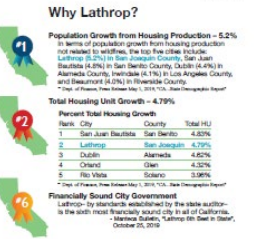
The region's population is exploding as San Francisco Bay Area workers are choosing SMART communities like Lathrop to purchase affordable homes that offer a family friendly environment and great quality of life. The region has more than 80,000 people who commute back to the Bay Area daily for work.

Innovative city leadership focuses on intelligently planned growth and development. River Islands at Lathrop and Stanford Crossings are two such master planned communities with 18,000+ single family homes included over a 20+ year build out. Multifamily apartment projects are also in the pipeline for a total of 350 units.

Residents and commuters are excited and ready for new retail in their community. They desire to shop, dine, and enjoy recreation and entertainment activities close to home.

Growth signals opportunity. Capitalizing on opportunity is smart. LathropSMART.

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



Industry

Retail Trade	14.6%
Arts/Entertain/Rec/Accom/Food Svs	13.1%
Other Services	12.5%
Construction	9.7%
Edu/Healthcare/Social Assist	8.8%
Finance/Insurance/Real Estate	8.6%
Transport/Utilities	7.6%
Mfg	6.6%
Prof/Sci/Tech/Info	6.4%
Wholesale/Trade	5.1%
Admin/Support Services	3.4%
Ag/Fish/Hunt/Min	2.1%

Workforce

Employment by Occupation	# of Employees	%
White Collar	5,427	48.5%
Managerial executive	1,191	10.6%
Prof specialty	1,357	12.1%
Healthcare support	361	3.2%
Sales	1,078	9.6%
Office Admin	1,411	12.6%
Blue Collar	5,769	51.5%
Productive	248	2.2%
Food Prep/Serving	571	5.1%
Blgd Maint/Cleaning	368	3.3%
Personal Care	223	2.0%
Farming/Fishing/Forestry	270	2.4%
Construction	1,129	10.1%
Production Transp	2,932	26.2%

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LathropSMART

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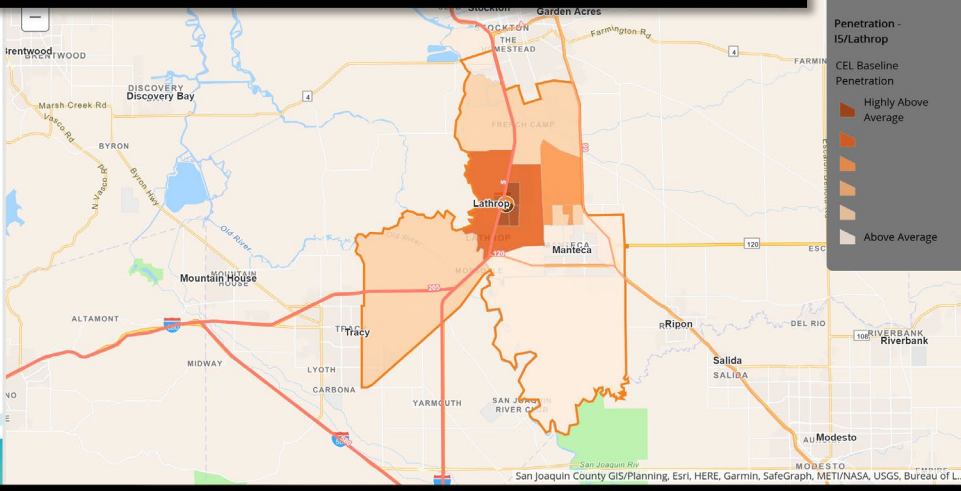
Trade Areas

- Lathrop Study Area
- Save Mart Center
- I-5 & Lathrop
- I-5 & Louise
- Lathrop Marketplace
- Ashley Home Store

Refining with Distance Decay

Create Market Index

OVERVIEW LathropSMART c.lathrop.ca.us



ECONOMIC DEVELOPMENT OUTREACH

REPORTING PERIOD: January 1, 2020 – June 30, 2020

- ❖ Developer Meetings (2)
- ❖ Community Meetings (40)
- ❖ Business Retention & Expansion Visits (8)
- ❖ Business Attraction Activities (12)

Retail				Office	Industrial		
Restaurant	Hotel	Goods/Srvc	Entertainment	Office	Logistics	Mfg	Srvc
7	1	16	3	5	4	8	2

RETAIL/COMMERCIAL UPDATE



by HILTON™



RESIDENTIAL UPDATE

MULTI-FAMILY DEVELOPMENT

Towne Centre Apartments

- 146 Apartment Units
 - 62 Units South of Towne Centre Dr.
 - 84 Units North of Towne Centre Dr.



RESIDENTIAL UPDATE

HOME SALES

January 1 – June 16, 2020

River Islands = 262

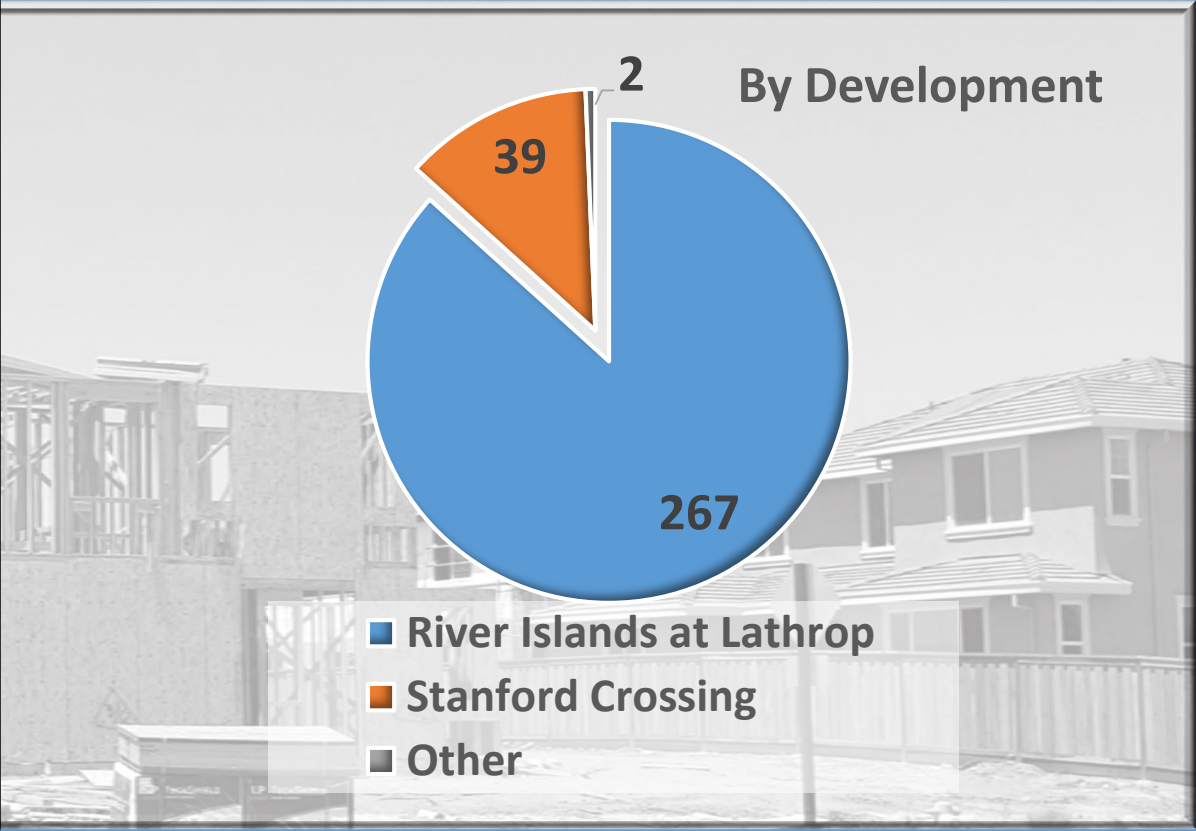
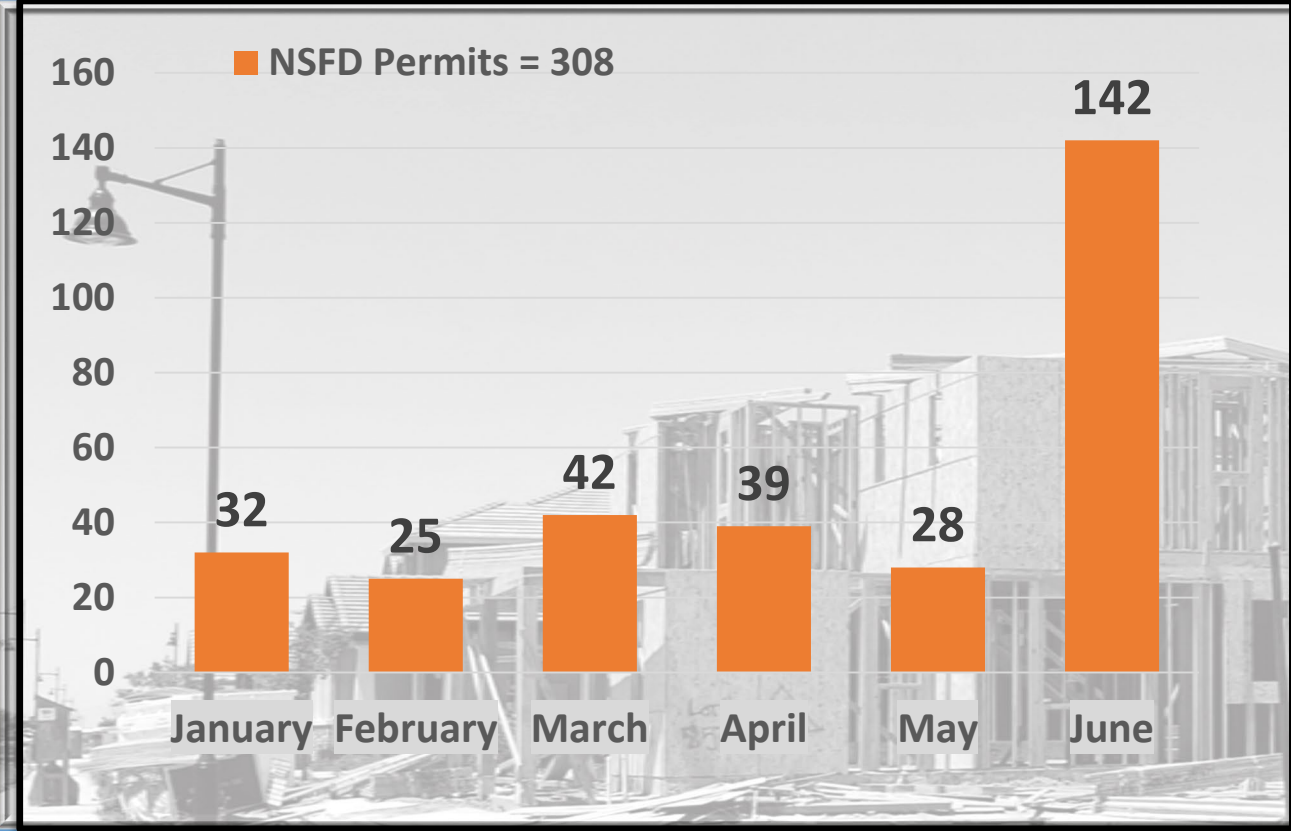
Stanford Crossing = 41*

* Sales Offices Opened May 1, 2020



RESIDENTIAL UPDATE

New Single Family Dwelling Unit Permits Issued – **YTD* = 308**



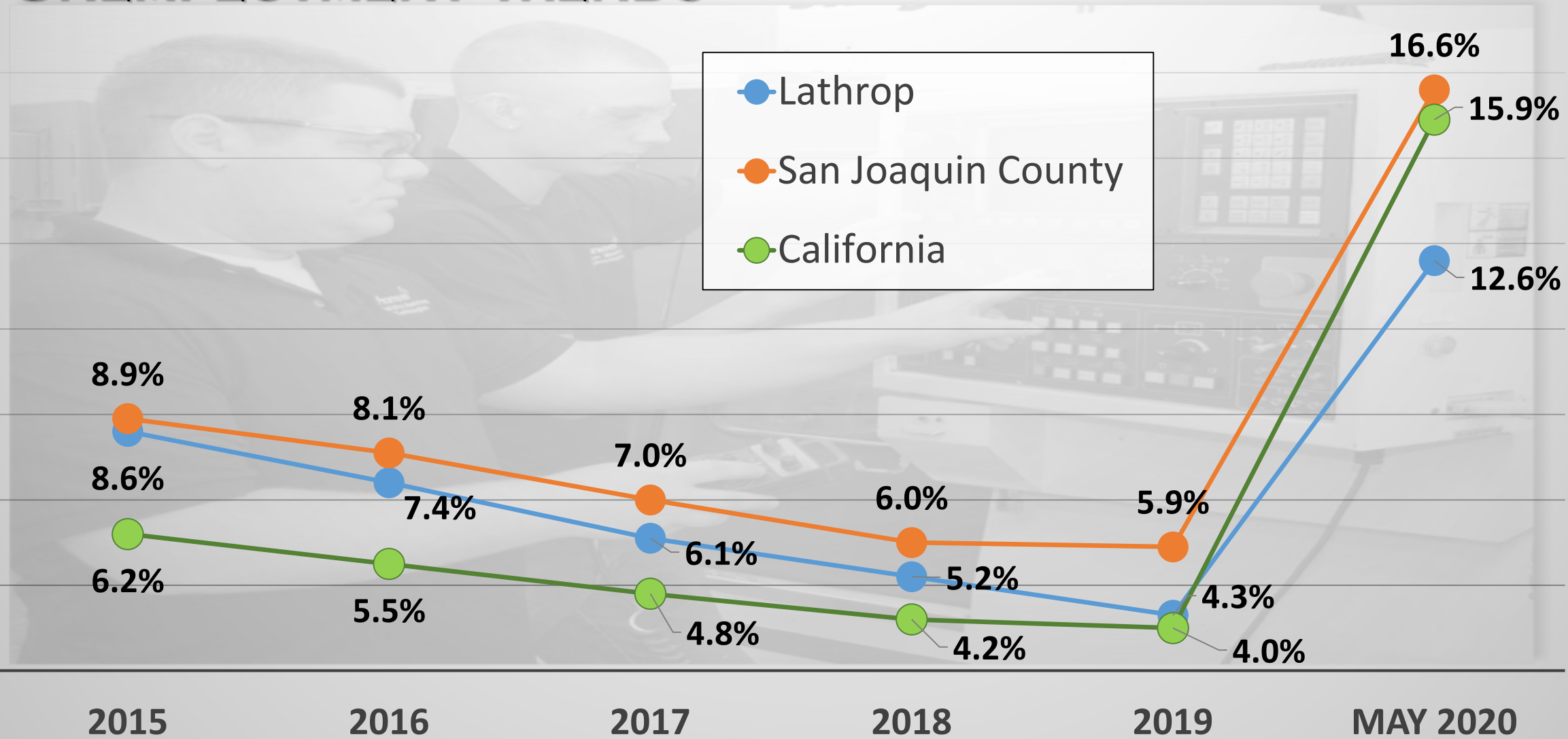
INDUSTRIAL UPDATE

- Crossroads Commerce Center
 - Simwon – Expansion – 381ksf ± & 83 New Jobs
 - Planned Spec Bldgs - 320ksf & 189ksf
- North Crossroads Business Center
 - Building # 2 – 721,000 sf
- Tri-Point Logistics Center
 - Building #5 – 266,249 sf
 - Building #6 – 181,569 sf
 - Building #7 – 109,609 sf



LABOR MARKET STATISTICS

UNEMPLOYMENT TRENDS



COMMUNITY UPDATE

LATHROP COVID-19 GRANTS

RESIDENTS

EMERGENCY GENERAL ASSISTANCE GRANTS

ROUND 2 OF EGA FUNDING AVAILABLE 7/1/2020

- CDBG-CV FEDERAL FUNDING
- DIRECT FINANCIAL IMPACT FROM COVID-19
- FOR PAST DUE RENT & ESSENTIAL UTILITIES
- LOW INCOME ELIGIBILITY
- UP TO \$3,200 PER HOUSEHOLD



21 Households Awarded

Total of \$**56,346**

BUSINESSES

SMALL BUSINESS ASSISTANCE GRANTS

FUNDING STILL AVAILABLE

- MEASURE D FUNDING
- DIRECT FINANCIAL IMPACT FROM COVID-19
- FOR RENT, INVENTORY, PAYROLL, EQUIPMENT
- 3 – 20 EMPLOYEES
- \$5,000 PER ELIGIBLE BUSINESS



43 Businesses Awarded

Total of \$**215,000**

Applications Available at

www.ci.Lathrop.ca.us/economic-development/page/covid-19-grants

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HIRING**
Posted Within Last 30 Days



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TESLA



wayfair



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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

- Small Business Development Center

[DELTACOLLEGE.EDU/DEPARTMENT/
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