



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING
MAY 16, 2022

LathropSMART

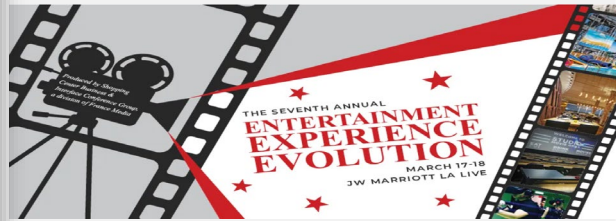
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ECONOMIC DEVELOPMENT MARKETING

14 Meetings Held



Monterey
March 7-8, 2022

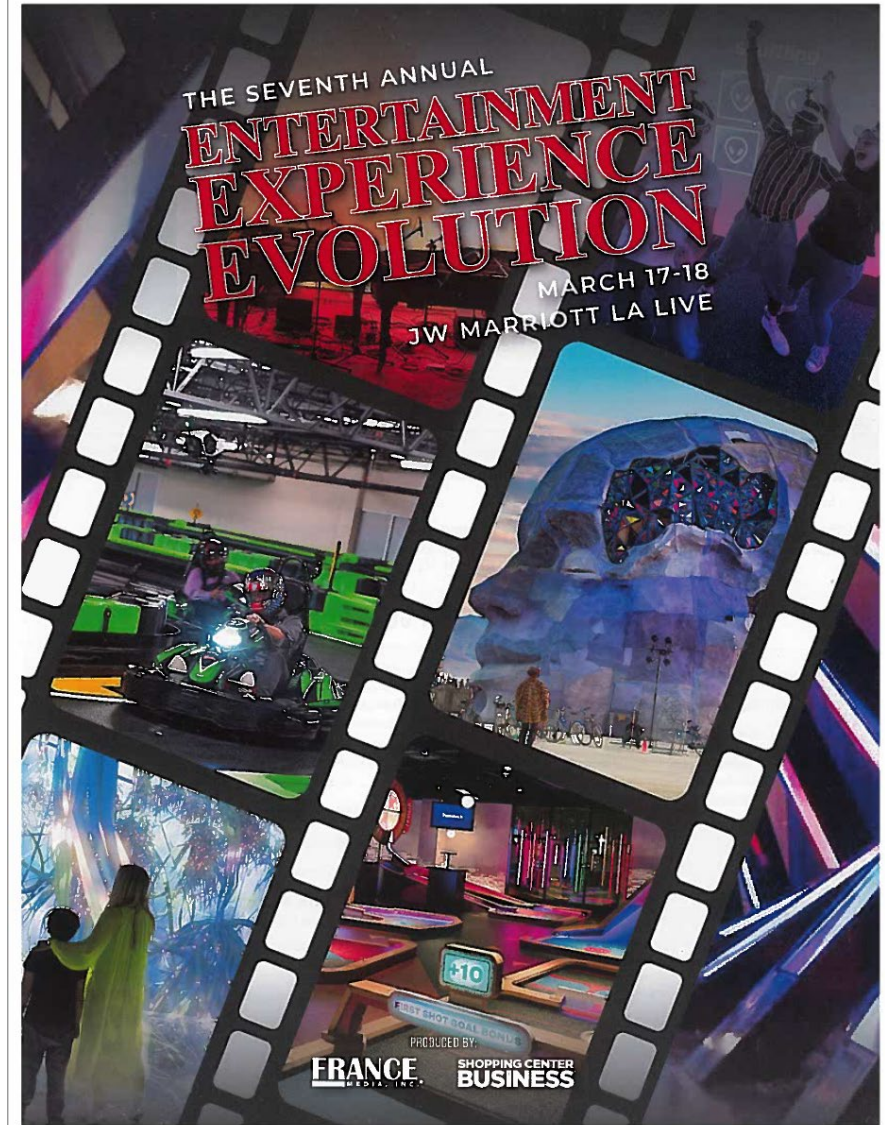


Los Angeles
March 17-18, 2022

UPCOMING MARKETING EVENT:



Las Vegas, NV
May 22 – 24, 2022



Trade Shows

ECONOMIC DEVELOPMENT MARKETING

Advertising

SITE SELECTION
March 2022
winners
2021 GOVERNORS' CUPS
GOV GREG ABBOTT Alias **DOC TEXAS**
GOV LAURA KELLY Alias **THE KANSAS KID**
REWARD \$BILLIONS IN PROJECTS

SITE INVESTMENT PROFILE SAN JOAQUIN COUNTY, CALIFORNIA

Central California's Affordable Option

By RAIN HAZEL
rain.hazel@ci.lathrop.com

Market
San Joaquin County is a diverse and growing region with a rich history of agriculture and industry. The county is home to a variety of industries, including agriculture, manufacturing, and services. The county's location in the heart of California's Central Valley provides access to major transportation routes and a large labor force.

Location
San Joaquin County is centrally located in California's Central Valley, providing easy access to major transportation routes and a large labor force. The county's location is a key factor in its appeal to investors and developers.

Quality of Life
San Joaquin County offers a high quality of life with a mix of urban, suburban, and rural areas. The county is home to a variety of recreational activities, including golf, fishing, and hiking. The county's schools are highly rated, and the cost of living is relatively low compared to other parts of California.

Infrastructure
San Joaquin County has a well-developed infrastructure, including a network of highways, railroads, and waterways. The county is also home to a variety of public facilities, including schools, libraries, and parks.

Government
San Joaquin County is governed by a Board of Supervisors, which is responsible for the county's overall administration and policy-making. The county also has a variety of local government entities, including cities and towns.

Investment Opportunities
San Joaquin County offers a wide range of investment opportunities, including real estate, manufacturing, and services. The county's diverse economy and strategic location make it an attractive destination for investors and developers.

SITE INVESTMENT PROFILE TEAMCALIFORNIA

A Dozen Things You Didn't Know About California

By RAIN HAZEL
rain.hazel@ci.lathrop.com

- California is the most populous state in the United States, with over 39 million residents.
- California is the only state in the United States to have a coastline on both the Pacific and Atlantic Oceans.
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January/February 2022 Number 141

California CENTERS

RETAILERS • DEVELOPERS • BROKERS

Centers Welcomed Customers With Open Arms This Holiday Season

It was another pandemic Christmas, but this time shoppers and malls were

May/June 2022 Number 143

California CENTERS

RETAILERS • DEVELOPERS • BROKERS

Digital Meets Physical

Some digitally native retailers are no longer content with the online-only slice of the pie, so they're heading into brick and mortar.

SMART Location SMART Opportunity

LathropSMART

Visit the LathropSMART Digital Storyboard to learn more.

- Population: 39,303
- Average Household Income: \$85,615
- Average City or Town Size: 3,881
- Home Sales: Through the Roof - Opportunity for family-friendly living
- Commercial Development Opportunities: High Visibility & Proximity to Freeway
- 21,000 Homes Approved: River Branch at Lathrop / Strategic Corridor
- New Hotels
- High Demand for Retail Services
- Expanding Public Transit to E.F. Bay Area
- Tri-Valley Population: 764,263 people 30-minute drive time
- Major Employers: Intel, HP, Oracle, Home Depot, Walmart, Amazon, Facebook, Tesla, and more

LathropSMART

COMMUNITY OUTREACH

Now Available

LathropSMART City News Volume 4, Spring 2022

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

LathropSMART
City News
Volume 4
Spring 2022

City News
Page 2

NEW LATHROP POLICE DEPARTMENT UPDATE

The City of Lathrop remains on track to stand up its first-ever Police Department this July with more significant milestones reached.

- Four "Meet & Greet" events were held in February and March at various locations to introduce residents to Chief of Police Raymond Bechler and Police Commanders—Kyle Oki and Stephen Sealy.
- Recruitment for sworn and professional police personnel continues to progress with just a few positions remaining to be filled.
- New Lathrop Police Department Patches have been designed and finalized.
- Lathrop Police Badges have been designed and will be unveiled at a ceremony this spring.

For more information, visit the Police Transition Webpage at <https://www.ci.lathrop.ca.us/city-manager/page/lathrop-police-department-transition>.

NEED HELP TO REPAIR YOUR HOME?

Does your house need re-roofing, kitchen/bathroom repairs, handicap accessibility, painting, window replacement, or other improvements? The City of Lathrop's Housing Rehabilitation Program may assist with improving your property and making repairs. The program offers low-interest, amortized and deferred payment loans designed to make needed renovations affordable for low-income homeowners. Program administered by the San Joaquin County Neighborhood Preservation Division.

For information, visit the City's website <https://www.ci.lathrop.ca.us/economic-development/page/help-repair-your-home-property-rehabilitation-program> or call (209) 468-3175.

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

REGULATORY TIPS & INFORMATION

HERBICIDES, PESTICIDES AND FERTILIZERS... OH MY!

Do you know that one of the pollutants found in our streams originates from the residential use of pesticides, herbicides, and fertilizers? These materials enter our waterways through runoff from lawns, gardens, and heavy rains. Use the tips below to minimize these impacts:

- Read and follow manufacturers recommended application rates and directions.
- Do not mix or prepare chemicals and fertilizers before and on windy days.
- Apply the minimum amount of chemicals and fertilizers needed and use the lowest rate that will effectively control the problem.
- Use techniques to minimize off-target application of pesticides and fertilizers.
- Purchase only the amount of pesticides, herbicides, and fertilizers reasonably needed.
- Use rinse containers and use rinse water as product.
- Dispose of unused chemicals and fertilizers as hazardous waste.
- Return empty containers according to the instructions on the container label.

More Friendly Tips for Landscapers and Home Gardeners, visit www.ci.lathrop.ca.us/publicworks/page/friendly-landscapers-and-home-gardeners

RECYCLE FOOD & YARD WASTE

Starting January 1, 2022, all residents and businesses are required to recycle food and yard waste. Acceptable materials include food waste, yard waste, landscape and pruning waste, and food-soiled paper products. All food and yard waste is collected in one cart for residential and commercial customers. For more information visit <https://www.ci.lathrop.ca.us/parksrec/page/recycling-and-conservation>.

NEW CITY PAYMENT DROP BOX

For your convenience, a new drive-thru Payment Drop Box (located on Towne Centre Drive) is now available for residents to make utility bill payments. Place payment in an envelope clearly labeled with your name and account number. Payments are posted the next business day.

NO CASH PAYMENTS ALLOWED IN DROP BOX.

UPCOMING EVENTS

- April 23 9am: Earth Day Recycling Event Valverde Park
- April 29 – May 13 10am-2pm: Mayor's Art Show & Sale Lathrop City Hall
- May 14 8am Community Garage Sale Senior Center Parking Lot
- May 30 11am Memorial Day Ceremony Veterans Memorial Wall
- June 3, 10, 17, 24 Disk Movies in the Park Generations Center
- July 1 6pm July 1st Celebration Generations Center

For a full list of events, times and locations visit the City's website at ci.lathrop.ca.us/parksrec/page/2022-special-events-calendar

2022 Special Events Calendar

RETAIL/COMMERCIAL UPDATE



INDUSTRIAL UPDATE



Medline

New Location

Leased: 338,564 sf in Crossroads Commerce Center
New Jobs: 120 – 150



PAQ, Inc. dba Food 4 Less

Expansion

Leased: 197,124 sf in Crossroads Commerce Center
Jobs Retained: 90



NFI

New Location

Leased: 346,631 sf in Crossroads Commerce Center
New Jobs: NA



Ryder (3PL)

Expansion

Leased: 181,629 sf in TriPoint Logistics Center
Jobs Retained: NA

RESIDENTIAL UPDATE

NEW HOME SALES =
January 1 – April 30, 2022

River Islands = 251

Stanford Crossing = 132



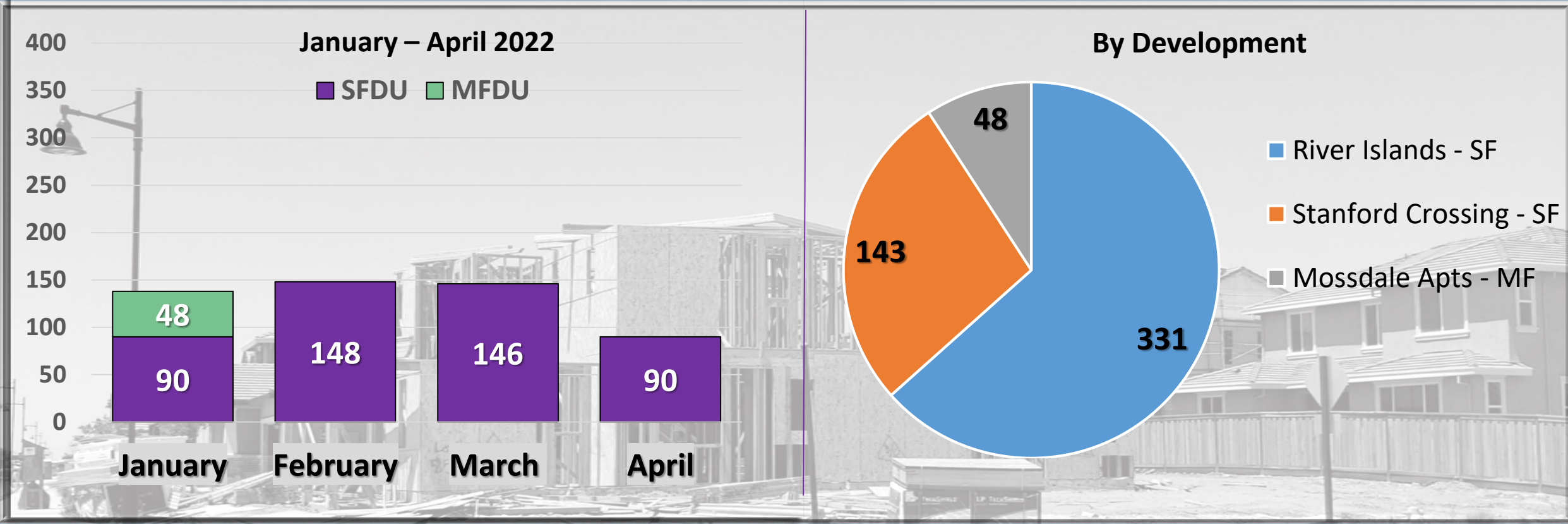
RESIDENTIAL UPDATE

New Single Family Dwelling Unit Permits Issued
Multi Family Dwelling Unit Permits Issued

YTD* = 474

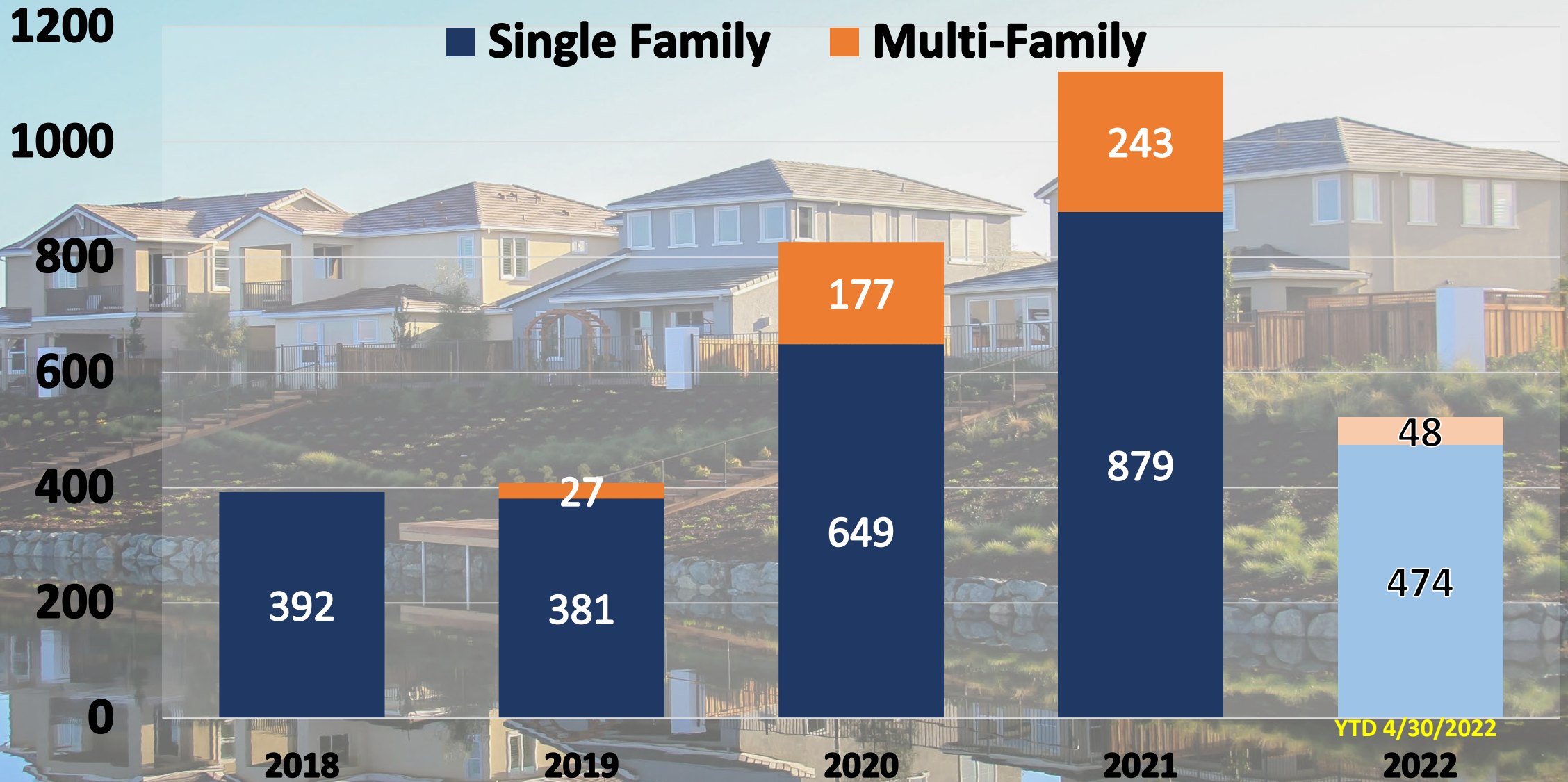
YTD* = 48

**522 Residential Permits Issued
Jan – April 2022**



* YTD = January 1 –April 30, 2022

City of Lathrop – Housing Permits Issued Years 2018 – 2021 (YTD 2022)



DEPARTMENT OF FINANCE – POPULATION ESTIMATES

Press Release: May 2, 2022

Population

31,331 People
6.63% Growth Rate



2nd Fastest Growing City
with Population Over 30,000

Single-Family Housing

821 Units
10.97% Unit Growth



2nd Largest Percent
Single-Family Housing Unit Growth

Total Housing

10.07% Unit Growth



2nd Largest Percent
Total Housing Unit Growth

COMMUNITY UPDATE

Take
Charge Of
Your Future!



WORKFORCE PROGRAMS
Manufacturing
Leadership
Industry Boot Camps
Industrial Maintenance Mechanics
Career Accelerator
Programmable Logic Controllers



[HTTPS://WWW.VOLTINSTITUTE.COM](https://www.voltinstitute.com)

Posted Within Last 15 Days
NOW HIRING










Gov't & Other Jobs







Manufacturing














Logistics

Staffing Agencies

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