

CHOOSE MORGAN HILL

Hello Morgan Hill Business Community!

In this eNewsletter, you will find information about key efforts that impact our business community including:

- 1st Quarter Sales Tax Overview
- Business License Renewals
- CalCompetes Tax Credit and Grant Program Cycle #2
- Magnolias Apartment Project to Include Farmworker Housing
- Silicon Valley Business Journal Event - Meet Morgan Hill
- Together at National Night Out
- Urbn Ranch, Crumbl Cookie, Bloom, MOHI Farm, and Bath & Body Works
- Business Resources

Please feel free to reach out to the Economic Development team if you have any questions or want to connect with us. We look forward to continuing to work with you and thank you for your commitment to "Choose Morgan Hill."

1st Quarter Sales Tax Overview



Read the Full HdL
Report [HERE](#)

Here are a few key takeaways from Morgan Hill's 1st Quarter 2022 sales tax numbers:

- Santa Clara County sales tax collections grew 14%, and Morgan Hill collections grew 8.4%, compared to this same quarter last year.
- Receipts from local Morgan Hill brick and mortar purchases rose 9.3% compared to 2021, supporting the continued trend of buying locally.
- Sales tax collected from service stations rose 52% compared to 2021 due to increased gas prices and the continued return of commuter travel.
- Casual dining and quick-service restaurants continued their upward trend, marking the 4th full quarter in a row where restaurant receipts have increased.
- The top revenue generators by business group this quarter were: Auto/Transportation (24%), County/State Pool* (19%), Fuel/Service Stations (12%), Restaurants/Hotels (12%), Business/Industry (11%), and Consumer Goods (11%).

CITY OF MORGAN HILL

SALES TAX UPDATE

1Q 2022 (JANUARY - MARCH)



MORGAN HILL
TOTAL: \$ 2,870,467

8.4%
1Q2022



14.7%
COUNTY

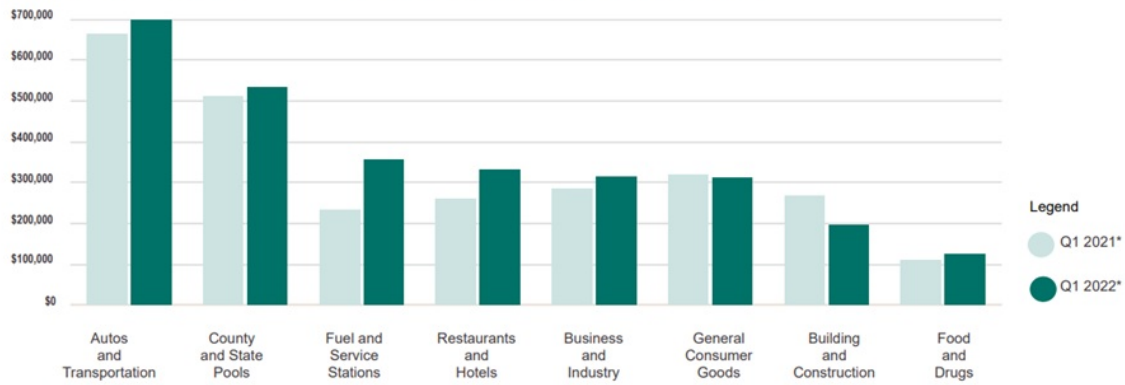


17.1%
STATE



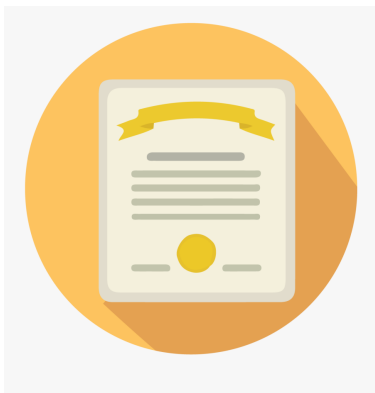
*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



*If an order is placed to an out-of-state order desk or call center but the retailer holds the inventory in California, the jurisdiction from where the in-state merchandise is shipped receives the local tax allocation. Use taxes generated by online sales and purchases from out-of-state vendors are deposited into a county-wide allocation pool and distributed to each agency within that County, based on each agency's proportional share of countywide total.

New and Noteworthy



Learn More About Business Licenses [HERE](#)

Business License Renewals

Business licenses are valid July 1st through June 30th of each year. Courtesy renewal forms have recently been mailed to all businesses for the new renewal period. If you need to renew your license or haven't yet applied for your new incoming or relocated business, please be sure to do so as quickly as possible to stay in compliance with the City of Morgan Hill.

To apply, renew, pay or close your business license go [HERE](#).

CalCompetes Tax Credit and Grant Program Cycle #2

The California Competes Tax Credit (CCTC) and California Competes Grant Program (CCGP) application periods, amounts available, and committee meeting dates for



fiscal year 2022-2023 have been posted [here](#). The first application period started on July 25, 2022, with \$85 million in tax credits and \$120 million in grants available. Online applications went live on July 25. Start your application [HERE](#).

Learn more about the program
[HERE](#)



Magnolias Apartment Project to Include Farmworker Housing

The Magnolias Community is Morgan Hill's second rental project to include units specifically dedicated to farmworker housing. This multi-family rental community will feature 66 units at 17965 Monterey Road in Morgan Hill. With the City of Morgan Hill's current apartment vacancy rate at 1%, the Magnolias provides affordable housing options to households earning 30% to 60% of the area median income (AMI), which for a family of four is \$168,500.

Read the Press Release
[HERE](#)

SILICON VALLEY BUSINESS JOURNAL

Silicon Valley Business Journal Event - Meet Morgan Hill

On Thursday, August 11 from 10 a.m. - 11:30 a.m., the Silicon Valley Business Journal will host a virtual event to explore what is in store for the City of Morgan Hill, digging into topics on commercial and residential development, and the hospitality industry.

Register to attend "Meet Morgan Hill" [HERE](#)

Watch last year's "Future of Morgan Hill" virtual event recording [HERE](#).

Together at National Night Out

Join the Morgan Hill Police Department, Fire Department, and City teammates at Together at National Night Out on Tuesday August 2nd, from 5:30 p.m. - 8 p.m. at the Civic Center. Kids' activities, giveaways, prizes, and more! Meet police officers and firefighters, see



police, fire, and public works vehicles on display, meet Morgan Hill's SWAT Team, K9 Officer Basco, and the Economic Development Team.

Learn More About National Night Out [HERE](#)

Business Announcements



Urbn Ranch

GRAND OPENING
Friday, July 29
6:30 p.m. - 9:30 p.m.
17270 Monterey Rd. Unit #100
Between Opa! and Willard Hicks



Crumbl Cookie

GRAND OPENING
July 29 & 30
1041 Cochrane Rd
Target Shopping Center



Bloom Lashes + Beauty

NOW OPEN
91 E. 3rd Street
Next to Luxe Bride and Sweet Retreat



MOHI Farm Restaurant

OPENING FALL 2022
90 E. 3rd Street
Downtown Morgan Hill

Bath & Body Works

Business Resources



AMERICA'S SBDC CALIFORNIA NORTH SAN JOSE VALLEY

Marble Bridge funding group, inc.

AUG 17th
Third Wednesdays
Workshops with
the Silicon Valley
SBDC

A/R Finance
Factoring for
Success

What you need to know about
Accounts Receivable Finance/ Factoring
and how it benefits for your company

Date: August 17th
Time: 10 AM - 12 PM
Location: Martin Luther King Jr
150 E San Fernando St,
San Jose CA 95112

Free parking with validation is available
at the Fourth Street Garage

AMERICA'S SBDC CALIFORNIA NORTH SAN JOSE VALLEY

SMALL BUSINESS DEVELOPMENT CENTER SILICON VALLEY

SJSU SAN JOSE STATE UNIVERSITY

SAN JOSE PUBLIC LIBRARY WORKS Career & Business

SBDC 3rd Wednesday Workshop

Have you ever wondered how to make your business grow? How to get more sales, more cash flow, and more customers? On August 17 at 10 a.m., the SBDC will host a free seminar at the Martin Luther King Jr. Library in downtown San Jose, 3rd Floor-Workspace, to talk about how accounts receivable financing and factoring can benefit your company. The discussion will address how the program works and how to find a lender that's right for you.

Register to attend
[HERE](#)



Learn More About the County's
Disparity Study [HERE](#)

County Disparity Study - Engagement Phase Begins

The Disparity Study aims to analyze and increase the County's vendor opportunities with small and diverse businesses across its entire portfolio of contracted goods and services. To achieve that goal, the Study will collect and use data to identify potential disparities between the availability of diverse businesses and how they are selected as contractors for the County. MGT Consulting will host five virtual business engagement forums between August and September. To learn more about the Study and complete a vendor survey, go [HERE](#).

The Team



**Economic
Development Director**
[Matt Mahood](#)



**Economic Development
Coordinator**
[Brittney Sherman](#)



**Economic
Development Fellow**
[Travers Grindall](#)



CHOOSE MORGAN HILL

408-779-6480 • www.choosemorganhill.com

17575 Peak Ave. Morgan Hill, CA 95037

