

# CHOOSE MORGAN HILL

Hello Morgan Hill Business Community!

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

- Morgan Hill Market Analytics Report
- 389-Unit Apartment Complex Breaks Ground
- Invesco Purchases Butterfield 5 Industrial Park
- \*New\* Water Conservation Emergency Regulation
- Magical Bridge Playground Opens
- The Secret Door, Cigarland, and Cochi's Kitchen
- Business Resources

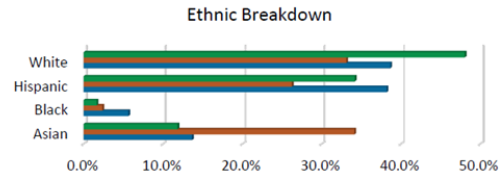
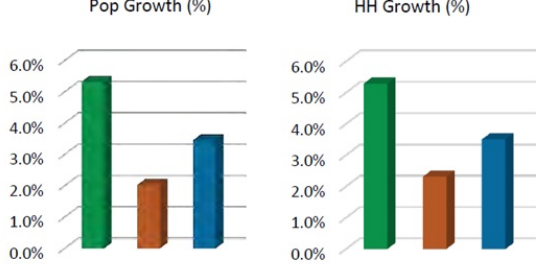
Please feel free to reach out to the Economic Development team if you have any questions or want to connect with us. We look forward to continuing to work with you and thank you for your commitment to "Choose Morgan Hill."

## Morgan Hill Market Analytics Report

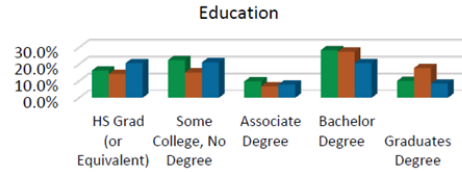
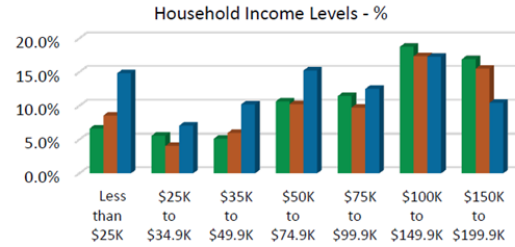
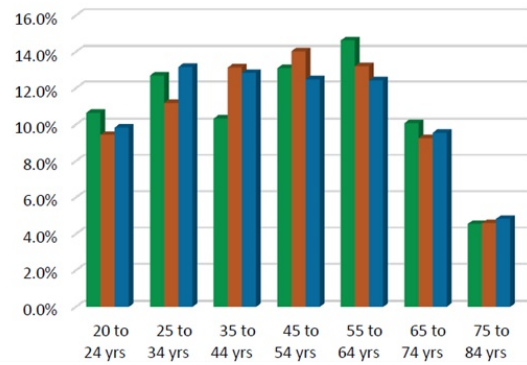


In HdL's "INSIGHT Market Analytics Report" you will find updated data on Morgan Hill's population and business industry as they relate to Santa Clara County and the State of California. Key highlights can be found below, and the full Consumer and Employment Profile can be reviewed [HERE](#).

### Population:



Population by Age Group



Morgan Hill.....Santa Clara County.....State of California

**Business Industry:**

	Establishments		Employees		Establishments		Employees		Establishments		Employees	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	<b>1,483</b>	<b>100%</b>	<b>21,200</b>	<b>100%</b>	<b>2,565</b>	<b>100%</b>	<b>46,724</b>	<b>100%</b>	<b>5,389</b>	<b>100%</b>	<b>89,172</b>	<b>100%</b>
Accommodation & Food Services	99	6.7%	1,608	7.6%	149	5.8%	2,296	4.9%	351	6.5%	5,129	5.8%
Administration & Support Services	50	3.4%	1,124	5.3%	91	3.6%	2,314	5.0%	195	3.6%	4,505	5.1%
Agriculture, Forestry, Fishing, Hunting	16	1.1%	171	0.8%	24	0.9%	217	0.5%	38	0.7%	303	0.3%
Arts, Entertainment, & Recreation	38	2.6%	758	3.6%	71	2.8%	2,155	4.6%	146	2.7%	4,169	4.7%
Construction	104	7.0%	1,427	6.7%	180	7.0%	2,712	5.8%	380	7.1%	5,610	6.3%
Educational Services	39	2.7%	951	4.5%	65	2.5%	1,436	3.1%	165	3.1%	4,389	4.9%
Finance & Insurance	91	6.1%	658	3.1%	127	5.0%	862	1.8%	263	4.9%	1,692	1.9%
Health Care & Social Assistance	216	14.6%	3,003	14.2%	478	18.6%	11,173	23.9%	1,055	19.6%	19,058	21.4%
Information	30	2.0%	751	3.5%	55	2.1%	1,587	3.4%	104	1.9%	3,101	3.5%
Management of Companies & Enterprises	1	0.1%	171	0.8%	2	0.1%	208	0.4%	2	0.0%	210	0.2%
Manufacturing	108	7.3%	2,949	13.9%	169	6.6%	7,170	15.3%	266	4.9%	11,245	12.6%
Mining	2	0.1%	21	0.1%	2	0.1%	25	0.1%	2	0.0%	27	0.0%
Professional, Scientific, & Technical Services	118	8.0%	1,436	6.8%	238	9.3%	4,031	8.6%	451	8.4%	6,381	7.2%
Real Estate, Rental, Leasing	66	4.4%	331	1.6%	99	3.9%	534	1.1%	213	4.0%	1,269	1.4%
Retail Trade	167	11.3%	2,691	12.7%	286	11.2%	4,793	10.3%	675	12.5%	11,041	12.4%
Transportation & Storage	12	0.8%	334	1.6%	26	1.0%	609	1.3%	55	1.0%	967	1.1%
Utilities	5	0.3%	397	1.9%	8	0.3%	495	1.1%	9	0.2%	538	0.6%
Wholesale Trade	28	1.9%	148	0.7%	61	2.4%	777	1.7%	114	2.1%	1,567	1.8%
Other Services	293	19.7%	2,272	10.7%	434	16.9%	3,330	7.1%	904	16.8%	7,971	8.9%

Morgan Hill.....Santa Clara County.....State of California

**New and Noteworthy**



**389-Unit Apartment Complex Breaks Ground in Morgan Hill**

MBK Rental Living held a groundbreaking ceremony for their 389-unit market-rate apartment complex in Morgan Hill on June 7. The community, called Vida Morgan Hill, will consist of two-story and three-story buildings, offering one-bedroom and two-bedroom garden-style apartments. The project will also

Read the Press Release  
HERE

include 79 affordable units. Vida Morgan Hill will be constructed on a 19.5-acre site between Monterey Rd and Butterfield, South of Jarvis Dr and North of Digital Dr.



## Invesco Purchases Butterfield 5 Industrial Park

Global investment company Invesco recently purchased all five industrial buildings in the Butterfield 5 Tech Park, totaling 410,000 sq/ft, for approximately \$119 Million.

Read the Article in the Silicon Valley Business Journal



Read the State Resolution  
HERE

## \*New\* Water Conservation Emergency Regulation

**Effective Immediately** - The State Water Board has adopted a new water conservation emergency regulation to ensure more aggressive conservation across the state. The regulation requires owners and managers of commercial, industrial, institutional properties, and HOAs to immediately cease using potable water to irrigate non-functional turf.



Learn More  
HERE

## Magical Bridge Playground Opens

The City of Morgan Hill is excited to bring magic to Morgan Hill with the opening of the Magical Bridge Playground at Community Park. Through partnerships with the County of Santa Clara, multiple community organizations, and the support of the community, this park will welcome residents and visitors of all ages and abilities. It is the first inclusive playground built in the stretch between San Jose and Salinas, a point of pride for our community.



**The Secret Door**  
**NOW OPEN**  
17015 Walnut Grove  
Suite #103  
2nd Location



**Cigarland**  
**NOW OPEN**  
17400 Monterey Rd  
Downtown Morgan Hill  
Next to GVA Cafe



**Cochi's Kitchen**  
**COMING SOON**  
435 Vineyard Blvd  
Vineyard Town Center

## **Business Resources**



Learn more about the program  
[HERE](#)

**Convert your Turf! Take advantage of the Landscape Rebate Program - available until June 30, 2023, or until funds are depleted.**

The City of Morgan Hill and Valley Water have partnered to provide a Landscape Rebate Program. This program encourages residents and businesses to convert approved high water use landscapes to low water use landscapes and retrofit existing irrigation equipment with approved high-efficiency irrigation equipment. Sites wishing to participate in the rebate program must complete a pre-inspection and submit an online application for approval before beginning any work on their project.

### **Grow Morgan Hill Fund**

For years, the City of Morgan Hill has





National Development Council

partnered with the National Development Council to provide a unique loan program, the Grow Morgan Hill Fund. This program offers loan amounts of \$100,000 to \$1.5 million to qualifying Morgan Hill Businesses. Loans are available for permanent working capital, real estate acquisition, property improvements, machinery/equipment, and refinance of eligible debt. Loans made under this program will be underwritten by Grow America Fund (GAF) and guaranteed by the Small Business Administration. This loan program is designed solely to help retain and grow existing Morgan Hill businesses.

Learn more about the program [HERE](#)

## The Team



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



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



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



**CHOOSE MORGAN HILL**

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