

CHOOSE MORGAN HILL

Hello Morgan Hill Business Community!

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

- Sales tax revenues continue to rise, but experts predict slower growth in 2023
- Morgan Hill targets expanding retailers
- City leads Manufacturing Week
- Are you prepared for food recovery inspections?
- Book a ride anywhere in Morgan Hill for \$2.50
- What you will see on the 2022 Local Election Ballot
- Makers Market drives Shop Local effort
- Ghouls and Goblins return to the Downtown
- Morgan Hill in the news
- 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."

Sales tax revenues continue to climb, however experts predict slower growth in 2023



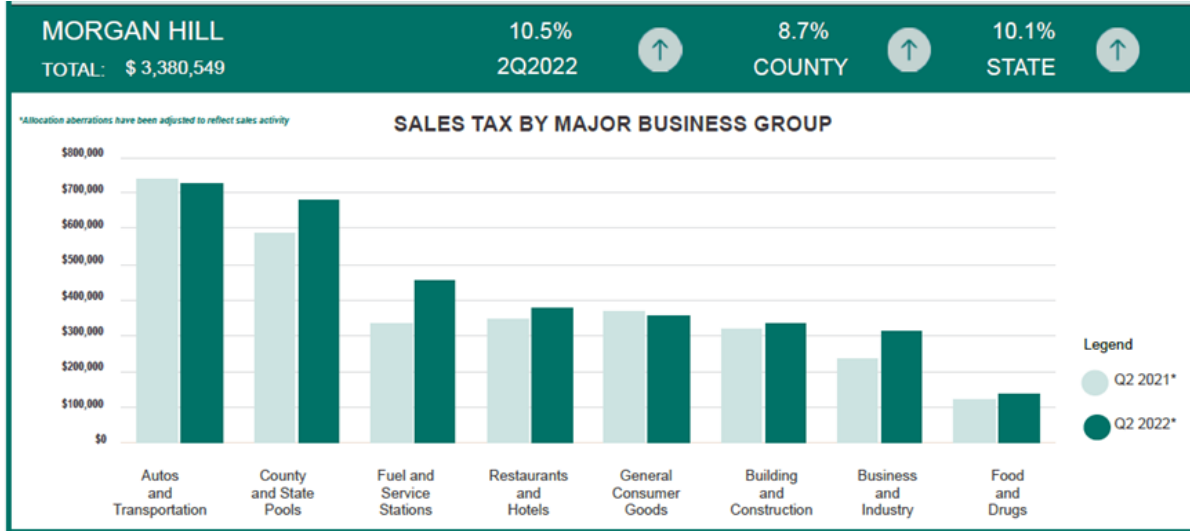
City of Morgan Hill's second quarter of 2022 sales tax revenue report continues to show positive growth. Although sales tax collections continue to soar quarter over quarter, experts predict much slower growth towards the end of 2022 and into 2023, as actions to curb inflation are implemented and comparisons between pandemic and post-pandemic sales tax data becomes obsolete.

[Read the full report
HERE](#)

- Between the months of April-June, Santa Clara County Sales Tax collections grew 8.7%

and Morgan Hill Sales Tax collections grew 10.5%, compared to these same months last year.

- After seven quarters of consistent growth, collections from Morgan Hill's auto and transportation group dipped, mostly due to rising interest rates and inflation.
- Conversely, rising fuel costs and the return of travel activity resulted in service station collections increasing 35% over 2021.
- The business and industry group experienced an increase in collections, due to electrical equipment and light industrial materials sales.
- Statewide, sales tax increased 10% over 2021, marking the sixth consecutive quarter of double digit growth for California.



New & Noteworthy

CHOOSE MORGAN HILL

4 HIGHWAY COMMERCIAL RETAIL SITES

- A: Tarrant & Rosefield (1/2) Acre** - Highway Commercial/General Office/Restaurant/Drive Thru/Service Station
- B: Tarrant & Hwy 101 (1/2) Acre** - Highway Commercial/General Office/Restaurant/Drive Thru/Service Station
- C: Colburne & Hwy 101 (1/2) Acre** - Highway Commercial/General Office/Restaurant/Drive Thru/Service Station
- D: Tarrant & Hwy 101 (1/2) Acre** - Highway Commercial/General Office/Restaurant/Drive Thru/Service Station

CURRENT OPPORTUNITIES INCLUDE:

- Colburne Corner: 1.15/1.52 SF • 10,000 SF • AVAILABLE NOW
- Rosefield Plaza: 25,000 SF • AVAILABLE NOW
- Highway Village: 20,000 SF • 25,000 SF • 40,000 SF • AVAILABLE NOW
- Lowrise Office: 30,204 SF • AVAILABLE NOW

PSYCHOGRAPHICS

- Subd Privilege: 100%
- Top Wealth: 24.1%
- Affluent Households: 24.8%

Morgan Hill targets expanding retailers at the International Shopping Center Conference

The City's Economic Development Team attended the International Council of Shopping Centers (ICSC) Conference, targeting grocers, retailers, restaurant and entertainment venues currently expanding on the West Coast. Read more about the conference and retail trends on our [BLOG](#).

JOIN US FOR A VIRTUAL MANUFACTURING ROUNDTABLE

City leads Manufacturing Week

In honor of National Manufacturing Month, the Economic Development Team hosted a Virtual Roundtable Discussion comprised of industry operators and experts, and coordinated in-person tours for 45 High School Students at local manufacturing facilities Sun Basket and Creative Manufacturing Solutions. Watch the Virtual Roundtable Recording and learn more about



the student tours [HERE](#).

Did you know.....Manufacturing is the #1 industry in Morgan Hill, employing more than 20% of our total workforce. The City has approximately 7 million sq.ft. of existing industrial, R&D, and warehouse space, representing around 2% of Silicon Valley's entire industrial stock. That number is expected to increase, as an additional 1 million sq.ft. of speculative industrial development enters the Morgan Hill pipeline.



Is your business prepared for food recovery inspections?

SB 1383 requires that local agencies develop an edible food recovery system, ensuring that specified businesses -including wholesale food vendors, food distributors, food recovery organizations, and large grocery stores- arrange to donate edible food that would otherwise go to waste. Inspections for compliance with the program are expected to begin as early as this month.

Learn more about Santa Clara County's Food Recovery Program [HERE](#)



Take a ride on MoGo anywhere in the City for \$2.50

MoGo Morgan Hill Quick Ride is the City's new on-demand rideshare service. MoGo offers trips to and from fixed points citywide, within a 10-minute walk to all neighborhoods, and stops at Downtown, shopping centers, schools, recreation facilities, businesses, and community spaces! Download the [MOGO app](#) to book your first ride.

Learn more about MOGO [HERE](#)



What You Will See On The 2022 Local Election Ballot

- Mayor, 2-year term
- Council Member District B, 4-year term
- Council Member District D, 4-year term
- Measure A- Zoning Regulations for Buildings
- Measure B- Monterey Road Lane Reduction

Learn more about the Candidates and Measures [HERE](#)

Did you know.....the Morgan Hill City Council is comprised of a Mayor who is elected citywide, and 4 councilmembers each representing a District based on their address of residence. Most City Council agenda items require a majority vote, meaning 3 City Council Members may determine the direction of the City on any given item.



Learn more about Sidewalk Saturdays [HERE](#)

Makers Market drives Shop Local effort

The 2022 Fall Sidewalk Saturdays Season takes place every Saturday through November 26. Between 15-18 local makers setup booths every week, displaying hand-crafted goods and custom gifts. This pop-up vendors' market is located on 3rd Street in Downtown Morgan Hill from 9 a.m. to 1 p.m.

Where you shop matters. Use the [Buy Local Directory](#) to keep your purchases in 95037 this Holiday Season.



Sign up for a booth and learn more about the event [HERE](#)

Ghouls and Goblins Return to Downtown Morgan Hill

The popular Safe Trick-or-Treat Event returns to Downtown Morgan Hill on October 31 from 5 p.m. to 7 p.m. Children and families are invited to dress in costumes to collect candy and meet local business owners, while enjoying the magic of Downtown. The Safe Trick-or-Treat is organized by the Downtown Association and will take place in Downtown Morgan Hill on Monterey Rd, between Main and Dunne Ave.

Morgan Hill In the News



Visionary Michael Van Every sees opportunity in transit-oriented mixed-use developments — outside of San Jose's downtown core. Van Every is the President and Managing Partner of Republic Urban Properties, who completed an 83-unit apartment mixed-use complex in Downtown Morgan Hill in 2020. He commended Morgan Hill's Economic Development, Planning, and City Manager's offices for their commitment and expediency to supporting the Sunsweet Project every step of the way. Van Every said Morgan Hill is prepped for additional compact development and he will be keeping an eye out for future development opportunities.

Each year, the Silicon Valley Business Journal presents its Structures Awards, honoring the best commercial real estate projects, deals, and people in the region. On Thursday, September 29, the Silicon Valley Business Journal awarded Morgan Hill's Butterfield 5 Technology Park the 2022 Structures Award for Best Industrial Project. Prior recipients of the Structures Award include the Morgan Hill Parking Garage, Granada Theater Renovation, and Silicon Valley Glass.



Dine Out California lists Sushi Confidential as one of the 17 Freshest Seafood Restaurants in California.

Read the article [HERE](#).

Business Resources

FREE WEBINAR



Grow with Google

NOV 3, 2022 9:00am - 10:00am

Get Your Website Ready for the Holidays

*This event is organized and hosted by a Grow with Google Program Partner.

Join us and learn how to:

- Get the most from your website this holiday season
- Reach and build a loyal customer base this holiday season
- Understand how search works and how to optimize your site for higher ranking

See a live case study of a Sunnyvale business website and their holiday strategy tips.

REGISTER
HERE

<https://www.eventbrite.com/e/get-your-website-ready-for-the-holidays-tickets-434393963037>



Maximizing Online Holiday Shopping

"Grow with Google" will host a free webinar on November 3 from 9 a.m.-10 a.m. to help businesses maximize online orders this holiday season. Learn strategies about how to update and optimize your website, build a larger customer base, and encourage online orders during the holidays.

Register
HERE

Help Us Help You!

Visit the Choose Morgan Hill Website for a



wealth of business support resources including the newest in grant, rebate, and incentive programs. If you are an existing Morgan Hill company looking to grow, learn how the **Grow Morgan Hill Fund** can support your expansion plans. Give us a call and tell us how we can help you!

The Team



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