

CHOOSE MORGAN HILL



As we close out another busy year, the Economic Development team would like to wish all of our businesses a happy and prosperous holiday season.

We are grateful for the community's support of the Downtown Street Activations, the Buy Local Holiday Shopping Passport, and engagement during our business roundtable meetings. This final newsletter of the 2023 year captures just a few of our most recent accomplishments.

We look forward to the New Year and our work ahead to support the City's long-term fiscal sustainability and increase the number of local job opportunities for all Morgan Hill residents.

Matt Mahood & Brittney Sherman
Economic Development Team
City of Morgan Hill

Community Activations

4th Saturday Downtown Street Series

Thousands of community members came to Downtown Morgan Hill to attend free family-friendly activations during the months of August, September, and October.

This series of events, called the 4th Saturday Downtown Street Series, was funded and organized by the City



4TH SATURDAY DOWNTOWN STREET SERIES

Morgan Hill is proud to offer FREE community programming Downtown to celebrate our beautiful city!

Join us in Downtown Morgan Hill as we close the road to vehicle traffic and open Monterey Road to free family friendly activities and entertainment for all ages.

Details

4th Saturdays
August - October
10 a.m. - 4 p.m.
Downtown Morgan Hill



Events

August 26 | Doggy Days of Summer
September 23 | Maker's Market and Car Show
October 28 | Kidz Fest & Safe Trick-Or-Treat

BONUS Outdoor Movie Night
Starting at dusk after each event



with the goal to make Downtown more accessible and inclusive, offer family-friendly events without impacting commuters, reinforce City branding, and support existing Downtown businesses.

August 26 Doggy Days of Summer



Watch the recap video
[HERE](#)

September 23 Maker's Market & Car Show





Watch the recap video
[HERE](#)

October 28 Kidz Fest & Safe Trick-or-Treat



Watch the recap video
[HERE](#)



Sidewalk Saturdays

Started in 2020 to support home-based and retail small businesses through the pandemic, Sidewalk Saturdays has evolved into a beloved community event embodying the Buy Local spirit. This popular maker's market celebrated its fourth year in Downtown Morgan Hill, highlighting 15-25 vendors every Saturday, over two twelve-week seasons.



CHOOSE MORGAN HILL

MORGAN HILL BUSINESS ROUNDTABLE

LUNCH WITH YOUR LEGISLATORS

OPPORTUNITY TO ENGAGE WITH LEGISLATORS & OTHER BUSINESS LEADERS

Friday, September 29
11:00 am to 1:30 pm

Shoe Palace Headquarters
745 Jarvis Drive, Morgan Hill

- By invitation only, space is limited
- RSVP by September 15
- Lunch will be provided

REGISTER NOW

hilary.holeman@morganhill.ca.gov

JOHN LAIRD
California Senator, District 17

GAIL PELLERIN
California Assemblymember, District 28

SYLVIA ARENAS
Santa Clara County Supervisor, District 1

SHOE PALACE

Legislation and Lunch

In September, the Economic Development Team, along with Mayor Mark Turner, hosted a Legislative Business Roundtable at the Shoe Palace headquarters located at 745 Jarvis Drive. Morgan Hill business leaders, stakeholders, and elected officials representing Morgan Hill at the local, county, state, and federal levels attended to discuss business issues and potential solutions. The event included a tour of the 500,000 square-foot Shoe Palace headquarters.



Retail Radar

The Economic Development team continued to advocate for new and existing retail while attending the annual International Council of Shopping Centers' (ICSC) Southern California Conference. The team met with brokers, retailers, and developers to attract new retail brands and hospitality to Morgan Hill. We continue to hear that Morgan Hill is on the "retail radar" for many growing brands, as they right-size storefronts and look to locate in communities with population counts below 50,000 which has traditionally been the cutoff threshold.



Economic Mobility Program Strives to "Elevate" Residents



Approximately 35% of Morgan Hill residents are Spanish speaking, 50% of residents are cost burdened, and an average of 54 low-wage workers compete for each affordable home. To assist in the development of a project to boost the upward mobility of Morgan Hill residents, the City was awarded an Economic Mobility Grant by the International City/County Management Association (ICMA). The Economic Development Department's role in the "Elevate Morgan Hill" program includes convening regular discussions with HR Directors to better

understand the staffing needs of the City's larger companies and identify opportunities for Spanish-speaking community members to fill vacant positions.



Downtown Sidewalks Are Glistening

Downtown Morgan Hill now has a Property Business Improvement District, where both property owners and the City identify, collaborate, and fund improvements in the Downtown. The first action completed in 2023 was a deep cleaning of the district sidewalks which has not been done in the last ten years.



Where You Shop Matters

When you purchase goods or services from a local Morgan Hill business, up to 78% of your purchase money returns to the local economy to support roads, parks, police and fire services.

To support small businesses this holiday season, the City launched a Buy Local Holiday Passport Campaign where patrons receive signatures in a Passport booklet for every \$20 spent at a participating small business. Once all 16 boxes are filled they enter their booklet to win one of three prizes. There are currently 43 businesses participating in the campaign and over 1,000 Passport Booklets have been distributed throughout Morgan Hill to date.

Opening the door for vehicle sales



Vehicle Sales Overlay and Design Guidelines (approved December 2023)

Auto dealers are one of the top sales tax generating uses for the City's General Fund. For every auto dealer operating in Morgan Hill, the City can fund an additional 2.5 Police Officers from their sales tax contributions. In an effort to support the City's long-term economic sustainability, the City developed a zoning overlay and auto design guidelines to support the attraction of new auto dealers in the future.

Local Business Expansion

With 1 million square-feet of Industrial space recently completed and an additional 1 million square-feet in the pipeline, Morgan Hill is ripe for manufacturing relocations and expansions. The completion of the Butterfield 5 business park will also help the City retain existing Morgan Hill businesses ready to expand, by offering attractive, competitively priced, available space. More than 70% of Morgan Hill residents commute outside the City for work. With the expansion of existing businesses and the attraction of new ones, we hope to offer greater job opportunities that allow residents to work where they live.



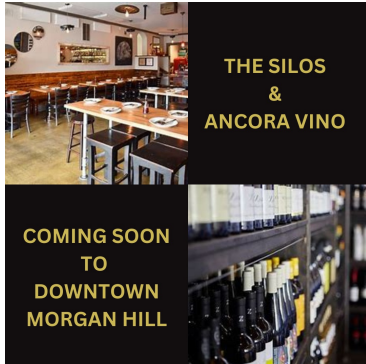
Toray Advanced Composites, a multi-national producer and supplier of advanced composite materials, recently expanded into an adjacent building previously used by Prism Electronics. This additional space will help the company grow its Morgan Hill footprint by 74,000 square-feet and increase its workforce an additional 100 employees.



Pinnacle, an experiential marketing agency, recently secured a lease for Building 1 at the Butterfield Technology Park. The new building will allow them to expand their Morgan Hill footprint and increase local employment opportunities.

Welcoming New Retail

On the retail front, we are excited to have both independent and national brands locating in Morgan Hill. Here are a few businesses that opened late 2023 and a few that are planning to open in 2024:



Edes Building and Art Gallery
Opening Spring 2024, Downtown Morgan Hill

I BELONG, Morgan Hill



To support the creation of a more inclusive community, the City of Morgan Hill has launched "I BELONG, Morgan Hill," a community outreach effort that includes a community survey and a series of listening sessions. We encourage you to share the survey link (available in both English and Spanish) with your

employees and patrons to help us build a better and more inclusive Morgan Hill.

The Team



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



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



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408-779-6480 • www.choosemorganhill.com

17575 Peak Ave. Morgan Hill, CA 95037



City of Morgan Hill | 17575 Peak Avenue, Morgan Hill, CA 95037

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Sent by brittney.sherman@morganhill.ca.gov powered by



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