

CHOOSE MORGAN HILL

Hello Morgan Hill Business Community!

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

- California's Revenue Surplus of \$55 Billion
- Meet the Business Law Enforcement Liaison
- Go Green on Butterfield
- Hotel Incentive Policy
- Spanish Language Translation
- Connecting Businesses to Bikes
- Public Works Week
- Benjamin Moore, Mission Bell, and Urban Ranch
- Business Resources

Please feel free to reach out to the 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."

California's Revenue Surplus of \$55 Billion



Governor Gavin Newsom recently announced an upward revision of \$55 billion in the state's general revenues since January. With the surplus, the Governor is proposing some targeted tax benefits for businesses, including:

- Extending the **CalCompetes tax credit program** for five years at \$180 million per year, and extending the **CalCompetes grant program** for another year at \$120 million.
- Allocating another \$500 million for a grant program administered by the Small Business Advocate to provide additional relief to small businesses, focusing on the top ten industries hardest hit by the pandemic.

New and Noteworthy



Meet the Business Law Enforcement Liaison

We understand that as a business owner, your main priorities are keeping your business secure and your employees safe. To that effect, we would like to introduce you to Business Law Enforcement Liaison Corporal Mindy Zen, and share some of her safety and security best practices.

Email Corporal Zen
[HERE](#)

#1 USE CITY RESOURCES: Call MHPD Non-Emergency @ 408-779-2101 to report non-emergency crime, nuisance, or blight issues. Contact the Morgan Hill Police Department Business Law Enforcement Liaison @ 669-253-4917 for concerns affecting your business operations.

#2 INSTALL SECURITY CAMERAS: Security cameras deter crime, vandalism, and provide safety for your employees and patrons. Keep all areas visible to cameras and please share your footage with the Morgan Hill Police Department.

#3 KEEP THE LIGHTS ON: Lighting creates a sense of liveliness and an illusion that people are around. Leave the lights on or install motion-activated lighting after hours.

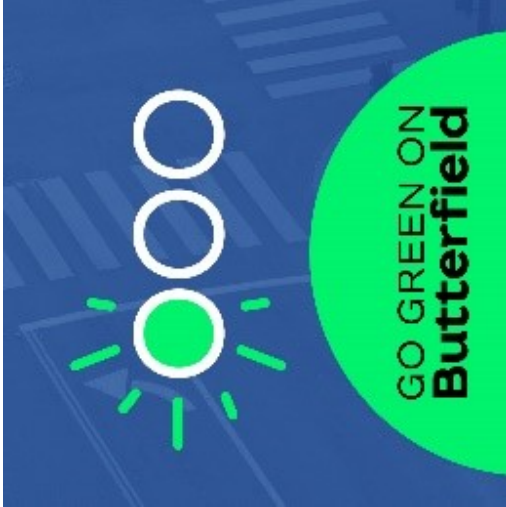
#4 MAINTAIN AND CHECK ON YOUR PROPERTY: Perform regular visits and keep your property free of trash, litter, and junk. Trim or remove tall bushes, trees, and shrubbery. The City of Morgan Hill has a high standard of cleanliness, and we expect business owners to do the same.

#5 PRIVATE PROPERTY SIGNAGE AND AUTHORIZATION: Private property owners may authorize local law enforcement to arrest trespassers under certain provisions. Post "No Trespassing/Private Property" signs on your property and complete MHPD's "Arrest Authorization Form."

#6 USE ONLINE FORMS TO REPORT A CONCERN: If you have a concern about graffiti, illegal dumping, abandoned vehicles, etc., please use our online tool [HERE](#) to report it.

Go Green on Butterfield

The City has recently taken measures to optimize and improve traffic flow on the Butterfield Corridor by installing new signal controllers. Signal optimization has been implemented during peak travel times, Monday-Friday between the hours of 6-8 a.m. and 4-6 p.m. By encouraging traffic flow off Monterey and onto Butterfield, we are aiming to make downtown safer while simultaneously improving travel times for residents. If you



regularly use Monterey Road to travel north and south through the City, we encourage you to give Butterfield a try over the next few weeks.



Join the June 1, 2022 City Council Meeting [HERE](#)

Hotel Incentive Policy

To further support the City's Tourism industry and long-term financial sustainability, the City's economic development team is developing a Hotel Incentive Policy (HIP). The proposed policy is a two-pronged approach, first to support the development of new hotels in currently zoned locations and second to support the reinvestment of aging hotels that want to improve the quality of their existing property.

A key component of having a successful and thriving Tourism industry is having available hotel rooms— both in quality and in quantity. Today, the City of Morgan Hill has 14 lodging hotels, 6 of which are classified as Upscale or Upper Midscale. The remaining 8 hotels are of a lower classification, some requiring significant investment in the coming years to maintain their current chain scale. The top 6 hotels generate 78% of the City's transient occupancy tax (TOT)— a critical source of revenue that goes directly to the City's General Fund to pay for essential services like Police and Fire. To put it in perspective, a 90-room Upper Midscale class hotel will generate enough TOT revenue to support 1.5 police officers on an annual basis. Hotels are a regional market and Morgan Hill has missed the last two development cycles. It is our hope that the HIP spurs new hotel development and brands in pre-zoned areas and encourages reinvestment in existing hotel properties.



Spanish Language Translation

To support our existing Spanish speaking business operators and to attract additional Hispanic owned business investment, the Choose Morgan Hill website has a translation feature. To convert the entire site to Spanish, simply visit our website [HERE](#), scroll to the bottom of the page and click the drop-down arrow next to "Select a Language."



Connecting Businesses to Bikes

The City of Morgan Hill created a Bike-Friendly Business Program to connect local businesses with the local bicycling community. Community health, economic development, and quality of life are the driving forces of this program. Bike-Friendly Business members enjoy periodic recognition in promotional materials, including social media, and a greater connection to the cycling and pedestrian community. For more information on the Bike-Friendly Business Program click [HERE](#).



Public Works Week

Last week was National Public Works Week! Teammates in Utilities, Maintenance, and Engineering play a vital role in our daily lives, improving our quality of life, supporting economic growth, and providing a safe and healthy environment for our enjoyment. Often times their work goes unnoticed, when our infrastructure is working effectively and efficiently. We at the City of Morgan Hill are proud to celebrate the unsung heroes who are always present and ready to keep our City safe and functional.

Business Visits

Learn more about these great companies by visiting the Choose Morgan Hill Blog [HERE](#).



[Benjamin Moore Cochrane Plaza](#)
NOW OPEN

[Mission Bell Manufacturing](#)



[Urbn Ranch](#)
NOW OPEN

Downtown Morgan Hill
17270 Monterey Rd
Suite #100
(between Willard Hicks and MO's)

[Business Resources](#)



Affordable Connectivity Program

The federal government has secured commitments from 20 Internet Service Providers (ISPs) to offer at least one high speed internet plan with a minimum of 100 MB download for no more than \$30 a month, and a guarantee of no additional fees or data caps, to an estimated 48 million households who qualify for it across the country.

The Affordable Connectivity Program (ACP) provides a discount of up to \$30 per month toward internet service for eligible households. They can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or tablet from participating providers so long as they contribute between \$10-\$50 toward the purchase price. The ACP is limited to one monthly service discount and one device discount per household.



Learn more about the program
[HERE](#)



Read the full Press Release
[HERE](#)

Hospitality Industry Recovery

A recent press release from Visit Morgan Hill shows that hospitality industry recovery is currently underway.

"Visit California's newly released report, prepared by Dean Runyan Associates, details the economic impact of state tourism in 2021. Per the report, Santa Clara County's visitor-generated spending, tax revenue, and jobs increased from 2020 to 2021. However, spending remained at 53.5% of 2019 levels. Much like the state and county, Morgan Hill has not yet fully recovered pre-pandemic tourism indicators. However, the Morgan Hill Tourism Business Improvement District (MHTBID) collections saw a 125% increase July through December 2021 over the previous six months of 2021, indicating local tourism uptick and preliminary recovery."

The Team



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