



# **An Economic Blueprint for Morgan Hill**

Morgan Hill

# **Goal of the Economic Blueprint**

Develop a guiding document for land use, budget and policy development for the next five to ten years to ensure economic prosperity and sustainability in Morgan Hill



# Morgan Hill's Aspirations

- Fiscally sustainable community
- Retain and enhance quality of life
- Attract a range of professional jobs for residents
- Grow sports and recreation tourism base



# Collaborative Approach to Economic Blueprint

Feb

- Grounded in Facts

Mar/Apr

- City led Community Engagement

April

- Strategy Development



# Thought Leaders

- John Horner, Chamber Commerce Business Advocate
- Tim Paulus, Ford Store Morgan Hill Large Commercial Business Owner
- Scott Unger, Tencate Composites Large Employer
- Eric Mclean, Anritsu Large Employer
- Gene Guglielmo, Guglielmo Winery
- John Kent, Pacific Oak, Retail Center Property Owner
- Dan McCranie, Ladera Grill, Small Business Owner
- Brad Krouskup, Toeniskoetter, Industrial Developer
- Ed Tewes, Former City Manager of Morgan Hill, Acting City Manager of Gilroy, Government



# Pathfinders

- Carol Coen- Evergreen Community College, Education
- Greg Matter, JLL, Industrial Broker
- Tim Steele, Sobrato Development, Industrial Developer
- Russell Hancock, JVSU, Regional Business Advocate
- Matt Mahood, REDI, Regional Business Advocate
- SVEDA, Economic Development Professionals
- Chad Froman, MWest, Industrial Developer



# Focus Group Targets

- Morgan Hill Chamber of Commerce
- Morgan Hill Downtown Association
- Tourism Alliance
- Rotary
- Joint Venture Silicon Valley-SVEDA
- Santa Clara County
- Farm Bureau/Winery Association
- Commercial Real Estate Brokers
- Commercial Developers (existing and future)
- Talent (Recruiters)
- Workplace professionals
- Select Company interview in Morgan Hill
- Industry/Sector Convening



# Engagement Questions

1. What positive developments have you seen in Morgan Hill in the last five years? What is moving in the right direction?
2. What remains attractive about South Silicon Valley as a business location relative to other cities regionally or nationally? What advantages are eroding?
3. Any thoughts or feedback on Morgan Hill's role, contribution, and leadership in the Bay Area?
4. What important trends/shifts/uncertainties in business or other areas should the City take into account in planning its future?
5. As you think about the next five to ten years, what should the City of Morgan Hill prioritize to remain an attractive location for people and companies?
6. In thinking about business/job growth and economic development, how do the next 12 months look to you? The next 3-5 years?
7. Any other input you'd like to provide the City as we update Morgan Hill's Economic Blueprint?

# Envisioned Output and Use

1. A high level policy document to guide land use policy and budget decisions
2. Focused on jobs, economic prosperity and sustainability
3. Findings inform General Plan update
2. A clear “one voice” communication document for Morgan Hill’s Economic Development aspirations

