



# City of Morgan Hill

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## **SUPPLEMENTAL CITY COUNCIL STAFF REPORT MEETING DATE: MARCH 2, 2016**

PREPARED BY: John Lang, Economic Development Coordinator  
APPROVED BY: City Manager

### **SUPPLEMENTAL STAFF REPORT ON ECONOMIC BLUEPRINT**

#### **RECOMMENDATION(S):**

Accept report on Economic Blueprint.

#### **NARRATIVE:**

The purpose of this supplemental report is to clarify the past actions and economic development engagement efforts and how these align with the Economic Blueprint.

The Economic Blueprint is a visionary document that will help guide policy, budget and land use decisions the next five to ten years with the purpose of promoting economic prosperity and sustainability in Morgan Hill.

As part of the General Plan update, Economic Development on May 9, 2013 held an Economic Development Symposium focused on tourism, downtown, retail and business parks. The symposium and panels included local businesses representatives, municipal government and other subject matter experts. The symposium identified Economic Development themes for consideration related to land use and the General Plan Update (GPU).

On January 22, 2015 the General Plan Advisory Committee reviewed and discussed Economic Development goals related to the General Plan. Goals included:

- A strong, unique, stable, and diverse economic base that supports fiscal sustainability
  - Long-term retention of high-quality businesses in the community
  - Additional high-quality job opportunities that match the skill sets of local residents
  - A vibrant, enhanced, visible and well-promoted tourist industry that draws on Morgan Hill's unique character and variety of amenities
  - A downtown where residents and visitors of all ages can live, work, meet, shop, dine, participate in public celebrations, and share in the richness of Morgan Hill's community life
  - Flexible light industrial, business park, and office environments that are integrated appropriately with other land uses and attract a broad range of users
  - Thriving stores, restaurants and shopping centers
- State-of-the art telecommunications facilities that support the needs of local businesses and

assist the City in attracting new businesses

- Support for the arts as a key asset in a unique and authentic community
- Higher-education institutions that provide skills and increase access to high-quality jobs

Finally, on July 15, 2015, Economic Development provided City Council a special workshop on Economic Development. The workshop provided an overview of Morgan Hill's economic landscape and highlighted a range of past and present economic development efforts.

The past outreach and engagements undertaken by the GPU process will be helpful in shaping and informing the overall Economic Blueprint. The Economic Blueprint will use this information as background information and use current economic data and new outreach to supplement this information and ensure economic trends and changes are captured. The Economic Blueprint is intended to be big picture. It is intended to help guide policy decisions beyond land use. It is not intended to compete with the General Plan or to be a long to-do list of desired activities. It is our goal that the Economic Blueprint will identify five to ten big deals to pursue to ensure this community's long term economic prosperity and sustainability.

In the PowerPoint presentation associated with the Economic Blueprint, Gene Guglielmo from Guglielmo Winery was inadvertently left off the listing as a Thought Leader. Mr. Guglielmo represents the wine and tourism industry.

**LINKS/ATTACHMENTS:**

None.