

An aerial photograph of Morgan Hill, California, overlaid with a semi-transparent blue filter. The image shows a mix of urban development, including roads and buildings, and surrounding natural features like hills and a reservoir. A label 'Morgan Hill' is placed over the town area.

# **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



# **Examples of Economic Development Challenges**

- Industrial land use conversions to residential
- Vision for all of Monterey Road
- Downtown development
- Quality and availability of retail
- Consistency of development review
- Local and regional competition



# Collaborative Approach to Economic Blueprint

Feb

- Grounded in Facts

Mar/Apr

- City led Community Engagement

April

- Strategy Development



# Thought Leaders

- John Horner, Chamber of Commerce, Business Advocate
- Tim Paulus, Ford Store Morgan Hill, Large Commercial Business Owner
- Scott Unger, Tencate Composites, Large Employer
- Eric Mclean, Anritsu, Large Employer
- 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
- Gene Guglielmo, Guglielmo Winery, Winery and Tourism



# Pathfinders

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



# Engagements

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



# Question

[www.morganhill.ca.gov/economicblueprint](http://www.morganhill.ca.gov/economicblueprint)

1. What is the single most significant action the city could take to ensure economic prosperity?



# Question

2. What is the best thing the City could do to make it attractive for companies to locate here or for people to invest in Morgan Hill?



# 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
4. A clear “one voice” communication document for Morgan Hill’s Economic Development aspirations



# Thank you!

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[www.morganhill.ca.gov/economicblueprint](http://www.morganhill.ca.gov/economicblueprint)

