

# Economic Blueprint Findings

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





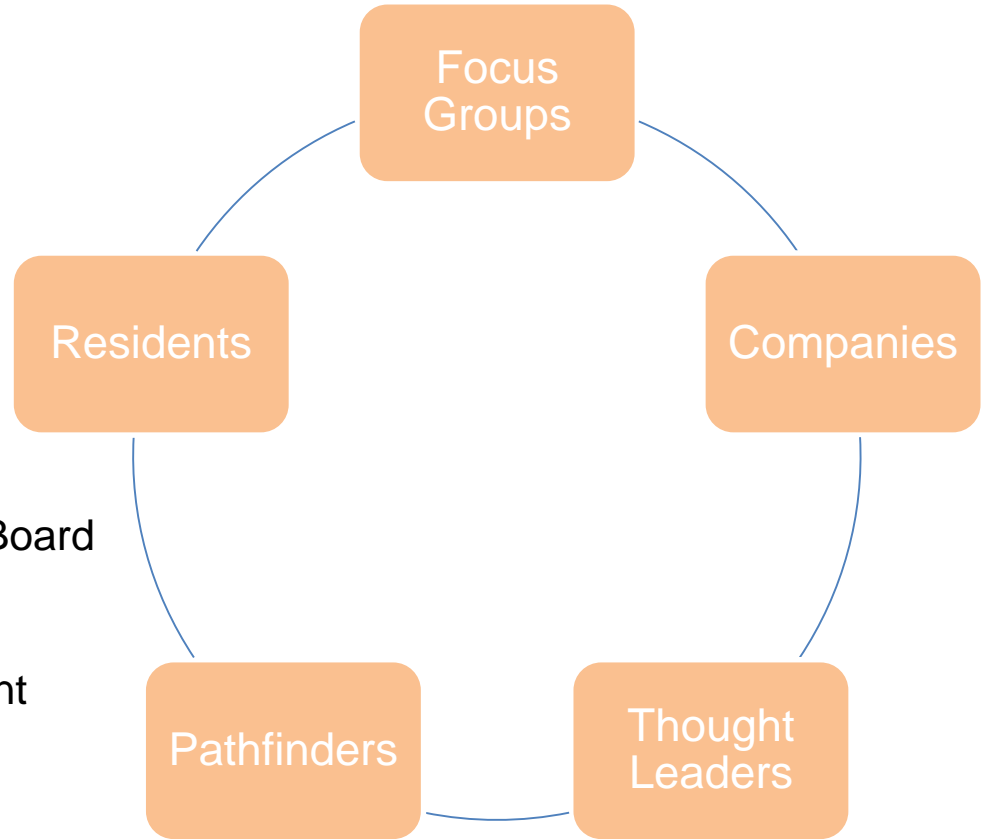
# Morgan Hill's Aspirations

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



# Community lead engagement for the Economic Blueprint

- City Council
- Rotary
- Kiwanis
- Economic Development team
- City employees
- Tourism Alliance
- Citywide resident focus group
- Morgan Hill Chamber of Commerce
- Morgan Hill Planning Commission
- Morgan Hill Downtown Association Board
- South County Realtors Alliance
- Morgan Hill Downtown Association
- Silicon Valley Economic Development Alliance
- Online survey
- Individual companies



# **Finding 1: Grow Leisure, Sports Recreation Tourism through enhanced facility utilization and strengthen professional linkages and partnerships**

- Develop Tourism Board/Visitors Bureau in partnership with the hotels, Chamber of Commerce and other tourism based operations/businesses
- Seek to diversify tournaments and event producers
- Invest in existing and new recreation facilities and venues
- Develop a live music strategy in partnership with the Chamber of Commerce, Wineries Association and Downtown Association
- Strengthen linkages to regional convention and visitors bureaus
- Improve on-demand transportation options as well as group transit between recreation and leisure amenities

## **Did you know?**

- For every \$1 spent by a visitor on recreation activities like the aquatics center and regional recreation facilitation generates \$1.30 in economic impact and 11 jobs
- For every \$1 spent by a visitor on hotels and motels facilitation generates \$1.20 in economic impact and 8 jobs



## **Finding 2: Improve access, availability and offerings of education services for youth, young adult and mid-career individuals**

Did you know?

- 20% decline in FTE students @ Gavilan in last 5 years
  - No eligible training providers or professional development services in Morgan Hill
  - Nine accredited Western Association of School and Colleges In Morgan Hill
- Work with local community and state colleges on expanding more class offerings in Morgan Hill to support the local community and workforce
  - Ensure any new investments in primary and secondary education locations are accessible by walking and biking for a healthy community
  - Build better alignment of community and state college engagement with local business needs
  - Attract maker/vocational/ related businesses to support "hands-on" learning



## **Finding 3: Maintain existing General Planned Industrial Designated Land for future professional job opportunities**

### Did you know?

- Approximately 6.5 million square feet of built industrial/ flexible space in Morgan Hill
- 2 million square feet of built commercial space.
- Current vacancy rates for the built industrial space is about 7%

- Work with industrial and commercial real estate developers and brokers to communicate the value proposition of doing business in Morgan Hill
- Bring additional worker amenities closer to business parks through improved design and Zoning
- Work utility and service providers to identify infrastructure impediments to site development
- Ensure the Zoning code aligns with a variety of office/R&D/manufacturing uses for today's business users including local onsite sales





## **Finding 4: Encourage and foster an environment that supports business formation in Morgan Hill**

### Did you know?

- 70% of Morgan Hill working residents do not work in Morgan Hill
- 1,200 companies in Morgan Hill
- 20% of Jobs in Morgan Hill are considered manufacturing

- Promote job investment opportunities into existing vacant buildings
- Work closely with existing scaling businesses to expand in Morgan Hill
- Encourage investment in additional services and amenities to support business growth
- Work on providing alternative transportation solutions for Morgan Hill (ex. rideshare, more commuter rail and shuttles)
- Work collaboratively with the Chamber of Commerce in supporting business retention and growth





## Finding 5: Program More Diverse Retail/Office Amenities in Downtown



- Develop more boutique retail shopping opportunities that stay open into the evening hours
- Provide more live entertainment offerings and venues within Morgan Hill
- Support second phases for retail center development
- Work with existing retailers on developing omni-channel sales



## **Finding 6: Strengthen communication and identification of the Morgan Hill brand**

- Change perceptions about business investment into Morgan Hill through concentrated outreach to industrial and commercial real estate brokers
- Demonstrate we are open and welcoming of business
- Ensure responsiveness and timeliness in development review
- Simplify research and information on impact fees for new development
- Celebrate Success
- Develop a community ambassador program



## **Finding 7: Continue to be diligent in investing in critical infrastructure**

Did you know?

- Telecommunications infrastructure receives a letter “D” grade
- 135 miles of sewer lines in Morgan Hill
- 125 miles of streets
- 1 115kV substation

- Maintain safe reliable water supply
- Provide safe, accessible roads
- Ensure broadband and telecommunication deployment throughout Morgan Hill
- Provide accessible paths for pedestrian and bicycle transportation



## **Finding 8: Focus on a range of medical offices and care facilities that support the diverse needs of Morgan Hill**

### Did you know?

- 7 Skilled nursing centers
- 1 acute medical care facility
- 145 medical, dental, vision professionals in Morgan Hill

- Work on attracting more ambulatory care and imaging centers to Morgan Hill
- Expand the need for additional skilled nursing facilities as Morgan Hill's population ages
- Create more flexibility within the Zoning code to support medical services opportunities





# Supportive Elements to Findings

- Improve transportation options by adding additional rail service and on-demand transportation solutions
- Provide clear development process windows and timelines
- Streamline zoning code to align with Economic Blueprint goals
- Focus on quality of development versus quantity



# **Concerns/Comments on Findings**



# Thank you!

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