



# City of Morgan Hill

## Legislation Details (With Text)

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**Title:** ECONOMIC BLUEPRINT

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Date	Ver.	Action By	Action	Result
3/2/2016	1	City Council	accepted	Pass

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

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

### ECONOMIC BLUEPRINT

#### RECOMMENDATION(S)

Accept Report on Economic Blueprint.

#### COUNCIL PRIORITIES, GOALS & STRATEGIES:

##### Ongoing Priorities

Maintaining fiscal responsibility  
Supporting youth  
Preserving and cultivating public trust

##### 2016 Focus Areas

Planning Our Community  
Developing Our Community  
Participate in Regional Initiatives

#### REPORT NARRATIVE:

The City of Morgan Hill has grown and transformed over the last 20 years. With a resident population over 41,000 and nearly 3,400 businesses, now is the ideal time for the City of Morgan Hill to develop an Economic Blueprint. To foster economic growth and support sustainability, the Economic Blueprint is envisioned to be a "big picture" document to guide land use, policy development, budget decisions, and collaborative efforts for the next five to ten years.

Building upon the initial research and community engagement process undertaken with the General Plan update, the Economic Blueprint development effort will include focus group and one-on-one meetings with various resident, business and organizational stakeholders to ascertain the opportunities that exist for Morgan Hill. Two leadership groups will be utilized to ensure the Economic Blueprint report is focused, strategic, inclusive, and meaningful while at the same time visionary and high level enough to stay relevant in the next five to ten years. A "Thought Leaders" advisory group contains key Morgan Hill businesses and community leaders and will help ground and orient focus group findings. A "Pathfinders" advisory group is made up of outside industry leaders that will provide feedback regarding Morgan Hill's regional aspirations. The overarching goal is to develop a realistic plan that is adopted by the Council and embraced by the community to ensure we align our collective resources towards common outcomes.

Work on the Economic Blueprint is already underway. Focus group meetings will be taking place in March/April 2016 with various business groups, community groups, developers and key property owners. Information on the Economic Blueprint and schedule of meetings can be found at <http://www.morgan-hill.ca.gov/EconomicBluePrint> .

#### **COMMUNITY ENGAGEMENT: Collaborate**

Focus groups are being arranged with the following business and community constituents; Morgan Hill Chamber of Commerce, Morgan Hill Downtown Association, Tourism Alliance, Rotary, Joint Venture Silicon Valley, Santa Clara County Farm Bureau/Winery Association, Commercial Real Estate Brokers, Commercial Developers, Talent (Recruiters), Workplace professionals, select company interviews in Morgan Hill. Additionally, general community meetings will be held in March.

#### **ALTERNATIVE ACTIONS:**

City Council could decide to not pursue an economic blueprint and instead refine and strengthen the Economic Development element of the General Plan.

#### **PRIOR CITY COUNCIL AND COMMISSION ACTIONS:**

At the August 5, 2015 City Council meeting approved the Economic Development Coordinator position. A major work program for the position was to develop an Economic Blueprint for the City of Morgan Hill. At the February 17, 2016, City Council reaffirmed the priority of the Economic Development Blueprint for Spring 2016.

#### **FISCAL AND RESOURCE IMPACT:**

It is estimated that in order to complete the Economic Blueprint it will cost approximately \$27,000. This cost estimate includes some part-time work to be performed by interns, along with consultant contracts for a copywriter, design and communications firm. The cost to develop the Economic Blueprint was contemplated in the FY15/16 Economic Development budget. No budget action is required at this time.

#### **CEQA (California Environmental Quality Act):**

Not a Project

#### **LINKS/ATTACHMENTS:**

Economic Blueprint presentation