

CHOOSE MORGAN HILL

Hello Morgan Hill Business Community!

In this eNewsletter, you will find information about key efforts that impact our business community, including:

- 2022 State of the Valley Index
- New Fire Chief
- Water Use Restrictions
- Housing Element Survey
- Depot Street Closure
- Citizen's Initiative - Monterey Road Lane Reduction
- Police Department Cadet Program
- Businesses Coming Soon and Existing Business Visits
- Business Resources

Please feel free to reach out to the team if you have any questions or want to connect with us. We look forward to working with you in 2022 and thank you for continuing to "Choose Morgan Hill."

2022 State of the Valley Index



Updated annually, Joint Venture's Silicon Valley Index is a comprehensive report of indicators that measure the strength of our economy and the health of our community, highlighting challenges and providing an analytical foundation for leadership and decision making. We have listed a few key takeaways below. Visit the Silicon Valley Joint Venture website [HERE](#) to download your complete copy.

EMPLOYMENT:

- Silicon Valley's unemployment rate peaked at 12% in April 2020, and returned to pre-pandemic numbers near the end of 2021, adding approximately 88,000 jobs in the second half of the year alone. Today, Silicon Valley's unemployment rate is 2.8%.

INCOME:

- Silicon Valley residents have an estimated collective wealth of nearly \$1.17 trillion, more than the GDP of The Netherlands. The wealthiest 25% of households account for approximately 92% of the total Valley's wealth. The income gap of residents with varying

educational levels is wider than the United States, with a \$69,000 median gap between those with a High School Diploma and those with a Bachelor's Degree. Approximately 18% of Silicon Valley households have no savings, and 33% do not earn enough to meet their most basic needs.

HOUSING:

- In 2021, the average rent for a studio apartment was more than \$2,000, the number of homes sold was up 48% from the previous year and the median home sale price was \$1.32 million. In the 2020-2021 fiscal year, only 12% of all approved residential units were affordable and approximately 79% of all housing units were located within walking distance to public transit.

INNOVATION:

- In 2021, a record 257 megadeals and \$1.2 billion in Angel Investments were made. San Jose ranked as the number one patent generating city in the nation, and approximately 22% of Silicon Valley startup companies were founded by women.

TECH:

- The tech industry accounted for 1/4 of the employment growth, experiencing two consecutive years of positive growth despite the pandemic. Of the 583,300 tech jobs as many as 38% are employed at one of the top 25 largest tech companies, and 32% at one of the largest 15.

COMMERCIAL:

- More than 5 million square feet of commercial space was completed in 2021, with more than 80% pre-leased upon completion. In 2021, the average rental rate for office space was \$5.54 per square foot and the average vacancy rate was 13%.

New and Noteworthy



Meet the New Fire Chief

CAL FIRE appointed Chief George Huang to Unit Chief of the Santa Clara Unit, effective March 15, 2022. Under the City of Morgan Hill's partnership with CAL FIRE, Chief George Huang will also serve as the Fire Chief for Morgan Hill Fire. Read the full Press Release [HERE](#).

**SAVE
WATER
Forever**

More info: mhvalueswater.com



Water Supply Shortage

The City of Morgan Hill is currently in a Level 2 Water Supply Shortage. For businesses, limits now exist on automatically serving water at restaurants, hotels offering guests the option to decline daily linen service, and construction sites using non-potable water for most site activities. Visit the [MH Values Water](#) page for a complete list of irrigation changes currently in effect through October 31, 2022.

Housing Element Survey



Please share this survey with your employees and complete yourself by April 1, 2022.

Begin the Survey
HERE

The City of Morgan Hill is in the process of updating the Housing Element which identifies our city's housing needs and opportunities, and establishes clear goals and objectives to inform future housing decisions. At its core, the Housing Element is an opportunity to have a community conversation about how to address local housing challenges and find solutions. Therefore, we have created a survey in English and Spanish to gather community input, to help shape the future of housing in Morgan Hill.



Visit the Project Page
HERE

Depot Street Closure

Work for the Depot Church Realignment Project began in the public right-of-way the week of March 28, 2022, and continue through August of 2022. During this time, the main entrance to the Community and Cultural Center parking lot, located at Dunne Avenue and Church Street, will be closed. The entrance at Depot Street will also be closed, however access to the parking lot at the Fifth Street entrance will remain open. There will be a temporary loss of parking spaces during the project timeline. Street and parking lot impacts will be published [HERE](#) as the project progresses.



Email Public Services Director
Chris Ghione

The Depot Church Realignment Project will realign Depot Street with Church Street through the Community and Cultural Center (CCC) Parking lot. This project is intended to improve traffic flow into and around the Downtown area. The project is being coordinated with a private residential project to be constructed on the former Hale Lumber site. Work on the clearing of the former Hale Lumber site has commenced.

Citizen's Initiative - Monterey Road Lane Reduction



On Wednesday, April 6th at 7:00 PM, the City Council will hear and act on the Citizen's Initiative amending the General Plan to require voter approval of any future Monterey Road lane reduction. The Citizen's Initiative intends to amend the City of Morgan Hill 2035 General Plan's Transportation Element Policy TR1.5. The initiative's proponents have gathered enough signatures to place the measure on the November 2022 ballot. The City Council can take one of two actions at this meeting. They can elect to place the initiative on the November ballot, or they can elect to adopt the initiative outright. We invite you to be a part of this important discussion.

Join the Meeting:

- Virtual Link [HERE](#)
- Call-in: 669-900-9128, meeting ID: 873 3200 8380
- Live-stream on [Facebook](#)
- Channel 17
- [City's website](#)

Join via Zoom
[HERE](#)



Submit Comments:

- Join the meeting via the virtual link; when public comment is opened, raise your virtual hand and be called upon to speak for up to 3 minutes.
- Join the meeting by dialing the call-in number, dial *9 to raise your hand, and be called upon to speak for up to 3 minutes.
- Submit written public comments to the [City Clerk](#) for inclusion in the Council Meeting Packet.



Morgan Hill Police Department Cadet Program Returns

The Cadet Ambassador Program is a police internship for those aspiring to have a career in law enforcement or public service. The program aims to enhance our community policing and community engagement efforts with our Downtown businesses, guests, and residents. The Cadet Ambassadors will generally be Downtown Thursdays through Saturdays in the evening, beginning March 31, 2022.

Coming Soon

Sushi Confidential



GRAND OPENING - SUNDAY, APRIL 10

2:30PM-10:00PM
17340 Monterey Rd
www.sushiconfidential.com



**Giorgio's Italian Grill & Pizzeria
OPENING LATE SUMMER**

17380 Monterey Rd
www.giorgiositalianfood.com

Business Visit



Anaerobe Systems

Mike Cox founded Anaerobe Systems in 1978. The company produces the world's only true pre-reduced anaerobically sterilized (PRAS) culture media; sterilized, poured, and packaged under strict anaerobic conditions (never exposed to oxygen). The process and machinery have been custom designed by Mike and Steve Cox, and follow a meticulous oxygen-free process resulting in the culture media having a 3-month to 3-year shelf life without requiring refrigeration. Mike also invented and patented the first gloveless anaerobic chamber over 40 years ago and is the recipient of the Anaerobe Society of Americans Lifetime Achievement Award.

Mike has been repurposing organic byproduct from growers in the Salinas, Watsonville and Gilroy areas for years now. He developed a patented method to fully recycle tomato, cabbage and water hyacinth byproduct into a solution that is reintroduced back into the soil growing the next series of plants two times as fast and as large. The fertilizer not only has the ability to be a game changer for farmers to comply with AG



Order 4.0 regulations, but could also play a significant role in organic recycling and greenhouse gas reduction worldwide.

Business Resources



Microbusiness Grant Portal Now Accepting Applications

In January, the County of Santa Clara Board of Supervisors accepted approximately \$2.4 million from the California Microbusiness COVID-19 Relief Grant Program to aid microbusinesses adversely affected by the COVID-19 pandemic. The program is expected to provide grant relief to at least 875 microbusinesses in two phases. This first phase will award 500 grants to qualified businesses on a first-come, first-served basis. The second phase will remain open for at least 45 days and all remaining grants will be awarded on a lottery system.



Apply for Funding
HERE

To qualify for one of the \$2,500 grants, a business must have been operating in 2019, have been negatively impacted by COVID-19, made less than \$50,000 in total revenue in 2019, and have less than five employees. Applicants' businesses must still be operating or plan to reopen in 2022.



Visit Morgan Hill Tourism Newsletter

Visit Morgan Hill is our local tourism promotion organization, supporting Morgan Hill businesses by providing visitor information, marketing, sports & private event development, and partnership. In the latest **Tourism Community Newsletter** you will find:

- Visit Morgan Hill Board Seeking Applicants
- Free Online Audit for Small Businesses
- Event & Sports Calendar

The Team



**Economic
Development Director**
[Matt Mahood](#)



**Economic Development
Coordinator**
[Brittney Sherman](#)



**Economic
Development Fellow**
[Travers Grindall](#)



CHOOSE MORGAN HILL

408-779-6480 • www.choosemorganhill.com

17575 Peak Ave. Morgan Hill, CA 95037

