



2017

Annual Report

2018 Action Plans





“Representing Business and Building Community since 1958”

The Morgan Hill Chamber of Commerce strives to provide benefits and resources to support our member business for a strong regional economic, civic, cultural and educational climate.



“We go to meetings so you don’t have to.”

Organizations we belong to:

CalChamber



<https://www.calchamber.com/pages/default.aspx>

Silicon Valley Chamber Coalition

<https://www.svchambercoalition.org/>



Western Association of Chamber Executives

<http://www.waceonline.com/>





CEO RECAP

**John Horner, CEO Morgan Hill
Chamber of Commerce**



This was a very productive year for the Morgan Hill Chamber of Commerce, and 2018 is shaping up to be even better. Our core mission is to be an active player in the continuous improvement of our community. We accomplish this through a staff, board, volunteers and members with talent and passion who use their skills and perspective to improve the economic and social strength of our city and surrounding area.

On the pages which follow you will get a small glimpse into the projects and efforts through which we accomplish our mission. We are active across a broad set of areas some of which include business advocacy, policy analysis, youth training programs, public events, small and large group topical meetings and

regional promotion. For regional and state level concerns we partner with both the Silicon Valley Chamber Coalition and Cal Chamber. Having a knowledgeable and connected network supports us in our mission of supporting you.

Development in Morgan Hill is of great interest for those who live, work and/or vacation in the city. During the course of 2017 the vast majority of our industrial and commercial buildings filled up as regional demand continues to outpace supply. Downtown Morgan Hill is undergoing unprecedented commercial and residential construction. For example, the long dormant Granada Theater has been thoroughly refurbished and reopened as an event center. Two new downtown core condominium developments were under construction in 2017 and several more are in the works for 2018 and beyond. Multiple new downtown commercial projects are under construction and/or refurbishment to support the growing downtown food, beverage and entertainment scene. While the downtown activity is new and noteworthy, major projects continue throughout the city. Morgan Hill's percentage growth of residents continues to be amongst the highest in Santa Clara County even though the voter approved residential growth control system development moderates that growth to an average pace of 215 or few unit allocations per year. Going forward the Morgan Hill Chamber of Commerce continues to advocate for a better balance between job supporting buildings and residential development. Twenty years ago there were roughly as many people travelling into Morgan Hill for work as there were leaving for work while today there are about three people leaving for every one coming in. Addressing that imbalance is key to sustaining a high quality of life for the people who live and or work here.

Sustained availability of skilled workers for Morgan Hill's employers is an additional area of concern, particularly for the middle-skilled (more than high school, less than a Bachelor's Degree) workers who make up the majority of the local, regional and national workforce. Increasing the engagement between local businesses and our schools is starting to bear fruit through additional career and technical education programs, internships for local students, special programs like our Rock the Mock interview skills program, business tours and job shadowing opportunities. Strengthening connections that support business focused educational programs is a key part of this Chamber of Commerce's long term efforts.

Thank you for your time, and please continue to explore the annual report to learn more about what we are working on. We appreciate your support and are always interested in hearing from you on how we can work with you and/or your organization.



Business Advocacy

The Chamber of Commerce is often sought out and asked to submit a formal stance on community or business related issues.

The Chamber of Commerce CEO and/or members of the Chamber staff regularly attend Morgan Hill City Council meetings and speak on behalf of business when relevant topics are discussed. The Chamber of Commerce played an integral part in the formation of the City of Morgan Hill's 2017 Economic Blueprint.

The Morgan Hill Chamber of Commerce provides representation @ SVC/EDC Legislative Summits.

As active members of the Silicon Valley Chamber Coalition, the Chamber provides a regional voice for business, government and residential issues.

Support Letters and active engagement in high profile/high impact projects, such as:



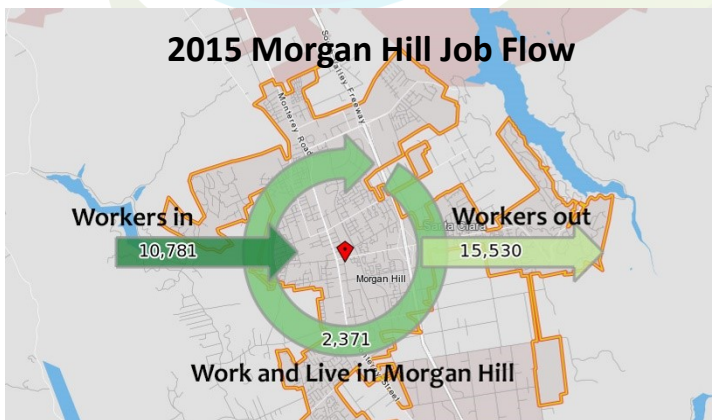
Minimum Wage survey, official letter and Article in MH Life

High-Speed Rail Location and Alignment.

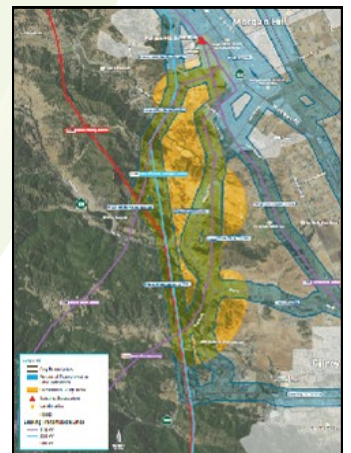


CALIFORNIA
High-Speed Rail Authority

2015 Morgan Hill Job Flow



Conversion of Industrial to residential zoning - ongoing analysis of a 2015 report released on the growing gap between the number of working residents versus the number of jobs available within the city limits. Emphasized to policy makers that land conversions from industrial to residential are ill advised.



Actively participated in discussions with PG&E regarding the location of upgraded transmission lines and a distribution substation. CA Public Utilities Commission has recently placed this particular project on hold.



Education and Youth Programs

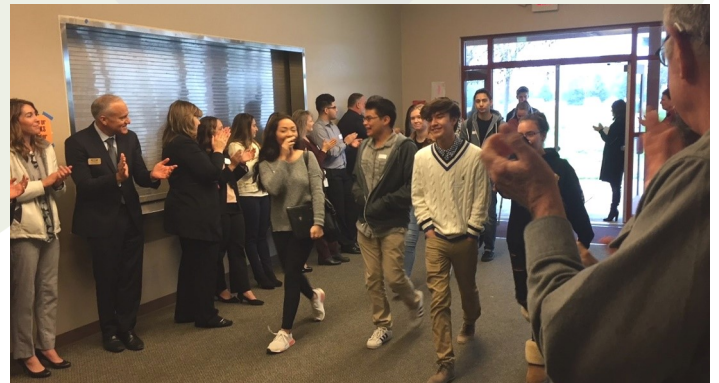


Rock the Mock

Motivational Keynote Speakers, Handshake Protocol, Interview Attire, Resume Prep and One-on-One Interview Training are the focus areas of this program conducted at Central, Sobrato and Live Oak HS. Post experience, the students will walk away with interview knowledge and competence building skills to inspire

interest in applying for scholarships, employment, and other opportunities. Rock the Mock has been organized and run by the chamber and chamber volunteers since it began in 2010.

2018 Program Dates- December 5th 2017 - Central
January 18th, 2018 - Sobrato
February 13th, 2018 - Live Oak



Science Fair

The Science Fair Program supports STEM innovation throughout the MH Schools. Established and operated by chamber volunteers and staff for many years, in 2018 Oakwood School will carry the torch and hold the first

annual South Valley Science Fair on January 11th, 2018 inviting Gilroy HS students to participate and promoting regional scientific collaboration.



Career Day

The Chamber has partnered with Britton and Martin Murphy Staff to recruit local business participation since 2013.



Job Shadowing Day

The Chamber of Commerce will be partnering with High Schools in the Morgan Hill Unified School District and local businesses to organize a job shadowing day. The first Job Shadowing day will be Friday February 2nd, 2018



Economic Development

Maintaining a financial sustainable budget, balanced against the ever-increasing needs and desires of Morgan Hill residents is no easy task. Growing our professional job base is a critical component for the City of Morgan Hill. The Chamber's Economic Development Committee is looking forward to working on these challenges and asking you, our membership for your continued support as we all continue to make Morgan Hill an even better place to live.

**To read the full 2017 EDC report
CLICK HERE.**

A few of the projects that the Economic Development Committee are looking into are:

- Identification of parcels available for Build to Suit projects.



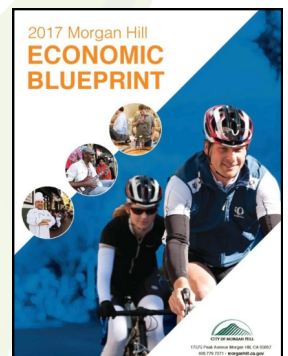
- In-depth look into the many challenges of providing more and better internet connectivity citywide. Particularly as it effects existing and future business users. Visits and tours of outlying communities to glean innovative practices in place to meet these needs.



- Water, Sewer and Impact Fees - the EDC is advocating for the structuring of future water and sewer impact fees in a way that supports needed industrial and commercial development.
- The Chamber played a significant roll in formulating Morgan Hill's Economic Blueprint which guides our Economic Development efforts for the next five to ten years, with a primary goal to attract jobs and investment into our community.



- TBID - actively involved in a working group to determine feasibility of establishing a hotel occupancy fee to support Morgan Hill infrastructure.





Chamber Public Events

Friday Night Music Series



Celebrate Morgan Hill



Morgan Hill Presents



Taste of Morgan Hill



Women's Week in Morgan Hill



Chamber Public Events include: Celebrate Morgan Hill, FNMS, Taste of Morgan Hill, Women's Week in Morgan Hill and Morgan Hill Presents (A group of large event organizers throughout the community who share best practices, provide mutual support and provide a single point of communication when dealing with event regulation/permitting issues.)

**Organizations that assisted in establishing Morgan Hill Presents include: Morgan Hill Mushroom Mardi Gras, Taste of Morgan Hill & Car Show, Friday Night Music Series, British Car Classic, Morgan Hill Downtown Association, AAUW Wildflower Run, Freedom Fest, South Valley Civic Theater, Holiday Parade, South Valley Winegrowers Assn, City of Morgan Hill.



Membership Review and Benefits

Benefits of being a Morgan Hill Chamber of Commerce Member

COMMUNICATION

The weekly e-blast, monthly newsletter, Facebook Page and Annual Report are all communication tools used to provide a platform for information sharing and member organization visibility.

OPPORTUNITIES TO CONNECT

Mondays- Informal "Let's Do Lunch" meet-up at rotating member restaurants at 12pm

1st Thursday- Monthly Breakfast Meetings featuring community updates, guest speakers

3rd Thursday- FREE After Hours Mixers at rotating member locations

Monthly- Committee Meetings: Education, Economic Development, Young Professionals and Government Relations (GRIC)

As Requested- Lunch N Learn Seminars: Topics identified by membership

FREE BUSINESS SUPPORT

Bulk Mail Permit Stamp (saves 40% on bulk mailing costs)

Printed mailing labels of all chamber member business addresses

1-hour rental of the Chamber Boardroom per month for FREE

Announcement and 1-2 minute introduction during your first Chamber Breakfast including feature mention in next issue of Morgan Hill Life and Chamber Newsletter.

Customized listing on website and inclusion in the Chamber Annual Directory

Member 2 Member and Member 2 Community deals posted on the Hot Deals and Facebook Pages

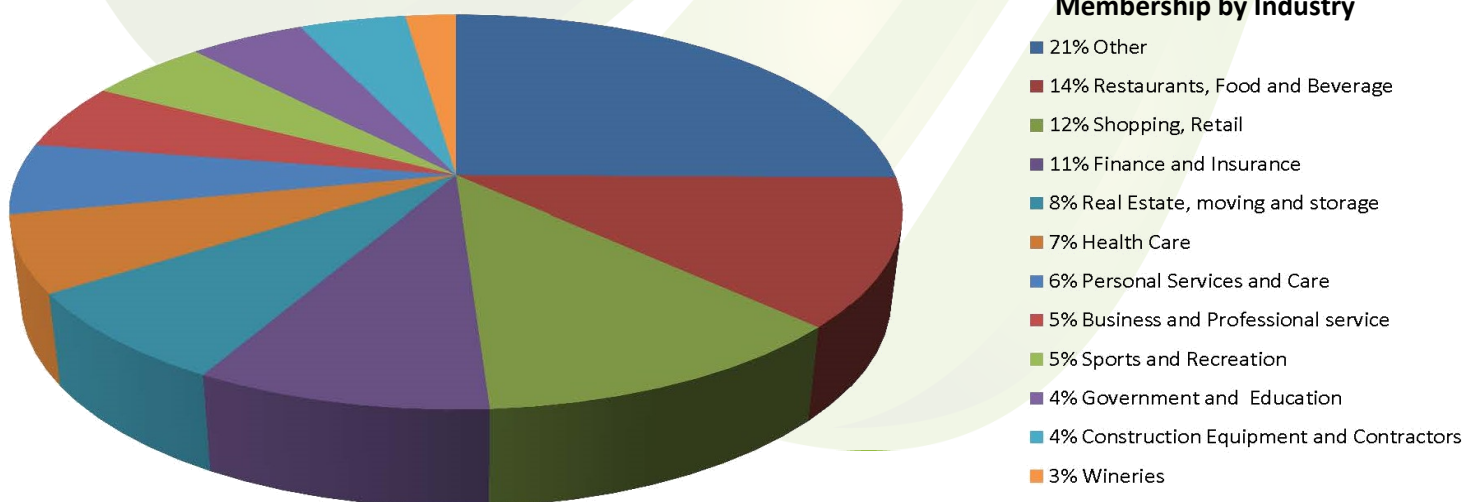
Free vendor booth at all 12 nights of the Friday Night Music Series

Promotion and Marketing of Organizational Seminars/Events/Specials

Support and Organization of Grand Opening/Ribbon Cutting Ceremonies

Pamphlets displaying member Restaurants, Wineries, Retail, Tourism and Local Services

Certificate of Origin Crest to Members at a \$140 discount



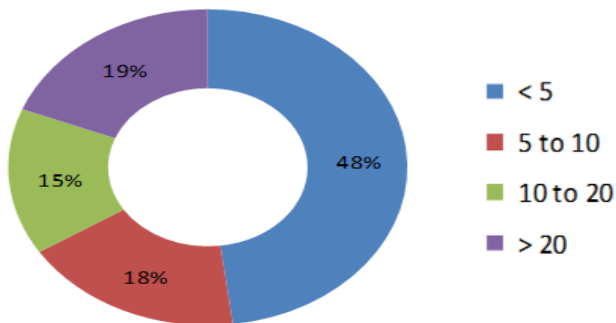


Membership Review and Benefits

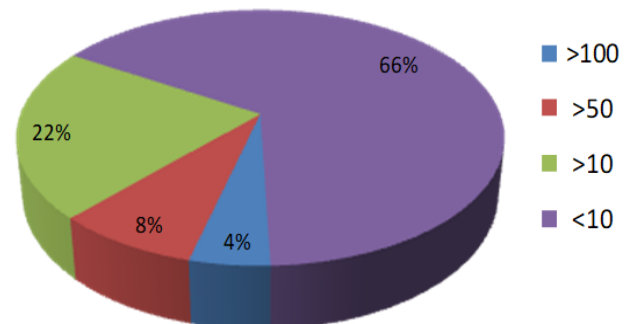
Your membership is more than advertising. It is publicly expressing an involvement in your local community and a shared interest in the success of the community as a whole.

The chamber's most fundamental mission is to generate more business activity for the community. The chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than is available through other local organizations.

Members by years of membership



Members by # of employees



The new Morgan Hill Chamber of Commerce website launched - February 1, 2018





Ambassador and SCYP'N Programs

Ambassador Program Mission

It is the mission of the Morgan Hill Chamber of Commerce Ambassador's to promote member commitment and retention by:

- Raising awareness of Chamber activities and benefits
- Informing and involving new Chamber members to promote strong continuing membership
- Encouraging meaningful and beneficial participation in the Chamber's programs
- Serving as a liaison between the Chamber staff and membership.

Who are the Chamber Ambassadors?

The Ambassador Program consists of volunteers from our membership who donate their time to assist the Chamber in promoting our local business community.



Steve Tate	City of Morgan Hill
Suzanne Barrett	Shaklee Products
Sue Howell	Wildlife Education & Rehabilitation Center
Leonette Stafford	Realty World People to People
Ann Horner	Thinker Toys
Cecelia Ponzini	Ponzini Community Garage & Towing
Lori Rothenberg	Guild Mortgage

Clorinda Sergi	Sergi Investments
Terry Moriyama	RE/MAX Realty Partners
Mark Fenichel	Morgan Hill Life
Jayne Perryman	Commonwealth Central Credit Union
Marie Sheffield	Express Employment Professionals
Lori Allen	Realty World People to People
Curtis Walker, II MBA	Hillview Design Print Media, Inc.



SCYPN was established in January 2015 by Morgan Hill Chamber Board of Directors, and has grown exponentially in the years following. SCYPN hosts a monthly mixer the last Thursday of every month from 6:00PM - 8:00PM with locations alternating between Morgan Hill, Gilroy and Hollister. In addition they organize a Quarterly Educational Event and assist in promotion of various non profit organizations.

Help support, increase awareness and meet a few of our local young professionals by attending one of their upcoming events.





Chamber of Commerce Executive Board



Board Member	Company Name	Group Role
Rich Firato	Firato Janitorial	Board Chair
Diana Wood	Wood Motivation	Board Vice Chair Economic Development Chair
Phil Couchee	Recology South Valley	Treasurer
Fawn Myers	MHUSD	Board Secretary
Ken Murray	Ken Murray	Government Relations Chair
John Horner	Thinker Toys	Staff - non board member
Robert Airoidi	Morgan Hill Life	Government Relations
Sunday Minnich	MH Mushroom Mardi Gras	MH Presents
Matthew Bowen	Real Estate Solutions	SCYPN
Dusty Perryman	Associate	Taste Car Show Chair
Ashis Roy	Holiday Inn Express Hotel & Suites	Hotels and Tourism
John Varela	Asset Conversion Corp.	Government Relations
Mark Phillips	Cochrane Rd. Self Storage	Large Events Committee
Heather Geddes	Morgan Hill Library	Government Relations
William Gardner	Silicon Valley Relocation Service LLC	International Engagement



Morgan Hill Chamber of Commerce Goals for 2018

New Website Job Shadow Program

Chamber Travel Program

TBID

Government Relations Information Central (GRIC)

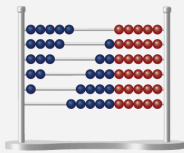
Visionary Level Contributors



Santa Clara Valley
Water DistrictSM



HERITAGE
BANK OF COMMERCE[®]



Abacus
Bookkeeping Consultants, LLC

The Fine Art of Banking[®]

GUGLIELMO WINERY
MORGAN HILL, CALIFORNIA
EST. 1925



RecologyTM
South Valley
WASTE ZERO