



The Gateway to Silicon Valley

You hear it when you look to purchase a home. It's the first word that pops up when someone wants to open a business, or when a city decides where to build a school, community park or public library. The word is location.

When it comes to location, the city of Morgan Hill may have written the book. It's a book that keeps evolving as new and expanded chapters are added as Morgan Hill grows in population, appreciation, stature and through its ability to attract new and diverse businesses that seek to set up shop in the alluring south Santa Clara County city that feels a lot more like a town.

The attractions to Morgan Hill are many but the biggest stems from that one word that sprang up just a few paragraphs ago: Location.

Morgan Hill is one of the most strategically located cities in the entire Bay Area. Nestled at the southernmost tip of Santa Clara County, Morgan Hill is just minutes away from Silicon Valley – the high-tech hub of the world.

No other city in the area possesses all the qualities that are bestowed on Morgan Hill – starting with the city's quaint downtown area that's speckled with memorable mom-and-pop shops as well as 25 restaurants.

No other city in the area is able to combine such small-town charm and accentuate it with the vast, open rolling hills that surround it.

Morgan Hill is a unique, special place with

both rural and developed neighborhoods that include everything from farm houses to track homes. It's a small city with big time appeal; and it also features a robust economy that revolves around the transactions of a number of big-ticket retail centers, auto dealerships and restaurants as well as high-tech businesses.

It's a city that's dissected down the middle by an often congested highway that once was the traveled path of Catholic Missionaries. Today, U.S. Highway 101 links Northern California with the Southland and it is the main artery that runs through Silicon Valley and to San Francisco and beyond.

Morgan Hill is home to a warm climate, award-winning schools and relatively low crime rate, which is nothing to shake a stick at.

Morgan Hill has a Caltrans Station running through it, which makes it even more desirable for area commuters. It's just a 20-minute drive to San Jose, 10 minutes from Gilroy, the Garlic Capital of the World, and less than an hour away from California's scenic coastline.

"The first thing is the location is very attractive for a number of reasons," said Anritsu Corporation Chief Financial Officer Bob Henderson when asked why his company moved from its campus in Mountain View to Morgan Hill in the mid 1980s. "The move was obviously attractive for cost reasons but there are a number of others. Morgan Hill is on the south edge of Silicon Valley and it's in close proximity to the heart of the valley. So for

those employees that live north of the city, they have a reverse commute. And the people that live to the south have an easy commute as well. In this area there is also a tremendous talent pool of workers with high-tech backgrounds to tap into. Quite often these people quickly discover that Morgan Hill meets their objectives and they stay. We have a very low turnover rate for that reason.”

Within its boundaries Morgan Hill boasts a number of wineries, mushroom farms, a brewery, Santa Clara County's largest lake, Anderson Dam, which is considered the best spot for boating activities in the area.

Morgan Hill is home to Henry Coe State Park – and it's the only place on Earth where the elusive rock Poppy Jasper is found – a pretty impressive list for a city with less than 40,000 people.

“The beauty of Morgan Hill is its location,” said the city's Community Development Director Kathy Molloy Previsich. “It's set between two mountain ranges, with rolling hills that are preserved as grazing and natural lands. It's a convenient location in terms of being

able to travel to the beaches in Santa Cruz and Monterey, Silicon Valley locations and San Francisco. It's the quality of life here, and the city has a strong municipal organization with creative and intelligent leadership of elected and appointed officials, as well as staff.”

In addition to location and its natural surroundings, Morgan Hill is an attractive place to live, work and play for a number of other reasons. For starters, home prices in Morgan Hill are more affordable and rents are relatively low, when compared to a number of cities to the north. Toss in the low crime rate and Morgan Hill becomes a very attractive proposition for both businesses and young couples looking to start a family.

Morgan Hill schools are also known for having excellent academics as well as outstanding sports programs that thrive year in and year out, thanks to a long list of dedicated men and women who coach the school teams.

“The City is already a great place to live and work, and due to its managed growth and careful planning for the future, it is going to



get even better as a balanced and healthy place to live, work and play,” explained Molloy Previsich, who has held her position since February of 2005. “The quality of life is high and will continue to improve as the city fills out.

“Due to almost 40 years of growth control, Morgan Hill is in a position to continue its expansion in a responsible and quality manner,



Engaging Pictures



pursuing a balance of housing, jobs, community facilities, parks and open space. It's a great place for a business to invest in."

And that investment is what has allowed Morgan Hill to expand upon its attractive resume, especially when it comes to the list of facilities that have sprung up in recent years – starting with the city's Aquatics Center, which offers everything from a competitive swimming and diving area to a wading pool for the little ones and water slides for the kid in all of us.

Morgan Hill is home to an Outdoor Sports Complex that is considered one of the best soccer facilities in the region - and the city has a Community and Cultural Center, and new library.

"One of the attractions of Morgan Hill has always been its small town rural character," said former Morgan Hill Mayor Dennis Kennedy, who played an instrumental role in seeing a number of major projects in the city come to fruition. "Morgan Hill has lots of open space and it's surrounded by natural resources. It's a place where people get to know their neighbors and shop owners have a sense of community identity. And most recently the city has come a long way with the building of a number of public venues."

And its not just individuals and families that are attracted to Morgan Hill – a number of businesses have reaped the benefits of moving here as well.

"Morgan Hill has an abundance of small city charm," Henderson said. "We have a lot of longtime employees here and that really ultimately gets back to our location and the corporate culture we have in Morgan Hill. People like Morgan Hill. It's a nice environment to come to work everyday. It's also a very nice

commute to and from here and our employees are often able to take some advantage of the lower housing costs."

The city's Director of Business Assistance and Housing Services, Garrett Toy, agrees with Henderson's assessment of the advantages of moving to Morgan Hill or opening a business in the city. And Toy should know. He is responsible for devising strategies to attract businesses to the area; he works on expansion planning and works to retain those businesses that already operate within the city's limits.

His department also provides general business assistance to persons and companies interested in



Engaging Pictures

GREENSTREAK
Landscaping Inc.









1105 New Bolsa Road
Gilroy, CA, 95020
408-848-8446.Office
408-848-2766.Fax

Chris Ellis Sobolev Musician/Instructor

Performance & Instruction For
Violin | Voice | Bass

408.218.3692
chrisellis24@hotmail.com
www.ChrisEllis.org





locating to Morgan Hill. This includes providing demographic and economic data, and information on existing businesses as well as a number of other services.

As the Director of the city's Housing Services Division, Toy is responsible for working to create and preserve affordable housing in the community. In recent years, Toy has been able to bring in a number of businesses, despite the need to come up with creative ways to ensure that deals got done for the benefit of all parties involved. One example was when The Ford Store wanted to open its dealership on Condit Road.

"They wanted to capture the market share. In Morgan Hill, they are 10 miles from Gilroy and 10 the other way from Capital Expressway (San Jose)," Toy said. "We structured the program to make the financials attractive to them and the project more viable, agreeing to give a percentage of sales tax back to them to move the project forward."

The Ford Store was then able to use the sales tax money to pay for the land that the dealership sits on, which offset development costs by \$1.2 million over a 10-year period.

"Our process is shorter and more responsive and more business friendly," Toy said. "As a small city, we are able to process things quicker and can be more hands-on."

Toy also remembers the Thomas Kinkade Company leaving San Jose several years ago to head for Morgan Hill because, in addition to cost savings, the city simply met the company's corporate image.

Other well known companies have also found a home in Morgan Hill, including Fox Racing, Specialized Bicycles, Comcast and Media Arts to name a few.

"The quality of life in Morgan Hill plays a lot in the decision factors," explained Toy. "We were recently contacted by Delmonaco Foods in San Jose, a company that makes sauces and soups for restaurants. They called up and told us that they wanted to move to Morgan Hill because they thought it would be a great place to live. That move is in the process right now and we expect that to be finalized sometime this year."

Despite all the positives, the city does face some hurdles.

"The biggest challenge that we have are the impact fees and the cost of development," Molloy Previsich said. "I'd also like to see us have a cinema downtown and more office and retail space there. I'd also like to see more alternative and "green" technology companies come here and a strong network of pedestrian paths/trails and bicycle lanes/paths."



DentPro®
Automotive Excellence



Since 1990
Removing minor dents and dings at your home or work.

DentPro Colors
Mobile Bumper And Scratch Repair

- **Affordable Prices**
- **FREE Estimates**

100% Satisfaction Guaranteed




408-776-3368
www.DentPro.com







Christopher Travel



Where Great Vacations Begin!

Celebrating Our 15th Year

Exceptional service guaranteed, offering worldwide destinations for individuals & small groups.

Christopher Travel
408-776-7818

16375 Monterey Road
Morgan Hill, CA 95037
(Located in Candy Park Center)
mbr@christophertravel.com

2009 Business Directory