

IDEAS FOR MORGAN HILL COVID-19 ECONOMIC RECOVERY STRATEGIES

		FUNDING	RESTAURANTS	DOWNTOWN	RETAIL	SMALL BUSINESS	TOURISM	MANUFACTURING	HEALTHCARE	TELCO
Business Outreach										
1	Parklets	\$	X	X	X	X	X			
2	Monterey Road Improvements (Road Diet)	\$	X	X	X	X	X			
3	Alcohol To-Go*		X	X		X	X			
4	Review Curbside Pickup & Drive-Thru Policies		X	X	X	X	X	X		
5	Temporary Art Installations	\$	X	X	X	X	X			
6	Window Activation	\$	X	X	X	X	X			
7	Pop Up Retail Opportunities		X	X	X	X	X			
8	Event Programming/Activation	\$	X	X	X	X	X			
9	Home Delivery of All Goods*		X	X	X	X		X		
10	Small Business Support Through MHCC		X		X	X		X		
11	Small Business and Downtown Support Through MHDA		X	X	X	X	X			
12	Buy Local Campaign	\$	X	X	X	X	X			
13	Co-Promote		X	X	X	X	X	X	X	
14	Bundle Media Buys	\$	X	X	X	X	X	X	X	
15	Maximize Use of Channel 17		X	X	X	X	X	X	X	
16	Partner Non-Profits with Businesses		X	X	X	X	X	X	X	
17	Promote Regional Hire Program		X	X	X	X	X	X	X	
Development Outreach										
18	Explore Private Development Placemaking Opportunities			X			X			
19	Outreach to Existing Developers			X	X			X	X	
20	Review Landscaping Policies for Placebranding			X			X			
Technical and Financial Resources										
21	Develop Economic Recovery Task Force		X	X	X	X	X	X		
22	Develop Re-Opening Guidance Handbook		X	X	X	X	X	X	X	
23	Identify Business Support Programs (Finance Agreements)		X		X		X	X	X	
23	Explore Small Business Loans/Grants	\$	X	X	X	X	X			
24	Review City Policies (CUPs, PDs, Sign Ordinance, Sidewalk Cafes)		X	X	X	X	X			
25	Evaluate Impact Fee Freeze Program		X		X	X		X	X	
26	Enhanced Technical Support Through SBDC	\$	X	X	X	X	X	X		
27	Promote Clear Business Policies		X	X	X	X	X	X	X	
28	Comprehensive Preliminary City Review		X	X	X	X	X	X	X	X
29	Review Voluntary Fee to Enhance Wi-Fi		X	X	X	X	X	X	X	X
30	Use City's Telco Contract to Expand Services to Community	\$	X	X	X	X	X	X	X	X
31	Require New Development to invest in Telco Infrastructure		X	X	X	X	X	X	X	X
Miscellaneous										
32	Reinforce Economic Blueprint Goals		X	X	X	X	X	X	X	X
33	Re-Evaluate Economic Blueprint	\$	X	X	X	X	X	X	X	X
34	Support Lodging and Tourism Industry Through VMH & SCWA		X	X	X	X	X			
35	Complete VMH Strategic Plan		X	X	X	X	X			
36	Enhance VMH Branding Campaign	\$	X	X	X	X	X			
37	Develop a City Place Branding/Placemaking Program	\$	X	X	X	X	X	X	X	

*Legislative Advocacy - Not City's Control