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Celebrating the first graduating class of Morgan Hill's Business Support Services program



Morgan Hill, CA (October 23, 2025)— The City of Morgan Hill is proud to announce the graduation of the first Business Support Services Program class, featuring 20 small business owners and future entrepreneurs. This first class cohort was comprised primarily of Spanish-speaking South County residents, of whom 50% were women. The graduating class represents a diverse set of industries, including bookkeeping, carpentry, cosmetology, construction, landscaping, restaurant, and retail. The graduates and the program reflect the diverse, entrepreneurial attitude of

Morgan Hill and the City's ongoing dedication to Economic Mobility efforts.

The graduation ceremony took place on Thursday, October 2, 2025, at the Morgan Hill Community and Cultural Center and was attended by over 80 people, including friends and family of the graduates, Mayor Mark Turner, and Assemblymember Gail Pellerin. From May 5 through September 20, graduates attended a 10-week business intensive program, consisting of weekly 2.5-hour classes at the Morgan Hill Adult School and monthly online workshops. Childcare services were provided by the Morgan Hill Adult School as requested, and the Rotary Club of Morgan Hill sponsored food for every class. The Program Manager for the Renaissance Entrepreneurship Center, the organization contracted by the City to facilitate business support services, noted that the class attrition rate was among the lowest they had ever experienced, demonstrating the graduates' commitment and dedication to the program and the need for business support services in South County.

Program graduate and existing small business owner, Rene Santos, said, "It was a wonderful experience. The instructors were very professional, attentive, and punctual. What we learned during these weeks helped us see our businesses in a different way. Thank you to the City of Morgan Hill for making these classes possible."

"From the beginning, our vision was to create a program that not only teaches business fundamentals but also connects people with the resources and confidence they need to grow," said Matt Mahood, Economic Development Director for the City of Morgan Hill. "This first graduating class is our latest success in supporting this vision and supporting entrepreneurs within the City."

"The Renaissance Entrepreneurship Center is proud to announce the first graduating class of Morgan Hill business owners. The graduating cohort is now equipped with the tools and knowledge to launch and grow their own businesses successfully, contributing to the vibrant local economy of Morgan Hill," said Tim Russell, Regional Director for Renaissance Entrepreneurship Center. "These new and future business owners received practical skills and foundational business principles, empowering them to navigate the challenges of entrepreneurship confidently," he continued.

In addition to the 4-week Start Smart Comienza Con Confianza classes and the 10-week business intensive Plan de Negocio courses, the Business Support Services Program offers ongoing workshops and one-on-one business consulting sessions accessible to all local businesses and startups, whether or not they are class participants. The program's workshops cover essential topics such as business planning, marketing strategies, and financial management, while one-on-one consulting provides tailored guidance on everything from operations and strategic growth to navigating permitting and accessing capital. The next class cohorts are scheduled to begin in January 2026, with the English cohort orientation on January 13 and the Spanish cohort on January 15. Online workshops and business consulting sessions will continue to be offered on a rolling basis, in both English and Spanish, through Spring 2026.

This milestone marks the beginning of ongoing efforts to equip Morgan Hill's business community with the knowledge and tools necessary to succeed in today's competitive marketplace. Entrepreneurs interested in joining the next class or participating in the other program services can find information and registration links at www.choosemorganhill.com/elevate.

About ELEVATE! Morgan Hill

ELEVATE Morgan Hill is the City's economic mobility initiative, which was developed in partnership with the International City/County Management Association (ICMA). ELEVATE Morgan Hill is focused on supporting Spanish-speaking and lower-income community members by connecting them to jobs and housing resources and by improving their sense of belonging in the broader community. Launched in May 2025, the Business Support Services program provides expert-led training sessions, one-on-one business consulting, and practical workshops covering essential business topics such as planning, marketing, financial management, and operations strategy. Delivered in partnership with the Renaissance Entrepreneurship Center and Morgan Hill Unified School District, the program ensures inclusive access for all entrepreneurs, including Spanish-speaking and underserved community members.

About the City of Morgan Hill

Morgan Hill is a 45,000-resident community in Silicon Valley, just 10 miles south of San Jose. The City has an entrepreneurial spirit and a thirst for innovation. Morgan Hill houses more than 8 million square feet of industrial, research and development, and manufacturing space in three large business parks. With over 21,000 jobs, Morgan Hill is home to companies such as Anritsu, Specialized Bicycle Components, Wolfspeed, Shoe Palace, Toray Advanced Composites, Paramit Corporation, Marki Microwave, Pinnacle Exhibits, Golden State Assembly, Sempera Organics, and Sunbasket. Morgan Hill has added over 1.5 million square feet of new light industrial and research and development (R&D) space to support the region's growing innovation economy and is currently processing approximately 3,000 housing units.

For more information, visit www.choosemorganhill.com/elevate or contact the Economic Development Director at matt.mahood@morganhill.ca.gov.

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