AGENDA
SPECIAL CITY COUNCIL MEETING
CITY OF BANNING
BANNING, CALIFORNIA

January 26, 2016                                         Banning Civic Center
3:00 p.m.                                               Council Chambers
                                              99 E. Ramsey St.

I.  CALL TO ORDER
• Roll Call – Councilmembers Franklin, Miller, Moyer, Peterson, Mayor Welch

II.  PUBLIC COMMENTS – On Items Not on the Agenda

A five-minute limitation shall apply to each member of the public who wishes to address the Mayor and Council on a matter not on the agenda. No member of the public shall be permitted to “share” his/her five minutes with any other member of the public. (Usually, any items received under this heading are referred to staff or future study, research, completion and/or future Council Action.) (See last page. PLEASE STATE YOUR NAME AND ADDRESS FOR THE RECORD.)

III.  WORKSHOP REPORTS

1. Economic Development Workshop (ORAL)
Presented by – Barry Foster, HdL

IV.  ADJOURNMENT

Pursuant to amended Government Code Section 54957.5(b) staff reports and other public records related to open session agenda items are available at City Hall, 99 E. Ramsey St., at the office of the City Clerk during regular business hours, Monday through Friday, 8 a.m. to 5 p.m.

The City of Banning promotes and supports a high quality of life that ensures a safe and friendly environment, fosters new opportunities and provides responsive, fair treatment to all and is the pride of its citizens.
NOTICE: Any member of the public may address this meeting of the Mayor and Council on any item appearing on the agenda by approaching the microphone in the Council Chambers and asking to be recognized, either before the item about which the member desires to speak is called, or at any time during consideration of the item. A five-minute limitation shall apply to each member of the public, unless such time is extended by the Mayor. No member of the public shall be permitted to “share” his/her five minutes with any other member of the public.

Any member of the public may address this meeting of the Mayor and Council on any item which does not appear on the agenda, but is of interest to the general public and is an item upon which the Mayor and Council may act. A five-minute limitation shall apply to each member of the public, unless such time is extended by the Mayor. No member of the public shall be permitted to “share” his/her five minutes with any other member of the public. The Mayor and Council will in most instances refer items of discussion which do not appear on the agenda to staff for appropriate action or direct that the item be placed on a future agenda of the Mayor and Council. However, no other action shall be taken, nor discussion held by the Mayor and Council on any item which does not appear on the agenda, unless the action is otherwise authorized in accordance with the provisions of subdivision (b) of Section 54954.2 of the Government Code.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office (951) 922-3102. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.02-35.104 ADA Title II]
AGENDA

- What is Economic Development?
- Banning’s Community Profile
- Banning’s Strengths/Opportunities & Weaknesses/Challenges
- Consumer Demand/Market Supply
- Void Analysis
- Opportunity Areas
- Development Services
- Infrastructure
- Brand Development & Marketing
- Formulate a 3-Year Economic Development Action Plan
- Next Steps
WHAT IS ECONOMIC DEVELOPMENT?

- Efforts to increase economic activity by strengthening existing business areas, attracting new businesses and creating employment opportunities, along with promoting an effective climate for businesses to succeed and flourish.

- Factors include:
  - Jobs created
  - Income generated
  - Marketplace growth
  - Increased sales
  - Increased local revenues
# BANNING – COMMUNITY PROFILE

**City of Banning** | **Trade Area (5-Miles)**
--- | ---
Population | 30,698 | 43,294
Households | 11,287 | 15,544
Average Household Income | $49,051 | $56,965
Owners/Renters | 69/33% | 71/29%
White Collar/Blue Collar | 51/49% | 55/45%
Hispanic | 41% | 39%
White | 44% | 43%
Asian | 5% | 6%
Black | 7% | 7%

*trade area refers to Village at Paseo San Gorgonio Site*
**BANNING**

**Strengths/Opportunities**
- Community with history
- Safe environment
- Downtown area
- Growth opportunities for housing and retail
- Diversified & affordable housing stock

**Weaknesses/Challenges**
- Trade area is ‘light’ with population density & income levels
- Competition from Beaumont
- Development services process can be improved
- Identify development standards for Downtown Banning
- Infrastructure needs
- Needs a vision
Consumer Demand & Market Supply Assessment

Demographics
Population: 45,294
5-Year Population estimate: 45,529
Population Households: 41,820
Group Quarters Population: 1,475
Households: 31,544
5-Year Households estimate: 16,905
Workplace Establishments: 590
Workplace Employees: 9,858
Median Household Income: $44,499

By Establishments
Other General Merchandise Stores: $12,039,224
Automotive Parts/Accessories/Service: $109,035,952
Building Materials/Supplies Dealers: $34,933,328
Health/Personal Care Stores: $37,185,378
Gasoline Stations: $67,042,392
Full-Service Restaurants: $22,204,915
Sporting Goods/Hobby/Musical Instruments: $9,170,035
Limited-Service Dining Places: $20,882,572
Furniture Stores: $8,490,502
Electronics/Appliances: $8,365,805
Automotive Parts/Accessories/Service: $11,325,057
Direct Selling Establishments: $5,580,527
Department Stores: $27,890,568
Beverage/Liquor Stores: $5,480,856
Book/Periodicals/Music Stores: $3,160,762
Specialty Food Stores: $5,272,460
Leisure/Garden Equipment/Supplies Stores: $4,803,173
Office Supplies/Stationery/Craft: $4,411,502
Specialty Food Services: $4,872,550
Vending Machine Operators (Non-Establishment): $4,794,190
Bar/Drinking Places (Alcoholic Beverages): $4,572,990
Florists/Misc. Store Retailers: $995,439
Grocery Stores: $90,995,444
Used Merchandise Stores: $2,956,320
 Jewelry/Watch/Leather Goods: $7,570,839
 Home Furnishing Stores: $6,363,117
 Other Motor Vehicle Dealers: $6,698,396
 Other Misc. Store Retailers: $7,542,467
 Shoe Stores: $4,478,530
 Clothing Stores: $34,425,194

Consumer Demand: $324,405,472
Market Supply: $304,405,472
Opportunity Gap/Profit: ($22,000,000)

Opportunities
General Merchandise Stores
Furniture Stores
Full Service Restaurants
Lumber/Building Material & Hardware Stores
<table>
<thead>
<tr>
<th>24 Hour Fitness</th>
<th>CVS</th>
<th>Jersey Mike's</th>
<th>Shakey's Pizza</th>
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</thead>
<tbody>
<tr>
<td>99 Cents Only Stores</td>
<td>DD's Discounts</td>
<td>Jimmy John's</td>
<td>Sit 'n Sleep</td>
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<tr>
<td>Anna's Linens</td>
<td>Discount Tire</td>
<td>Kirkland's</td>
<td>Sleep Train</td>
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<td>Baker's Drive Thru</td>
<td>Dressbarn</td>
<td>Krikorian Theatres</td>
<td>Smashburger</td>
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<td>Big O Tires</td>
<td>Dunkin' Donuts</td>
<td>LA Fitness</td>
<td>Sonic</td>
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<td>Blaze Pizza</td>
<td>Fallas Discount Stores</td>
<td>Les Schwab Tire Centers</td>
<td>The Flame Broiler</td>
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<td>Boot Barn</td>
<td>Firehouse Subs</td>
<td>Massage Envy</td>
<td>The Habit Burger Grill</td>
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<tr>
<td>Burlington Coat Factory</td>
<td>Fitness 19</td>
<td>Massage Green</td>
<td>The Original Pancake House</td>
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<td>Capriotti's Sandwich Shop</td>
<td>Five Guys</td>
<td>Menchie's</td>
<td>Tractor Supply Co</td>
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<tr>
<td>Charming Charlie</td>
<td>Freddy's Frozen Custard</td>
<td>Olive Garden</td>
<td>Tuesday Morning</td>
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<tr>
<td>Chipotle Mexican Grill</td>
<td>Golden Corral</td>
<td>Pieology Pizzeria</td>
<td>ULTA Beauty</td>
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<td>CiCi's Pizza</td>
<td>Grocery Outlet</td>
<td>Planet Fitness</td>
<td>WaBa Grill</td>
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<td>Corky's Kitchen Bakery</td>
<td>Hancock Fabrics</td>
<td>Regency Theatres</td>
<td>WSS</td>
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<td>Corner Bakery Café</td>
<td>Harbor Freight Tools</td>
<td>Round Table Pizza</td>
<td>Yogurtland</td>
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<tr>
<td>Crunch</td>
<td>HomeTown Buffet</td>
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OCCURRENCE AREAS

- Downtown Banning
- Highland Springs
- Ramsey Street Corridor
- Light Industrial/Distribution/Logistics
- Medical/Healthcare
- Other areas?
DEVELOPMENT SERVICES

- Consistent standards and excellence in customer service
- Shared vision with City Council & City staff, along with understanding of roles/responsibilities
- Walk the walk NOT just talk the talk...
- Make Banning a BEST PLACE TO DO BUSINESS
INFRASTRUCTURE

- Roads
- Utilities (water, sewer, power, high-speed internet)
- Pedestrian Links
- Signage (way finding)

Coordinate CIP with Economic Development
BRAND DEVELOPMENT & MARKETING

- Development Standards – SET THE STAGE
- Recognition of who we are and what we can do
- Create a VISION FOR BANNING
- Team effort – Roles & Responsibilities
- Brand & Logo Development – Consistent use in marketing
ECONOMIC DEVELOPMENT ACTION PLAN

- Recognize the marketplace
- Identify near-term opportunities
- Establish goals & objectives to be accomplished within a 3-Year timeframe
NEXT STEPS

- Feedback from City Council members
- Draft 3-Year Economic Development Action Plan
- Solicit input from Chamber of Commerce, business leaders & key stakeholders
- City Council to consider adoption of Economic Development Action Plan