

**AGENDA**  
**SPECIAL CITY COUNCIL MEETING**  
**CITY OF BANNING**  
**BANNING, CALIFORNIA**

January 26, 2016  
**3:00 p.m.**

Banning Civic Center  
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]



# BANNING

## ECONOMIC DEVELOPMENT STUDY SESSION

**ECON**Solutions  
By HdL

# 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**  
 For Market: Village at Paseo San Geronimo  
 Market Definition: Store: Ramsey and San Geronimo, 5 Miles  
 Date Report Created: 10/25/2015



5 Miles

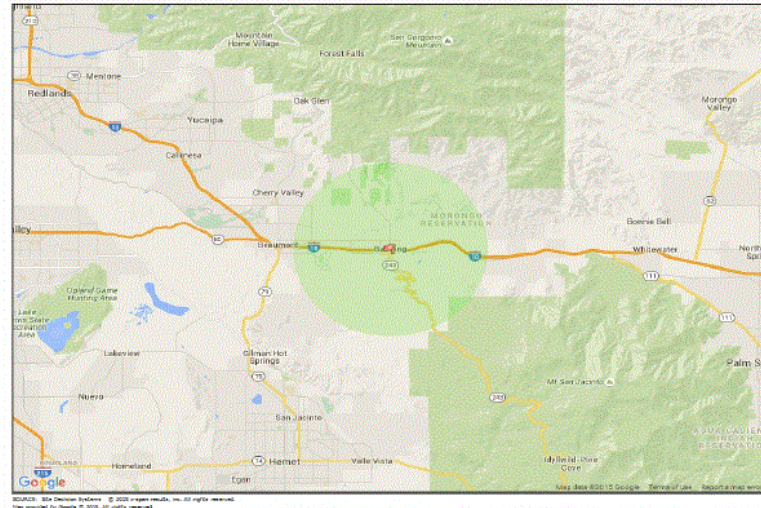
**Demographics**

Population	43,294
5-Year Population estimate	45,529
Population Households	41,820
Group Quarters Population	1,475
Households	15,544
5-Year Households estimate	16,905
WorkPlace Establishments	590
Workplace Employees	9,638
Median Household Income	\$44,498

**By Establishments**

Other General Merchandise Stores
Automotive Dealers
Building Material/Supplies Dealers
Health/Personal Care Stores
Gasoline Stations
Full-Service Restaurants
Sporting Goods/Hobby/Musical Instrument
Limited-Service Eating Places
Furniture Stores
Electronics/Appliance
Automotive Parts/Accessories/Tire
Direct Selling Establishments
Department Stores
Beer/Wine/Liquor Stores
Book/Periodical/Music Stores
Specialty Food Stores
Lawn/Garden Equipment/Supplies Stores
Office Supplies/Stationary/Gift
Special Food Services
Vending Machine Operators (Non-Store)
Bar/Drinking Places (Alcoholic Beverages)
Florists/Misc. Store Retailers
Grocery Stores
Used Merchandise Stores
Jewelry/Luggage/Leather Goods
Home Furnishing Stores
Other Motor Vehicle Dealers
Other Misc. Store Retailers
Shoe Stores
Clothing Stores

Consumer Demand	Market Supply	Opportunity Gap/Surplus
\$85,609,234	\$33,403,473	(\$52,205,761)
\$109,035,952	\$81,524,135	(\$27,511,817)
\$34,931,328	\$16,272,701	(\$18,658,628)
\$37,198,378	\$23,248,956	(\$13,949,422)
\$67,041,792	\$56,127,459	(\$10,914,333)
\$22,204,815	\$12,326,897	(\$9,877,918)
\$9,178,035	\$1,865,347	(\$7,312,688)
\$23,882,572	\$16,887,457	(\$6,995,115)
\$6,430,502	\$0	(\$6,430,502)
\$8,365,805	\$2,739,631	(\$5,626,174)
\$11,325,957	\$5,913,875	(\$5,412,081)
\$5,588,537	\$1,052,172	(\$4,536,365)
\$17,886,568	\$13,450,904	(\$4,435,664)
\$5,630,506	\$2,318,565	(\$3,311,941)
\$3,163,762	\$0	(\$3,163,762)
\$4,272,460	\$1,478,715	(\$2,793,745)
\$4,863,173	\$2,452,047	(\$2,411,126)
\$4,411,502	\$2,205,272	(\$2,206,230)
\$4,872,550	\$3,243,809	(\$1,628,741)
\$4,739,188	\$3,142,711	(\$1,596,477)
\$1,427,960	\$394,992	(\$1,032,968)
\$995,439	\$298,343	(\$697,096)
\$60,995,444	\$60,413,710	(\$581,733)
\$1,958,320	\$2,505,130	\$546,810
\$4,728,819	\$6,874,429	\$2,145,610
\$6,263,117	\$8,893,267	\$2,630,150
\$6,699,386	\$10,043,239	\$3,343,853
\$7,542,467	\$11,127,599	\$3,585,132
\$4,478,530	\$12,009,260	\$7,530,730
\$34,425,194	\$92,113,801	\$57,688,607



**Opportunities**

- General Merchandise Stores
- Furniture Stores
- Full Service Restaurants
- Lumber/Building Material & Hardware Stores





# VOID ANALYSIS

**ECON**Solutions  
By HdL

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



# OPPORTUNITY AREAS

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

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# 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

