

# COMMUNITY ECONOMIC PROFILE *for* BANNING RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Banning and the Banning Chamber of Commerce*

## Location

Banning, incorporated February 6, 1913, is located 84 miles east of Los Angeles and 483 miles south of San Francisco.

## Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	14,020	20,570	23,562	29,603 <sup>1</sup>
Taxable Sales-City	\$48,581	\$114,140	\$192,644	\$156,232 <sup>2</sup>
Housing Units-City	5,725	7,431	8,923	10,838 <sup>1</sup>
Median Household Income-City	\$11,981	\$22,514	\$32,076	\$38,979 <sup>3</sup>
School Enrollment K-12	2,744	4,468	4,522	4,710 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for 2009-10.

## Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	38.8	49.4	60.0	2.75	40	25	30
April	44.5	58.4	72.4	1.72	30	25	20
July	62.2	79.4	96.6	0.07	30	15	20
October	50.3	65.5	80.6	0.89	30	20	25
Year	48.7	63.0	77.4	18.69	32	22	25

## Transportation

**RAIL:** Main line of Union Pacific, local freight pick up available.

**TRUCK:** 10 carriers in Banning and 11 in Beaumont.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** Banning Municipal Airport services private planes, corporate jets and helicopters, including emergency medical transportation. LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 47 mi. west, is served by AeroMexico, Alaska, American Airlines, Continental, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. Palm Springs International Airport, 30 mi. east, is served by Alaska, Allegiant Air, American Airlines, Delta Connection, Horizon Air, Sun Country, United, United Express, US Airways Express and WestJet: general facilities, 10,000 ft. runway.

**BUS:** Pass Transit System fixed route and Dial-a-Ride service. Connections to Beaumont Dial-a-Ride and Riverside Transit Agency transit services. There is a Greyhound station in Banning.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 85 mi. west, and San Diego, 96 mi. south.

**HIGHWAYS:** I-10 and Calif. 60 west to Los Angeles, I-10 east to Phoenix, and Calif. 79 south at Beaumont, 5 mi. west. Connections to I-215 north-south and to Calif. 91 west at Riverside and San Bernardino, 25 mi. west.

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## Industrial Sites

There are approximately 1,156 acres in the city limits zoned for light to heavy manufacturing. About 60% is vacant and available in parcels ranging in size from ½ to 100+ acres. Typical sale prices range from \$14,000 to \$50,000 per acre. The terrain is level to gently sloping. Drainage is good. Subsoil is sand and gravel, and pilings are not required (spread footings suffice). Sizes of water mains range from 2 to 30 inches. Sizes of sewer lines range from 4 to 30 inches.

Description of sites on or off rail lines, zoned for industry, outside city limits in other tracts or districts: most of the available acreage is located on the south side of Highway 10 (along Lincoln) or on the eastern boundary of the city.

Site data compiled in cooperation with the City of Banning.

## Public Services

**WATER:** City of Banning.

Maximum pumping capacity: 20.0 mg/d. Average consumption: 8.8 mg/d. Cost per 1-9 HCF: \$1.15/HCF. Cost per 10-29 HCF: \$1.34/HCF. Cost per 30+ HCF: \$1.51/HCF. Water connection charges: \$7,232/EDU. Meter: \$268 to Actual Costs.

**SEWER:** United Water Services, Inc.

The city contracts with United Water Services, Inc. to provide sewer services. Capacity of sewer plant: 3.6 mg/d. Average Flow: 2.5 mg/d. Sewer service charge: Yes. \$12.86/EDU (single family home) plus \$2.00 surcharge per EDU. Type of treatment plant: Secondary. Any facilities for non-recoverable wastewater: No. Sewer connection charges: \$2,786/EDU. If water or sewer lines exist, fee of \$25/front foot for water lines and \$27.50/front foot for sewer lines.

**REFUSE:** Waste Management of Inland Valley.

Waste Management of Inland Valley provides refuse service in the city.

## Infrastructure

Master plan of storm drains adopted: No. Charges assessed on the following basis: will be established.

Dedication requirements: Yes.

Improvement requirements: Yes.

## Utilities

**GAS:** Southern California Gas Co.

For rates applicable to Banning, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** City of Banning Electric Division.

For rates applicable to Banning, contact City of Banning Electric Division, 176 E. Lincoln Street, P.O. Box 998, Banning, California 92220, (951) 922-3260.

**TELEPHONE:** Verizon.

For rates and types of service available in Banning, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

**CABLE TELEVISION:** Time Warner and Verizon FiOS TV.

For rates and types of services available in Banning, contact Time Warner, 300 S. Highland Springs Ave., #10, Banning, CA 92220, (800) 964-2783 or Verizon at [www.verizon.com/fiosTV](http://www.verizon.com/fiosTV) or (888) 553-1555.

## Governmental Facilities - Tax and Insurance Rates

- Banning has the council-manager type of government. Assessed valuation minus exemptions (2009-10); \$1,821,233,544; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 01-001. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.32281.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 01-000. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.36579.
- Banning does not have any utility tax.

## The Banning Labor Market Area

- Retail Sales Tax: State 7.25%, County/City .75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: There are 32 full-time sworn personnel, 2 sworn reserve officers, 13 non-sworn police volunteers, 26 marked patrol cars, 2 motorcycles and 12 full-time non-sworn personnel.
- Fire Department: The City contracts with Riverside County Fire Department/California Department of Forestry for fire protection services. There are 2 stations, 17 sworn personnel, 1 non-sworn, 2 front line fire engines and 2 support staff vehicles.
- Fire Insurance Classification: Source of Rating: Riverside Co. Fire Planning and Engineering Dept. City rating: 4. Adjacent unincorporated area: 8 to 9.
- Major projects authorized for improvements of city services or to adjacent unincorporated areas: sewer plant expansion is underway to accommodate projected industrial and residential growth; a \$1.7 million water transmission system expansion is underway.

Area consists of Banning, Beaumont, Calimesa, Cherry Valley and Cabazon (the San Geronio Pass Census County Division).

Area population: 81,925		Total employment: 29,879	
Natural Resources & Mining	160	Professional & Business Services	2,239
Construction	2,965	Education & Health Services	7,560
Manufacturing	2,238	Leisure & Hospitality	2,901
Trade, Transportation & Utilities	6,541	Other Services	1,478
Information	499	Government	1,905
Financial Activities	1,393		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

## Characteristics of the Labor Force

**Extent of Unionization:** Generally it is restricted to the building trades, culinary workers and school district. The city is also unionized.

The local economy is based largely on agriculture, food processing, retail trade and miscellaneous manufacturing. A substantial segment of the labor force commutes to jobs in nearby cities like Redlands and Hemet. Many construction and culinary hotel service workers also expand their employment opportunities by traveling to the Palm Springs desert area.

Further information can be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Banning, Beaumont, Calimesa, Cabazon and Cherry Valley. There are 60 manufacturers in the community area. Leading group classes of products are: watercraft propellers, wooden pallets and plastic products. The largest manufacturing firms in the community area are:

Name of Company	Employment	Products
Skat-Trak, Inc.	115	Boat/watercraft propellers; tires and tire tubes
Priority Pallet	100	Wooden pallets
Dura Plastics	100	Plastic products
Perricone Juice, Inc.	98	Fresh-squeezed juices
Hy-Lite Products, Inc.	85	Acrylic block window units
Strech Plastics, Inc.	50	Golf cart parts and accessories

## Manufacturing Employment

## Non-Manufacturing Employment

Facilities include 6 machine shops. Major raw material resources include sand and gravel.

Name of Employer	Employment	Description
Casino Morongo	1,900	Casino
Desert Hills Premium Outlets	1,700	Retail outlet center
Beaumont Unified School District	639	Public school system
Morongo Resort & Spa	563	Hotel
Banning Unified School District	511	Public school system
San Gorgonio Memorial Hospital	250	Hospital
Lowe's Distribution Center	250	Home improvement distribution
Green Thumb Produce, Inc.	250	Produce
City of Banning	200	City government
Beaver Medical Clinic	165	Health care

## Community Facilities

**HEALTH:** 31 physicians/surgeons, 16 dentists and 2 chiropractors in Banning. Banning has one general hospital, with a 77 total bed capacity.

**EDUCATION:** 4 elementary schools, 2 middle schools, 1 high school, 1 continuation high school and 1 alternative school. Two private schools are located in Banning. Nearby are Mt. San Jacinto Community College, Crafton Hills College, College of the Desert, University of Redlands, California State University, San Bernardino and University of California, Riverside.

**CULTURAL:** 33 churches, 2 libraries, 1 daily newspaper, 1 weekly newspaper, 7 banks, 8 parks, 3 playgrounds, 1 three-screen theater. Other recreational facilities include Community Center, Senior Center, an aquatic center, Edward Dean Museum, Gilman Historic Ranch and Wagon Museum, Malki Museum on Morongo Indian Reservation and an equestrian park. Nearby are mountain camping parks, Highland Springs Resort/convention-golf complex and desert resorts including Palm Springs.

According to the California Department of Finance, Banning has 11,644 housing units. The housing stock consists of 8,740 single detached units, 728 single attached units, 424 multiple 2 to 4 units, 595 multiple 5 plus units and 1,157 mobile homes.

The median sales price for new and existing homes is \$104,000, as reported by DataQuick for September 2010. Executive level homes are also available in the San Gorgonio Pass.

There are 11 hotels and motels, with 347 rooms, in Banning.

There are 15 mobile home and RV parks in Banning with 981 mobile home spaces and 955 RV spaces.

## Remarks

Banning is a vibrant, growing community, poised for retail, commercial and residential growth. Many people in the low desert communities, where temperatures over 100 degrees occur frequently, find Banning's climate comfortable. Because communities to the west are rapidly becoming urbanized and congested, others move to Banning. Retired persons also find the area a great place to live year-round. Known as Stagecoach Town USA, Banning is famous for its annual Stagecoach Days Celebration, featuring a parade, carnival and rodeo.

*For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Banning, 99 East Ramsey Street, P.O. Box 998, Banning, CA 92220, (951) 922-3105; online at [www.ci.banning.ca.us](http://www.ci.banning.ca.us); or the Banning Chamber of Commerce, 60 East Ramsey Street, P.O. Box 665, Banning, CA 92220, (951) 849-4695.*