



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL

FROM: Arturo Vela, Interim City Manager

PREPARED BY: Marisol Lopez, Economic Development Manager
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MEETING DATE: October 14, 2025

SUBJECT: Consideration of Second Reading and Adoption of Ordinance 1608, Amending Chapter 5.40 of the Banning Municipal Code Concerning Film Permits and Regulations with changes that city council requested to be added to the ordinance.

RECOMMENDATION:

Conduct second reading and adopt Ordinance 1608.

BACKGROUND:

The City of Banning has an existing film ordinance which has not been updated since 1965; it was therefore necessary to update and modify the ordinance to reflect the latest changes in the industry which include the rise of streaming services, the impact of technology such as drones, the internet and social media.

In December 2024, city staff reached out to the California Film Commission to review the draft ordinance. On January 15, 2025, the Film Commission responded with comments and suggestions (attached). Staff have reviewed these comments and incorporated many of them into the final draft ordinance.

On May 27, 2025, the City Council introduced and waived further reading of the ordinance.

A notice for the second reading, Affidavit of Publication for the Summary of Ordinance No. 1608, was published in the Record Gazette on October 3, 2025; a copy is attached to the staff report.

JUSTIFICATION:

As the internet and social media have made it possible to produce and consume content from anywhere in the world, the City of Banning is not only updating its ordinance to reflect the changes in the entertainment industry but will work to create a strategic plan that will attract content producers from traditional mainstream production companies to direct streaming companies.

Agencies that include the California Film Commission, the Inland Empire Film Services, and various industry professionals provided insight to the revised ordinance as we look to streamline the film permitting process, in addition insurance requirement changes have been modified to reflect the current environment and designated coverage.

FISCAL IMPACT:

The fiscal impact of the proposed ordinance update will cover areas of production that are not currently covered in the existing ordinance circa 1965 but addresses the ability to capture additional revenues

through permitting newly integrated technologies and methods for film production that have been introduced over the past 60 years. The City's ability to streamline the permitting process will certainly add a competitive edge to attracting new production and will lay the foundation for the implementation of a successful strategic marketing plan.

The City is completing a comprehensive User Fee Study Update that includes an update to film permit fees and deposits, which is scheduled to be brought to the City Council for consideration on Tuesday, October 14, 2025.

ALTERNATIVES:

Do not introduce the Ordinance and provide staff alternate direction.

BUDGETED?:

No

CONTRACT/AGREEMENT:

No

ATTACHMENTS:

1. [Ordinance 1608.docx](#)
2. [Affidavit of Publication_Ordinance 1608.pdf](#)
3. [2025 01 15_Film Commission Comments.pdf](#)