



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL

FROM: Douglas Schulze, City Manager

PREPARED BY: Doug Schulze, City Manager

MEETING DATE: December 12, 2023

SUBJECT: Discussion of Stagecoach Days Memorandum of Understanding

RECOMMENDATION:

Provide direction to City Manager regarding upcoming deadline for notification related to MOU between City of Banning and Stagecoach Days Association.

BACKGROUND:

The City of Banning and Stagecoach Days Association entered into a Memorandum of Understanding (MOU) on June 22, 2021. The MOU has a three-year term with an automatic two-year extension, unless a party gives written notice to the other party, not less than sixty (60) days prior to such anniversary date, that the term of the MOU shall not be extended.

The MOU requires the Stagecoach Days Association to organize, promote, and conduct the annual, three-day Stagecoach Days event and the annual Stagecoach Days Parade. The three-day event, depending upon budget, will consist of a minimum of two (2) Professional Rodeo Cowboy Association (PRCA) Pro Rodeo events, multiple food, souvenir, and craft vendors, live music performances, and either a carnival or a "Kid's Zone" with mutually agreed upon activities and attractions that are geared towards family entertainment.

In early 2023, representatives of the Stagecoach Days Association publicly announced intention to take a break in 2023, which is not consistent with the terms of the MOU. Shortly thereafter, the City Council approved a partnership between the City of Banning and Banning Chamber of Commerce to ensure the annual community celebration would occur in 2023. After approximately two months of City/Chamber planning, the Stagecoach Days Committee communicated that they would not release the PRCA rodeo and intended to hold the rodeo. The intention was for the Committee to organize and host the rodeo and the City/Chamber to organize everything outside of the rodeo. A few weeks later, the Committee announced that they would also take back the beer garden and food/merchandise vendors.

An agreement was made that the City and Chamber would be responsible for live music performances, Stagecoach Days parade, parking and a Kids' Zone play area.

The MOU commits the City of Banning to provide the following:

- A direct financial contribution of \$12,500;
- Bleacher rental of \$18,000;
- Event insurance;
- Police Officers and volunteers at the three-day event and the parade;
- Additional street sweeping;
- Additional trash removal;

- Placement and removal of barricades upon streets and public parking lots; and
- Assistance with entry gates, parking and ticket booths.

JUSTIFICATION:

Members of the City Council have expressed concerns about the role of the City in the Stagecoach Days Celebration. The MOU provides a window of opportunity for this discussion, at this time.

FISCAL IMPACT:

During the past two years, the direct and in-kind City contributions to Stagecoach Days have exceeded \$100,000 each year.

ALTERNATIVES:

1. Take no action – MOU will be automatically extended for two years and Stagecoach Days Association will be responsible for all activities related to Stagecoach Days.
2. Provide notice of termination of the MOU – City of Banning no longer committed to direct or in-kind contributions for Stagecoach Days.
3. Provide notice of termination of the MOU and intention to establish a new MOU – creates an opportunity to develop new conditions, requirements and commitments for Stagecoach Days Association and City of Banning.

ATTACHMENTS:

1. [Executed Stagecoach Days MOU_06_22_20.pdf](#)