



## CITY OF BANNING STAFF REPORT

**TO:** CITY COUNCIL

**FROM:** Robert Fisher, Acting City Manager

**PREPARED BY:** Marisol Lopez, Economic Development Manager  
Marisol Lopez, Economic Development Manager; Presented by David Newell, Community Development Director

**MEETING DATE:** July 8, 2025

**SUBJECT:** Consideration of Resolution 2025-111, Authorizing a Property Rental Agreement for the Wanderlust Pop-Up Food Truck Festival through December 27, 2025, the Extension of the Event's Temporary Use Permit (TUP) and the Continued Waiver of Certain Fees Associated with Event

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### **RECOMMENDATION:**

To guide the City's decision-making, staff recommends the City Council consider the following two primary options:

- **Option 1:** Authorize approvals for extending event on Sundays through December 2025 (or July 2026) at 150 E. Ramsey Street, require Applicant cover sanitary costs, and waive fire inspection fees
- **Option 2:** Authorize approvals for the event as an annual seasonal Summer event from the first Sunday in June through the last Sunday in August at 150 E. Ramsey Street

Provide direction on responsibility of sanitation for event, including possibility of City constructing a porta-potty enclosure and continue covering sanitation services through 2027, with annual Council review.

### **BACKGROUND:**

The Pop-Up Food Truck Festival has successfully operated at 150 E. Ramsey Street under a Temporary Use Permit authorized by the City Council. The event has functioned as a vibrant community gathering point, featuring a rotating variety of food trucks and promoting family-friendly outdoor activities in Downtown Banning. Each week, the event draws significant attendance and offers between 20 - 25+ food trucks, showcasing diverse culinary offerings including pizza, Mexican, Asian cuisine, desserts, and more. The event has proven to generate community engagement, support local entrepreneurship, and stimulate economic activity in the downtown area. The event was originally approved for eight (8) consecutive Sundays between June 8, 2025, and July 27, 2025. Due to strong community attendance and positive public response, the applicant is requesting an extension through **July 26, 2026**.

The applicant seeks authorization to extend the Temporary Use Permit and Property Rental Agreement to continue hosting the Banning Pop-Up Food Truck Festival. The event will remain subject to all applicable City ordinances, including public safety protocols, insurance requirements, and site maintenance responsibilities. The terms of the Rental Agreement dated May 28, 2025 currently remain in

effect and outline the coordination between the City and the event organizer, and a new Rental Agreement consistent with the current agreement would be required.

Staff views the continued operation of the Pop-Up Food Truck Festival as consistent with the City's goals to activate public spaces, support small businesses, and promote local tourism and economic vitality to downtown Banning.

**JUSTIFICATION:**

The applicant has requested a continuation of event through July 2026, or sooner at the discretion of the City Council. The requested extension builds upon the strong community interest and successful attendance observed during the initial event dates in June 8, 2025 and July 27, 2025.

This continued operation would allow for sustained economic activity, expanded access to diverse food vendors, and regular weekend programming for residents and visitors. The event enhances the vibrancy of Downtown Banning by providing a safe, family-friendly environment that encourages community gathering and supports small and mobile food businesses. With appropriate oversight and compliance with all City ordinances, including public safety, insurance, and site maintenance, staff believes the extension aligns with the City's broader objectives of downtown revitalization, small business support, and public space activation.

**FISCAL IMPACT:**

**Existing Event:** Fee waivers have been approved previously by City Council this fiscal year for the Food Truck Event. The following costs have been paid through the General Fund:

- **Diamond Environmental Services** - Porta Potties and Hand Washing Stations  
QTY:  
7 Days- Classic Restroom Toilet & Urinal only  
7 Days- Restroom- Toilet only  
7 Days- Two Basin Handwashing Station- Soap & Paper Towels  
14 Qty- 911 Combo Locks  
**Total: \$2,664.20**
- **Temporary Use Permit:** \$1,103.00
- **Fire Inspections 7.5 hours at \$284.00 (overtime) rate per hour:** \$2,130.00

**Total Cost: \$5,897.20**

**Event Extension Fiscal Impacts:** The costs to extend the event beyond July 2025, will depending on the option selected by City Council. Additional information on fiscal impacts is identified in the Alternatives section of this report, below.

**Sales Tax:** In terms of sales tax generated by each event, it's important to note that - due to the sales occurring via mobile food vendors - the City may not directly benefit from the sales tax revenue. According to staff research and guidance from the California Department of Tax and Fee Administration (CDTFA) website (specifically, the "Local and District Tax Guide for Retailers" webpage) and phone conversations with their staff, mobile food vendors are classified as retailers operating without a fixed place of business. Since these vendors may operate in multiple jurisdictions throughout the day, sales tax from their transactions is often reported through the countywide pool, making it difficult to track the exact allocation to each city especially for one-day or short-term events. The tax revenue being generated from the Food Truck event sales are being allocated through the countywide pool for each local jurisdiction based on the county where the food truck is registered and taxable sales occurred.

Please see the attachment below labeled "Local Tax - Local and District Tax Guide for Retailers and Food Truck" (page 9 of 13) for more information.

### **ALTERNATIVES:**

In evaluating the continued operation of the Wanderlust Pop-Up Food Truck Festival through December 27, 2025, City staff has identified the following alternatives for Council consideration to manage or eliminate ongoing costs to the General Fund:

#### **Option 1: Applicant Covers Porta-Potty and Sanitation Costs**

City Council may recommend that **Wanderlust Events be responsible for covering all costs associated with porta-potties and handwashing stations** moving forward and extend the event through either December 2025 or the requested July 2026.

- **Fiscal Impact:** \$0 burden to the City's General Fund if fire inspections occur during normal business hours
- **Pros:** Removes recurring city expense; allows the event to remain in the current location for the authorized Council timeframe at 150 E. Ramsey Street
- **Cons:** Additional operating cost for the applicant; may impact event sustainability if costs are not absorbed

#### **Option 2: Establish the Event as an Annual Summer Program at 150 E. Ramsey**

Designate the **Wanderlust Food Truck Festival as an annual City-sponsored event** occurring from the **first Sunday in June through the last Sunday in August each year** at 150 E. Ramsey Street. The City could construct a **permanent porta-potty enclosure** and **cover sanitation services** at a fixed rate of **\$380.60 per Sunday** through **2027**, subject to an **annual City Council performance and cost review**.

- **Fiscal Impact:** Approx. 13 Sundays per year × \$380.60 = \$4,947.80 + 7.5 hours Fire Inspection \$2,130 = **\$7,077.80 approximate annually** for sanitation services, 7.5 hours fire inspection. The one-time cost **not including the enclosure to be determined**.
- **Pros:** Provides a consistent, seasonal community event; strengthens downtown activation; creates predictability for vendors and attendees; long-term planning opportunity.
- **Cons:** Requires sustained City investment; dependent on annual Council approval and budget priorities; limits alternate uses for extended period and less flexibility if City wanted to sell property

#### **Option 3: Relocate Event to Replier Park**

City Council may direct that the **Wanderlust Food Truck Festival be relocated to Replier Park**, which already offers restrooms, benches, bleacher seating, skate ramps, and ample open space for blankets and picnic setups.

- **Fiscal Impact:** \$0 cost to the General Fund for sanitation or facility setup
- **Pros:** Utilizes existing city amenities; no additional cost for porta-potties or site infrastructure
- **Cons:** May impact visibility and foot traffic to downtown businesses; may require reconfiguration of vendor layout

#### **Option 4: Decline to Extend Event Any Further**

City Council may decline to extend the **Wanderlust Food Truck Festival** beyond the current approvals.

- **Fiscal Impact:** \$0 additional cost

**Staff Recommendation:**

While all options have merit, City staff recommends the City Council consider either:

- **Option 1**, as the **most cost-effective** and **least disruptive** approach, enabling the event to remain downtown with limited or no additional cost to the General Fund depending on when fire inspections occur;  
**OR**
- **Option 2**, which supports **long-term planning** and solidifies the festival as an annual summer attraction, enhancing community engagement and downtown activation with structured City oversight.

**BUDGETED?:**

No

**CONTRACT/AGREEMENT:**

Yes

**ATTACHMENTS:**

1. [CC Resolution 2025-111](#)
2. [PTUP25-0003 COA - FINAL.pdf](#)
3. [Wanderlust Food Truck Event Site Plan.pdf](#)
4. [Rental\\_Agreement\\_Wanderlust\\_Food\\_Truck\\_05-28-2025\\_\\_1.pdf](#)
5. [Wanderlust Food truck events 3DS5476-M4520439 Certificate of Insurance.pdf](#)
6. [Porta-pot - Food Truck Event - June 6 - July 21.pdf](#)
7. [Business Licenses Wanderlust.pdf](#)
8. [Local Tax - Local and District Tax Guide for Retailers and Food Truck.pdf](#)