

Support Fairplex, Support the LA County Fair

The Pomona City Council will consider changes to the F-Zone, the zoning law that incorporates Fairplex. **The amendments will hinder events at Fairplex, putting a strain on its business, which will hurt the entire city.**

The proposed amendments to the F-Zone are incompatible with the City's own General Plan. **The General Plan allows for Fairplex's current and future activities**, including 500 year-round events, operation of the Sheraton Fairplex Hotel, and having 1.3 million visitors at the LA County Fair.

The proposed amendments **do not address the specific issues of trash, noise, traffic, transparency, management and governance** raised by Protect Our Neighborhood. Issues which Fairplex is already addressing by actively listening to our neighbors, and responding to their concerns quickly. Fairplex is partnering with the Pomona Police Department to improve traffic congestion, and is also using its own resources to help clean surrounding streets and enforce sound regulations.

Any change to the F-Zone will negatively impact Fairplex's ability to realize the recently launched strategic plan, which envisions Fairplex as an economic engine that generates more taxes, revenue and opportunities for entrepreneurs. The Strategic Plan process was a year-long endeavor that included input from residents, partners, businesses and the city. The premise is based on Fairplex's nearly 100-year history and the founders' original vision.

Fairplex is a major contributor to the city, generating more than \$2.7 million in direct taxes and an additional \$5.3 million in Fairplex-related activities. The LA County Fair brings jobs and much needed revenue to the city. Especially now, when the city is facing financial difficulty, it generates much-needed tax dollars.

Fairplex is a positive force in the community – with world-class events, community-focused programs, and is supportive of several community programs like Pomona Beautification, the Pomona Unified School District, Pomona Rotary, the Pomona Chamber of Commerce and the Youth & Family Club of Pomona Valley.

Fairplex adopted a strategic vision for the campus resulting in more jobs, revenue and community benefit. **The City should partner with Fairplex in realizing this vision through a Specific Plan.**

We ask the City Council **to vote no on the F-Zone amendments and be our partner in planning for a better Pomona.**