



Fairplex/F-Zone Q & A

1. Q: What is Fairplex?

A: Fairplex, established in 1922, is a nonprofit, 501(c)(5) community benefit organization that leads a 487-acre campus proudly located in the City of Pomona. Fairplex exists in a public-private partnership with the County of Los Angeles and is home of the LA County Fair and more than 500 year-round events.

2. Q: Is Fairplex a public agency?

A: No.

3. Q: How is Fairplex governed?

A: Fairplex is a self-governed, nonprofit community benefit organization. The Learning Centers at Fairplex and the Fairplex Child Development Center are separate 501(c)(3) nonprofits financially supported by Fairplex. Each has an independent board.

4. Q: Does Fairplex receive government funding?

A: No. It does not receive government funding for operations. It has received government assistance in the past for capital, such as the construction of the Sheraton Fairplex Conference Center, which produces tax revenue for the City. The Learning Centers and the Child Development Center are independent nonprofit 501(c)(3) organizations and do receive some government funding from the state.

5. Q: Does Fairplex pay taxes?

A: Yes. Fairplex is a \$75 million organization that generates \$2.7 million in tax revenue for Pomona, and an additional \$5.3 million in revenues from Fairplex-related activities; \$20.4 million for local governments in Los Angeles County. For Southern California: \$25.3 million. For state government: \$60.3 million. For federal: \$65 million. These figures are based on an economic impact report conducted by Beacon Economics, based on 2016 data.

6. Q: Does Fairplex support Pomona financially?

A: Besides taxes, Fairplex supports Pomona through revenues from inter-track wagering handle, parking fees and nearly \$1 million annual reimbursement for Pomona Police Department services. Beacon analysis shows that Fairplex creates 514 full-time equivalent jobs for Pomona and generates \$58.2 million in economic output.

7. Q: What are some other ways Fairplex supports the community?

A: Fairplex is proud to be a community partner with the City of Pomona, our home for 97 years. Here are a few ways we supported the community in 2018:

- \$2.6 million in taxes
- Nearly \$1 million reimbursed to Pomona Police Department
- Donated \$20,000 to PUSD Big Yellow Bus program



- Hosted and funded inaugural Mayor's Gala for the Pomona Public Library Foundation worth \$10,000 in direct event support plus additional in-kind contributions.
- Donated \$1,500 to the Renacimiento Community Center project
- Host Pomona Police Department's Great Campout for area youth
- Donated \$1,500 to Pomona Beautification Day Celebration and gave LA County Fair tickets to all participating volunteers
- Title Sponsor for the 2nd Annual Pomona 5k
- Provided funding for the Pomona Leadership Network's inaugural cohort of next generation Pomona leaders

8. Q: What is the F-Zone?

A: The F-Zone is the land use section of the Pomona Zoning Ordinance that governs the area where Fairplex is located. It was originally adopted in 1970 and amended in 2004. It allows Fairplex to operate all of the events from the LA County Fair to the NHRA drag races.

9. Q: What action has the City Council taken so far regarding the F-Zone?

A: In 2017, an Ad-Hoc Committee of the City Council revised the language for an amended F-Zone. This potential amendment went to the Planning Commission. Amendments to the zoning ordinance that would give the City greater oversight of events held at Fairplex, require Conditional Use Permits (CUP) and Environmental Impact Reports (EIR) for events. On Sept. 26, 2018, after a year of back and forth between the Council and Commission, the Planning Commission rejected the amendments. A motion to enter into a Memorandum of Understanding with the City and Fairplex, and to develop a specific plan, did not receive the required votes to pass at the Commission level. The F-Zone amendments were returned to the Council on November 19, 2018. After hearing from residents, Fairplex agreed in November, 2018, in lieu of requesting amendments to current zoning laws project-by-project, it would be open to a specific plan for the campus. In the meantime, a Letter Agreement with City officials was sought to delineate land use for Fairplex while a Specific Plan is completed. Over the past eight months, the Agreement has been developed and revised with the assistance of the Mayor, District 6 Councilman and City staff, taking residents' concerns into consideration. Several public hearings/information session have been held, including a May 2019 session at Ganesha Park. The final version will go to the City Council for approval on July 29, 2019.

There are three main components to the Agreement:

- **Joint Plan** – It establishes a three-year joint planning process where the City, County and Fairplex, with input from the community, will develop a Specific Plan for the campus. The Specific Plan will determine the appropriate long-range uses for the campus and recommend strategies to reduce impacts of Fairplex activities. The Specific Plan will replace the existing zoning and include environmental and traffic studies.



- **Mitigation Fund** – Through the Agreement, Fairplex will generate \$1.5 million in **new City revenue** from Fairplex events to fund public safety measures and initiatives to specifically respond to concerns from the residents in neighborhoods surrounding Fairplex. **These funds are not going to Fairplex.** The use of the funds will be advised by a nine-member committee of residents most impacted by Fairplex events, as appointed by the Mayor and City Council, and will include a representative from Fairplex and LA County.
- **Events at Fairplex** – The Agreement will allow Fairplex to host six music events over the next three years with attendees capped at 10,000, 20,000 and 40,000 per the terms of the Agreement. These events will generate revenue to pay for the Specific Plan and the Mitigation Fund. No raves or cannabis events will be allowed on Fairplex during the term of the agreement.

10. Q: Does Fairplex determine where the mitigation money is spent?

A: No. Fairplex will not decide how the mitigation fund is spent. A nine-member committee of residents most impacted by Fairplex events, as appointed by the Mayor and City Council, will determine how the mitigation fund is spent. One representative each from Fairplex and LA County will also serve on the committee.

11. Q: Will the mitigation fund be spent on improving the Fairplex grounds?

A: No. The money will go to the City and be earmarked for improvements in the surrounding neighborhoods.

12. Q: Will the funds be used for executive pay, or any staff pay?

A: No. The money will go to the City and be earmarked for improvements in the surrounding neighborhoods.

13. Q: What has Fairplex done to be a better neighbor?

A: In 2017, Fairplex started the Neighborhood Response System, a 24/7 real-time communications program for neighbors to report issues to Fairplex staff. New leadership has increased transparency. The community was invited to participate in Fairplex's Strategic Planning efforts, with 10 meetings in 2017. More than 1,000 people participated. Fairplex has also worked with the City, and neighbors, on the issues of trash, noise, traffic and lighting.

14. Q: What is Fairplex doing to be pro-active to the concerns of neighbors and the needs of the community?

A: In 2017, under the direction of the Fairplex Board of Directors and President & CEO Miguel Santana, as Fairplex prepares to celebrate its Centennial in 2022, staff embarked on a year-long process to develop a Strategic Plan for that would see Fairplex through the next few years and lay a foundation for the next 100. Feedback from community members has been incorporated into the Strategic Plan. The plan includes a revised mission and vision, goals, initiatives and a timeline for the initiatives. The report was released publicly in June 2018.