

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 independent boards.

4. Q: Does Fairplex receive government funding?

A: No. It does not receive government funding for operations. It has received government assistance for capital, such as the construction of the Sheraton Fairplex Conference Center, which is an economic engine for the city. The Learning Centers and the Child Development Center are 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 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 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 96 years. Here are a few ways we support the community with cash and in-kind donations:

- Pomona Unified School District High School graduation discounts at the Fairplex Grandstand and Sheraton
- Donated CIF Celebration Dinner at Avalon
- Discount for ROTC Military Ball
- Discount for Diamond Ranch Band Concert
- Host Ross/McCracken Learning Expo at no cost
- Donated \$50,000 to Pomona Unified School District Bus Program and hosted 12,833 students from PUSD to free field trips

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, the City Council revised the language for an amended F-Zone. This potential amendment is now in front of 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.

10.Q: How will this impact Fairplex?

A: The potential amendments as presented will have significant negative impacts on events at Fairplex, including those with a history of doing business in Pomona, such as the NHRA drags. The CUP and EIR process is time consuming and expensive. The NHRA has stated it will leave the Pomona Raceway at Fairplex if the city required it to undergo an EIR and

CUP. The Pomona Raceway on the Fairplex grounds has been a cherished part of Pomona's history for 66 years. Read more about it [here](#).

11.Q: What is an example of how this will negatively impact Fairplex and the city?

A: Fairplex will not be a competitive venue for hosting events and revenue will decline. A decrease in events and revenue impacts all of us. The City receives sales tax from the novelty and food & beverage sales, every car parked at an event pays a parking fee to the City, and events boosts the rate and occupancy at the Sheraton Hotel, all of which impacts the hotel tax received by the City. There are many other ways Fairplex impacts the City both directly and indirectly, such as sales made by both Fairplex and our vendors in the city and the constituents who are employed either full time or part time on our site.

12.Q: Was Fairplex involved in discussion on amendments?

A: The report given to the City Council does not include input from Fairplex or LA County. While the report only impacts activities on the Fairplex campus, neither Fairplex President & CEO Miguel Santana, the Board of Directors, the Association nor representatives of the County of Los Angeles, which owns the land leased by Fairplex, were offered the opportunity to provide the City Attorney input prior to the release of the report.

13.Q: What does the report *not* address?

A: The report does not answer these questions: a) What problem is being addressed or mitigated through this amendment? b) How will these amendments address this problem? c) Who will ultimately give Fairplex permission to proceed with existing and future events, the Council or Planning Department? d) What criteria will be used to grant permission? e) What are the likely consequences of the proposed language on existing Fairplex events, like the NHRA Drags, Pomona Swap Meet and Classic Car Show and other signature events? f) What is the impact on City revenues generated on the campus as a result of a reduction in Fairplex events?

14.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. Feedback from community members has been incorporated into the Strategic Plan.

15.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 new President & CEO Miguel Santana, as Fairplex prepares to celebrate its Centennial, 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. The plan includes a revised mission and vision, goals, initiatives and a timeline for the initiatives. The report will be released publicly in May 2018.