



Nov. 13, 2018

Honorable Mayor Sandoval & Members of the Pomona City Council  
City of Pomona  
P. O. Box 660  
Pomona, CA 91769

Dear Honorable Mayor Sandoval & Members of the Pomona City Council:

Since I arrived at Fairplex nearly two years ago, we have actively engaged with the City of Pomona and the community to better understand the impacts of Fairplex events on adjacent neighborhoods. We included our stakeholders in a year-long strategic planning process, listening carefully to the community's dreams and aspirations for our nearly 100-year-old institution.

An amendment to the F-Zone land use designation will be before you on November 19, 2018. There has been much discussion about this topic over the past year. I have engaged with each of you, our stakeholders and the Planning Commission to find a collaborative solution regarding impacts from Fairplex events. Notably, the Planning Commission recommends that the City Council not approve the proposed F-Zone amendment. We support the Planning Commission's recommendation and propose a collaborative approach for regulating future uses at Fairplex.

Our neighbors, particularly those who are part of Protect Our Neighbors (PON), expressed a strong concern regarding trash, noise and traffic resulting from Fairplex events. In direct response to the issues raised, we created a system to respond to incidents in real-time through a centralized 24 hour call-in number. We also dispatch Fairplex crews to regularly clean the neighboring public right of ways. To minimize disruption in the late night hours, we stepped up our efforts to enforce noise restrictions.

The community has voiced that these short-term measures are not enough. We agree. Long-term initiatives should be pursued, not just to reduce impacts resulting from Fairplex activities, but as important, to develop a plan that will reimagine the campus as a stronger economic engine resulting in more revenue for our local governments, more opportunities for local entrepreneurs and more quality jobs.

Based on the input from our stakeholders, and in collaboration with Mayor Sandoval and Councilmember Torres, Fairplex presents the following proposal that will result in a greater investment in mitigations to reduce the impact of noise, traffic and pollution in the surrounding neighborhoods, and a long-term plan to guide Fairplex activities into the future.

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The proposal requires Fairplex to conduct an Environmental Impact Report (EIR), traffic study and develop a Specific Plan for the Fairplex property that would replace the existing F-Zone. Additionally, our proposal will generate over \$1.5 million in new City revenue from Fairplex events to fund additional mitigations in the surrounding neighborhoods. Most importantly, the proposal resets the relationship between the City of Pomona and Fairplex, so that we can come together to create a stronger and more economically vibrant community.

Our proposal, which would be memorialized in an agreement signed by Fairplex and the City following City Council and Fairplex Board of Directors approval, would include the following key terms:

- **EIR, Traffic Study & Specific Plan:** Fairplex will fund and conduct, in collaboration with the City and County, an Environmental Impact Report and traffic study to evaluate the potential environmental impacts of Fairplex activities. As part of the study, Fairplex will accept the recommendation to relocate the existing facilities yard to the campus west of White Avenue. Both independent studies will be part of a proposed Specific Plan that will guide future development and programming on the Fairplex campus.
- **Mitigation funding:** Fairplex will increase the parking percentage the City receives from 2 percent to 5 percent over three years, and add a \$1.50 City fee for every full-price gate admission Fair ticket. New revenues identified through the agreement will be used by the City to fund projects that will mitigate the impact of Fairplex activities. We support the creation of a community-based advisory committee that will advise the City to prioritize projects.
- **New event funding:** Fairplex will place a per ticket fee of up to \$5 for new music events. Fairplex will be allowed up to six music events, ranging from 10,000 to 40,000 attendees per day, subject to City approval for the term of the agreement. Events may span up to two nights each, run up to 75 dBA over a 15-minute period and conclude no later than 11 p.m.\* Events may include a single music event in the first year of the agreement with no more than 10,000 guests, an additional second event of up to 20,000 guests in the second year, and an additional third event of up to 40,000 guests in the third year.
- **Additional Revenue to the City's General Fund:** Fairplex and its activities already generate more than \$8 million in tax revenue for Pomona, in addition to direct payments made to the police department during the LA County Fair to pay for public safety and other critical services throughout the City. This agreement will generate additional revenue for all residents of Pomona from increases in property, sales and hotel taxes.
- **Advance notice:** Fairplex will inform the City and neighbors two months in advance of any music event or festival with an anticipated attendance of 10,000 or more per day and actively engage in addressing local residents' concerns on traffic, noise, lighting and trash.
- **Ban on Raves, Cannabis events:** Fairplex will be prohibited from hosting raves or cannabis-related events.

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The additional \$1.5 million in revenue will go directly to a mitigation fund, controlled by the City, to pay for projects that will reduce impacts to our closest neighbors, who experience a disproportionate impact due to their proximity to the campus.

Based on the above, we recommend a three-year agreement which will be reviewed annually and evaluated based on inflation and will limit any further contemplation of amending the F-Zone until the Specific Plan is considered and either approved or disapproved by the City. This agreement will be subject to the formal approval of the Pomona City Council and Fairplex Board of Directors. Until the agreement is fully executed, this proposal is not binding on either the City or Fairplex.

We believe this proposal, and the collaborative efforts already begun, will go a long way to move our relationship forward. The proposed agreement is instrumental in developing a combined vision for the future of Fairplex as an economic engine for all of Pomona; a place that celebrates the best of our community; and a stronger community partner. We thank Mayor Sandoval and Councilmember Torres for their leadership in finding a path forward.

Please contact me if you have any questions. I look forward to working with you.

Sincerely,

A handwritten signature in black ink, reading "Miguel A. Santana" followed by a horizontal line.

Miguel A. Santana  
President and CEO

*\*Based on sound engineers TechMDinc, who works with the city of Pasadena and the Rose Bowl.*