

# FAIRPLEX

March 13, 2009

Congressman David Dreier  
233 Cannon House Office Building  
Washington, D.C. 20515

Dear Congressman Dreier:

Thank you for your consideration of the Fairplex Fiscal Year 2010 Appropriations request for the Fairplex Trade and Conference Center.

**Proposed recipient:** Fairplex  
**Address of the recipient:** 1101 West McKinley Avenue  
Pomona, CA 91768  
**Amount of the request:** \$1 million

**Explanation of the request, including purpose and why it is a valuable use of taxpayer funds:**

**Background:** Fairplex, a non-profit entity, is seeking funding for its Trade and Conference Center, which will host domestic and international trade and commerce programs, expositions and trade symposia, as well as events that provide education in traditional trades. It will also host educational, cultural and commercial exchanges on the local, regional, national and international levels.

The Fairplex Trade and Conference Center will be an 85,000 square foot, state-of-the-art conference and exhibition center, complete with broadband connectivity, campus-wide wireless integration as well as satellite two-way communications geared to attracting and benefiting small businesses. It will have both small- and medium-sized meeting rooms outfitted with high-tech equipment, ideally suited to help small businesses during events. This is an ideal setting to convene small businesses from the area and around the country, to share their ideas and capabilities and do business. The Trade and Conference Center Project will be sited in the country's third largest non-port Foreign Trade Zone (FTZ) and will provide the ability to display and demonstrate goods and services to international markets via established channels with the local economic council and the area's Universities. The Center will be positioned adjacent to the newly renovated 247 room Sheraton Suites Hotel, providing hospitality services as well as additional meeting space.

**Economic Impact:** Fairplex, home of the Los Angeles County Fair, provides major economic benefits for its surrounding communities in east Los Angeles County through its yearly activities. Fairplex hosts more than 500 events annually, attracting nearly three million attendees, and generating millions of dollars in sales, which in turn generates very substantial tax revenue. Fairplex also provides educational and cultural development opportunities and substantial financial support to numerous charities and non-profit institutions. Fairplex is already a great asset to small businesses: the Los Angeles County Fair alone provides a forum for thousands of small businesses - - vendors, exhibitors, concessionaires, and entertainers - - who come to participate, perform and sell their wares. The Trade and Conference Center Project enjoys

widespread support from the surrounding communities as well as from area small businesses who will benefit from increased economic benefits.

The federal investment in the Trade and Conference Center is money well spent, especially at a time when stimulating the economy is at the forefront of everyone's minds. A recent feasibility and economic impact report, completed by Economics Research Associates (ERA), shows that the economic impacts of construction are expected to generate approximately \$58.7 million in new economic activity, and the annual recurring impacts from the operation of the Center are anticipated to generate \$30.3 million in output. The ERA report estimates that construction of the Center will support just under 492 full-time equivalent jobs with earnings of more than \$18 million. Direct operational expenditures are forecast to support 280 full-time equivalent positions associated with annual operations on site, with earnings of more than \$8.8 million.

Again, thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Dwight Richards", written over a horizontal line.

Dwight Richards  
Vice President of Operations