

AUG 31 2016

CITY OF POWAY

REBUTTAL TO ARGUMENT AGAINST MEASURE W

The opponents of Measure W are giving you anonymous statements by "concerned citizens" instead of the actual facts about the project. What are they hiding and why?

Here's what you really need to know:

Measure W and the laws under which it will be implemented are really quite straightforward. The law protects you and Poway. Maderas is not asking for any exceptions to the law.

- The project will generate hotel room tax and increased property taxes paid by the hotel to the City which can be spent on Poway needs, including public safety, fire prevention, and the Performing Arts Center.
- Residents will have a voice. There will be public hearings by the City Council to evaluate the Project. That's the law.
- The hotel can not exceed Poway's height restriction of two stories. That's the law.
- No groundwater will be used for the Hotel.
- There will be full environmental review. That's the law.
- The project can be no more than 240 rooms, but the City Council – ***after public input*** – will decide. That's the law.
- All new taxes will be paid by Maderas, not you.

The City Council voted to put this before the voters, as the law requires, and decided that they, as individuals, would remain neutral. There are no hidden messages here; they simply did not want to tip the scales either way.

If you want new funding for critical City services without raising your taxes,

VOTE YES ON MEASURE W!

Michael Flickinger
General Manager
Maderas Golf Course

Sharon Cafagna
Poway Resident

Jim Bennet
Poway High School
Girls Golf Coach

Jack V Cohen
Chair Board of Directors
Poway Chamber of Commerce

John Darling
Poway High School Assistant Coach
Boys and Girls Golf Team