

# OJAI: KEEP IT REAL

Help Protect Ojai's Unique and Independent Character  
Limit Formula Food and Retail in Ojai.

## It's about a commitment to local business:

Limits on formula businesses will encourage even more entrepreneurs to invest. Homegrown business keeps more dollars circulating in the local economy – three times more!

## It's about vision:

In ten years, do we want Ojai to look like every other city?  
Is homogenization a 'formula' for long term success and prosperity?  
Will Ojai's growth be guided with intention, or left to happenstance?

## It's about balance:

Ojai should include a mix of businesses. Formula businesses can take over if expansion is unchecked.

## It's about Ojai's economic future:

Homegrown businesses create more jobs locally and expand the tax base. Communities with fewer formula businesses have lower rates of crime and poverty as well as higher rates of civic participation.

## It's about diversity:

Diversity of every kind makes Ojai great. Homogenization spells the end of Ojai's draw as a place to live, work, and recreate. Homegrown businesses offer products tailored to local demand, not a national sales plan.

## It's legal and not uncommon:

Formula restrictions are legal and have been upheld in court. As towns strive to protect their community businesses, dozens across the country have passed or are considering restrictions on formula businesses.

## It's about common sense:

Limiting formula food and retail nurtures and protects Ojai's unique and independent character.

There's No Formula That Fits Ojai.

Attend the **Joint** Planning Commission/City Council Meeting on **Wednesday 9/19 at 7:30pm**. Ojai City Hall.

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