

February 15, 2008

Mr. David D. Cooksy, Director
Redevelopment and Housing
City of El Cajon
200 East Main Street
El Cajon, CA 92020

Re: Pacific Realty Advisors' Response to Request for Qualifications to Develop a Mixed-use, Retail, or Other Facility and Redevelop an Existing Performing Arts Center on a 2.05-acre City Owned Property

Dear Mr. Cooksy:

Pacific Realty Advisors (PRA) is pleased to submit this Response to the above City of El Cajon's RFQ for what we believe to be an exciting new development opportunity in conjunction with the redevelopment and enhancement of the City's Performing Arts Center. PRA's enclosed Response includes the following:

1. A comprehensive description of PRA's commercial development experience and qualifications, including financial statements;
2. PRA's initial development concept, graphically illustrated with supporting written narrative;
3. A description of the Project Vision;
4. A brief description of the manner in which PRA's proposed project comports with the City's tentative Specific Plan 182 Development Guidelines;
5. A narrative of the interrelationship between the proposed new development and how this development will enhance the utilization and financial health of the City's Performing Arts Center;
6. A financial evaluation illustrating the potential positive financial impact to the City as a result of selecting the proposed development concept;

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7. A description of the anticipated role of the City in the development process accompanied by a PROJECT major milestone/timeline;
8. Identification of the Development Team members, including those with authority to represent and make legally binding commitments;
9. A comprehensive list of community advisors and supporters of PRA's concept as submitted;
10. A list of names and contact information for PRA's references, clients and banking relationships;

Pacific Realty Advisors looks forward to meeting with the City's Screening Committee to answer any Project/Response related questions, should that be the desire of the City.

Thank you very much for giving our Proposal serious consideration.

Sincerely,



Richard C. Dentt
Principal

RCD/nd

Enclosures