

Pacific Realty Advisors'

Development Concept:

Pacific Realty Advisors' (PRA) desire is to build a new El Cajon Conference Center facility that will provide an exciting way in which to create an enhanced economic engine to completely pay for the funding of the East County Performing Arts Center. Additionally, this proposed development will provide for a more substantive City Arts Program while affording the expansion of the uses of ECPAC. The City of El Cajon has often found itself financially challenged with the cost of operating and maintaining ECPAC. This reality has been exacerbated by current City budget constraints. It is believed that the proposed Public-Private venture may provide a "win-win" solution of increasing both the public's enjoyment of the arts, continuous use of the community theater, as well as increasing the City's bottom line cash flow.

It is believed that with the development of the El Cajon Conference Center facility and the accompanying enhancement of use and operation of ECPAC, overall citizen participation and utilization of ECPAC and the surrounding downtown businesses will be greatly increased. This will result in more customer traffic for the surrounding businesses, greater numbers of performances and ECPAC-related activities, and increased cash flows for all involved.

More specifically, the cost of operating ECPAC for the City will be reduced by approximately \$500,000 annually. ***It is PRA's intent to produce a development that will completely eliminate all costs to the City for the operation of ECPAC.***

PRA's proposed development will consist of an approximately 28,000 square foot, three-story office and "mini" performing arts theater facility. The aesthetic "conceptual" design has been fashioned by integrating the strong massing of a previous historical building (W.D Hall Hardware) with a surrounding structure made of a light envelope of glass. In this case it will be necessary to rebuild a portion of the historical structure rather than preserving it (as it no longer exists). By taking this approach, the scale of the original building will be replicated and preserved so as to not overwhelm the streetscape with a three-storied structure, yet still creating a viable, marketable and upscale project. This manner of historical preservation efforts are quite popular and are being utilized in other parts of the U.S., as well as in Europe.

Additionally, PRA plans to work closely with the Downtown Redevelopment District on the layout/design and funding for the requisite parking lot, and "hardscape" to include an intuitive ground

level lighting component that will direct theater patrons to and from the Downtown Main Street businesses. To this end, the current “rear exit” of ECPAC will be redesigned to accommodate those theater patrons so that they may enter the theater from that location, provided they possess tickets to the event.

The newly created parking lot will most probably include lighted pavers that would direct theater patrons exiting the theater to the corner at Main Street. This new parking lot will provide the requisite parking for the office tenants during the week at peak parking times. However, it will be open parking in “off-peak” times and could be available to serve catered conference uses in conjunction with community events or other events at the ECPAC venue.

The proposed Conference Center will include the following three components:

1. The first floor will include a multi-purpose venue that will provide:
 - a. A basically open floor with stage for small gatherings;
 - b. Large breakout rooms (max 3 dividers), and be specifically designed to open out upon the adjacent plaza (see included graphic illustration) for accommodating events that “spill over” in between ECPAC and the new structure.
 - c. Catered events will be able to accommodate 1,000-1,100 patrons to balance the ability of ECPAC to be used to its maximum utility. It is contemplated that a significant number of bookings from theater groups will use this space for rehearsals.
2. The second floor will provide several offices and breakout rooms to be used in conjunction with tenants and associate groups providing community performances at ECPAC. The enhanced “flex-space” and ECPAC-related facilities will meet a long known demand of many performing arts groups, who have heretofore not frequented ECPAC.
3. The third floor will accommodate the relocation of CCT/Art-Beat Management’s offices, creating greatly improved onsite management of all ECPAC operations. This will permit the operators/managers to operate the facilities on site adding to quality of service and efficiency.

Income derived from the ownership and management of this addition will be recycled into the overall combined operations to underwrite operating and maintenance costs of the both facilities (including ECPAC). This proposal envisions that Art-Beat will continue, uninterrupted, in the operation and management of ECPAC. We believe that we have assembled all of the necessary Team Members,

Advisors and Sponsors required to deliver a finished product that will be a substantial credit to the City of El Cajon.

A list of our Development Team Members is attached. All of these individuals and companies are familiar to East County and have track records of effectively completing those projects to which they commit.

We look forward to working with the City of El Cajon to complete this project as soon as possible, and to help relieve the current cash flow challenges experienced by the City while providing uninterrupted service of ECPAC to the community.

Previously the site of the W.D. Hall family hardware business, Pacific Realty Advisor's El Cajon Conference Center facility proposes bringing the old together with the new.

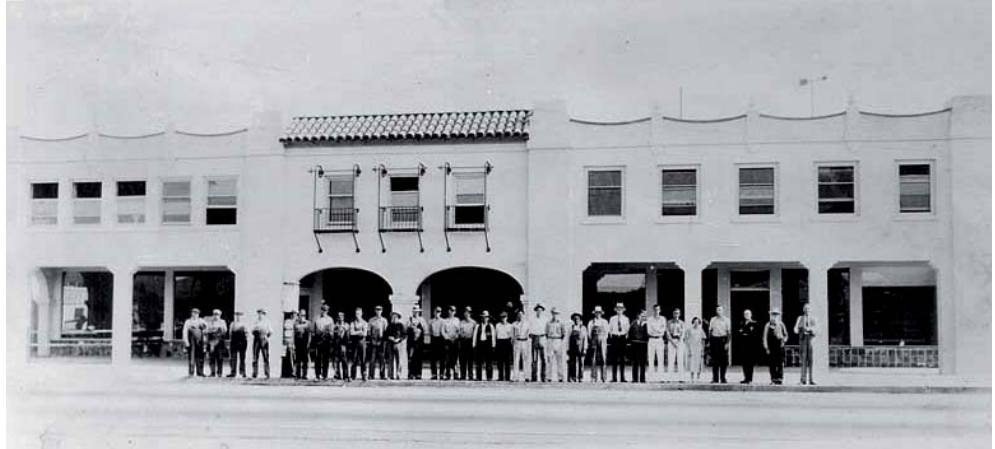
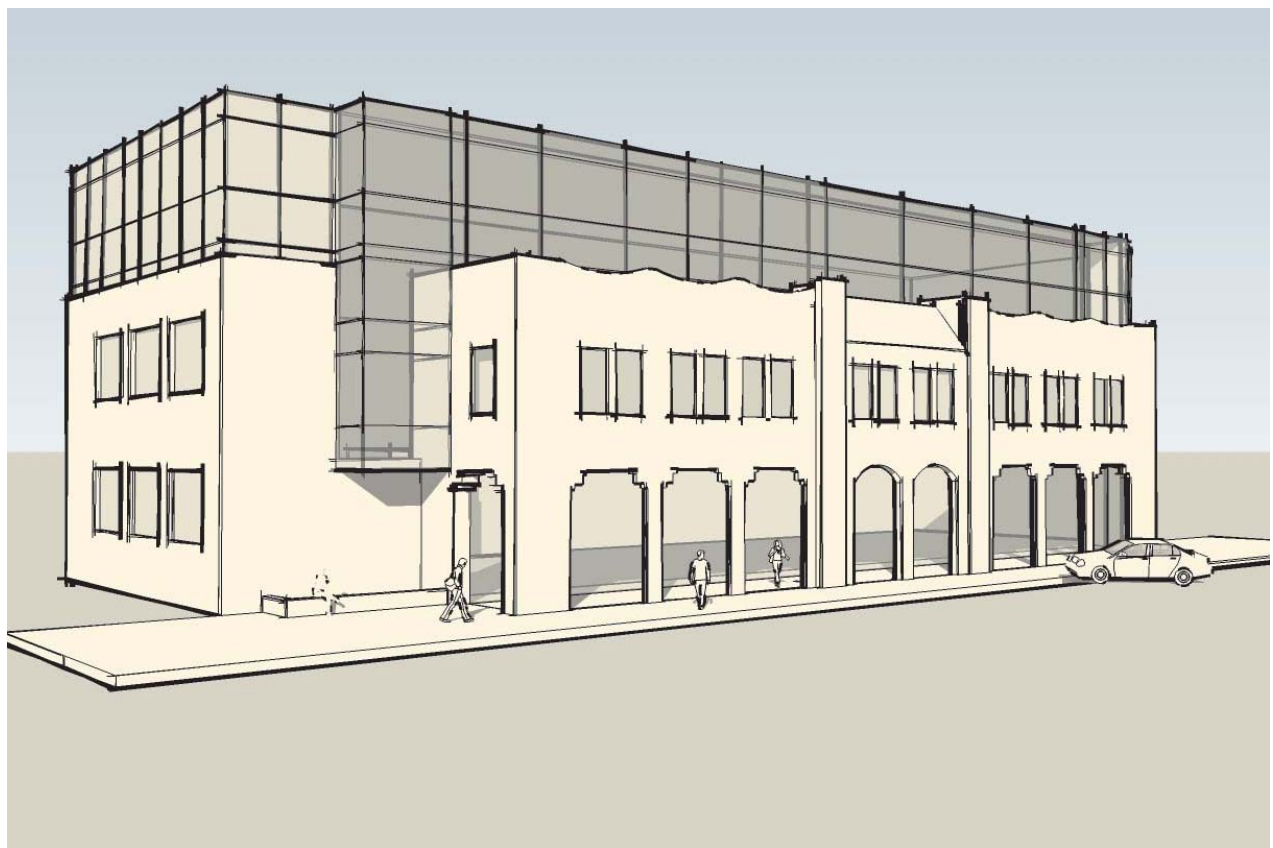


Photo courtesy of the El Cajon Historical Society

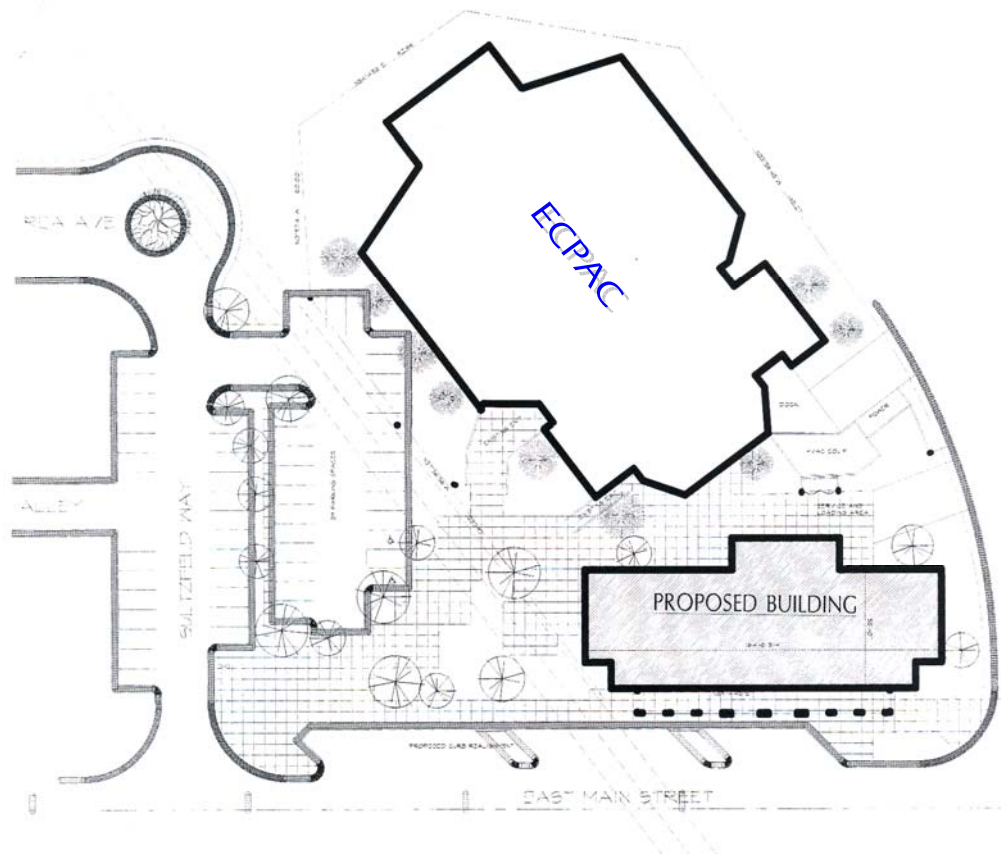


Rendering is a mix of the old and the new. Capturing the old Main Street in the front and adding the new with the glass panels on the third floor. [architectural concept is enhanced on the proposal cover as well as on the following page]

Combination

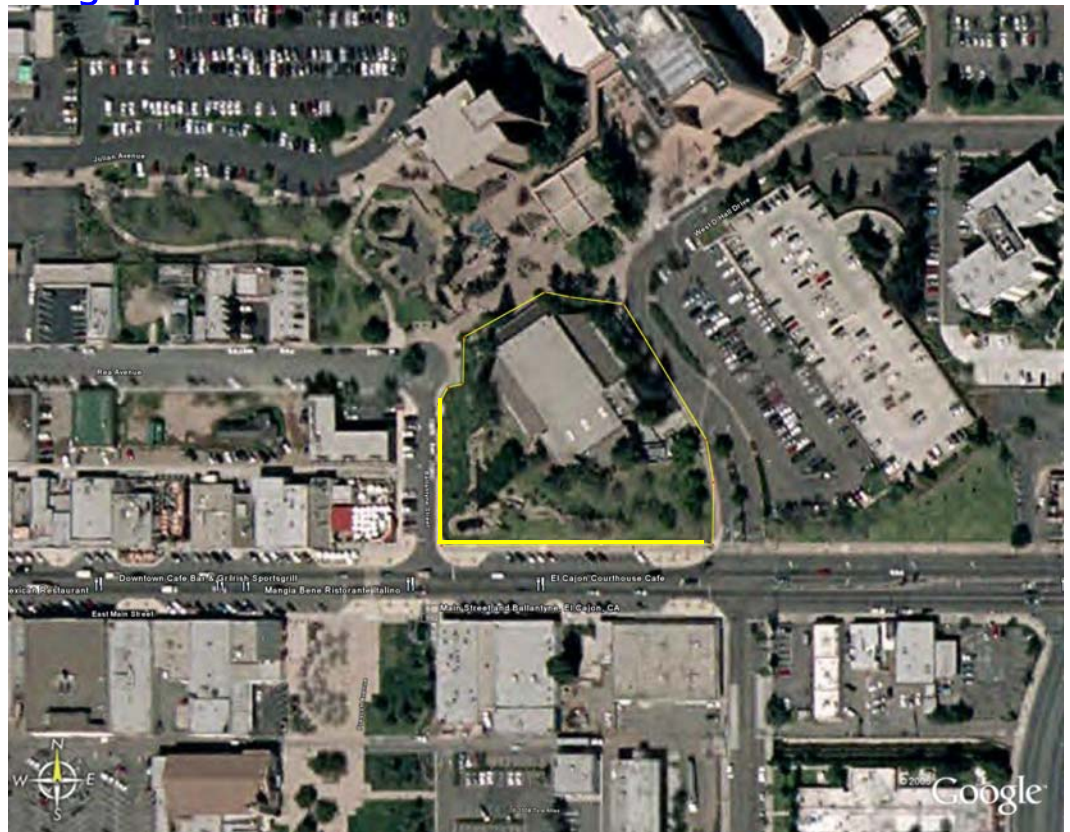


Rendering of the new El Cajon Conference Center facility.

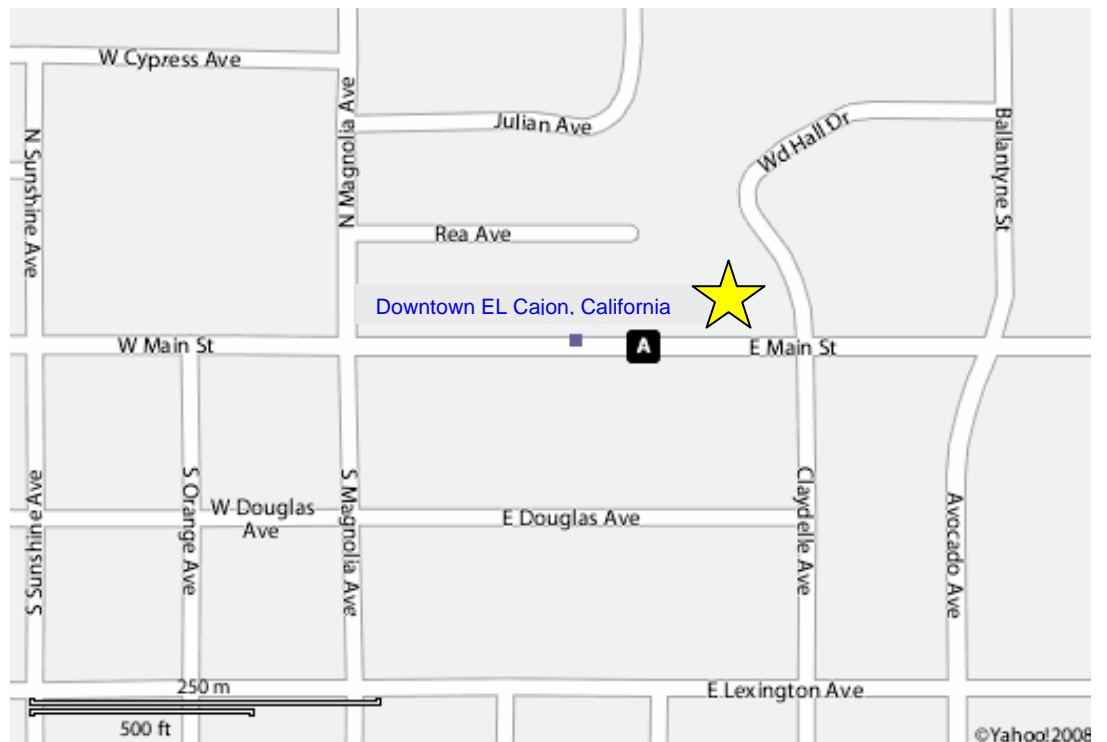


3 STORIES: 28,200 s.f. TOTAL
9,500 s.f. Lower Floor, 10,000 s.f. Second Floor, 8,700 s.f. Third Floor

Geographical Location



This project will be sited at the Northwest corner of Main Street and W. D. Hall Drive as outlined above.



El Cajon Conference Center potential interior and outside patio event seating capacity illustrated.

