

Project Vision

For the El Cajon Conference Center

Many El Cajon community leaders have collaborated in the “visioning” process for creation of the proposed El Cajon Conference Center. The benefits of having a civic Conference Center connected to the East County Performing Arts Center (ECPAC) are substantial and will have a very positive impact on the City and its downtown commerce. The addition of a Conference Center with breakout rooms, rehearsal space, a mini-theater, banquet facilities, meeting rooms, and offices will enhance and improve the overall desirability of ECPAC and will create a significant increase in use, while covering the short-fall of operational costs of ECPAC as a single-purpose use facility. The Conference Center will revitalize the theater, which in turn will be an added stimulus to the redevelopment of Downtown El Cajon.

Benefits of the El Cajon Conference Center:

1. Increase Cultural Arts in El Cajon

The small 150-200 seat theater space will provide community groups a not-presently-enjoyed opportunity for intimate shows, concerts, up-and-coming artists, lectures and smaller productions. Groups that have been forced out of their facilities will have a new small theater option.

2. Increase Community Activity in Downtown

New breakout rooms will allow organizations and companies to host corporate events, meetings, workshops, exhibitions, luncheons and dinners. Businesses, organizations, clubs, churches and schools will find El Cajon the perfect location for their events, weddings, banquets, receptions, meetings, dances, reunions and parties. With sit-down dining capabilities of 280 indoors and up to 770 outdoors, ***El Cajon will be the location of choice.***

3. Increase Employment Downtown

Art-Beat will increase its staff to meet the rental demands of ECPAC. Additional staff will be needed to operate the new Conference Center. Local vendors and shop owners will see business growth as supplies needed to operate and maintain the theater are purchased. Additional employment opportunities will be made available as local businesses see an increase in both patronage, gross revenues and profits.

4. Increase Community Involvement

The Conference Center will be filled with classes, workshops, meetings and activities on a daily basis. The second floor is designed to facilitate dance classes, exercise sessions, drama and voice workshops, club meetings, church and synagogue meetings and political gatherings. The new facility will be available to rent on a day, week or monthly basis.

5. Increase Revenues to Art-Beat

Since its conception, ECPAC has had a short-fall in annual operational funding. With the added facility, additional bookings, and increased use of the Conference Center alone, the short-fall in funding for ECPAC's operational needs will be reduced, and hopefully eliminated.

6. Increase in Weekend Patronage

ECPAC is traditionally "dark" on Sunday mornings. The Conference Center could attract churches to the facility because of the availability of classroom space and youth oriented venues. Many of those found congregating at ECPAC and the new Conference Center on Sunday mornings will most probably be inclined to stay, shop and dine in Downtown El Cajon.

7. Increase ECPAC Patrons

It is believed that the new Conference Center, with its multipurpose use, will increase the use of ECPAC by 20% the first year, bringing total annual theater use to over 300 days. With a projected annual increase in use to 82% of the calendar year, ECPAC use and enjoyment will see an increase of 58% over previous management.

There is an old saying that "without a vision the people will perish". We believe that the Vision stated above will truly provide significant new and vital "life" to East County and especially to Downtown El Cajon.

We hope that you will join us in helping to make this Vision a "reality"!!