

ECPAC Enhancements

The PRA Team proposes to work closely together with all of those “stakeholders” vitally concerned with the enhancement of use and creation of more enjoyable Performing Arts experiences at ECPAC and the Downtown Business District surrounds. Certainly Art-Beat Management, in concert with CCT/CYT, have a vested interest in working hard toward this realistic objective.

The new El Cajon Conference Center facility will have significant floor area space to accommodate smaller performing arts groups, currently unable to utilize the vast size of ECPAC’s venue. Those valuable new Conference Center amenities have been previously described in Sections 2 and 3 above.

However, Art-Beat and CCT/CYT have given considerable and serious thought and planning for the enhancement of programming and utilization of ECPAC, in conjunction with the new Conference Center, as follows:

1. Partnerships:

- Establish improved relationships with local area businesses/restaurants for the purpose of increasing their customer traffic;

2. Community Events:

- Continue to attract new patrons by providing a sense of “excellence” in the service provided, as well as a Facility that will truly meet Community needs;

Anticipated days used: 60 to 80

3. Concert Series:

- Re-establish Club 99 series and work closely with local and national concert and event promoters to use ECPAC as their preferred choice of venues;
- Continue improving relationships with groups such as Grossmont Concert Association and Grossmont Symphony Orchestra;
- Develop new relationships with: Shadow Mountain Christian Concert Series, The Arts Foundation, Mainly Mozart, the San Diego

Symphony, to use ECPAC's Concert Hall for regular events;

Anticipated days used: 30 to 40

4. Educational Events

- Establish reduced rates for high schools and colleges to encourage the local educational community to make use of their (East County's) Performing Arts Center;
- Encourage scheduling special events such as choir concerts, dance programs, air band competitions, graduations, baccalaureate services and theater productions;

Anticipated days used: 30 to 40

5. Faith-Based Rentals

- Promote rentals by local churches and synagogues for services, concerts, fund-raising events, special guest speakers or special holy day events;

Anticipated days used: 20 to 50

6. Theater Summer Camp

- Develop an advanced theater arts program during the summer time to give children hands-on training and experience in running a theater.

Anticipated days used: 30

7. CCT Full Season

- CCT is the ***largest community theater in San Diego County***. CCT's strategic plan includes the development of a full theater season with five "indoor" shows each year, which include the annual *Senior Follies & Traditions of Christmas Musical Spectacular* attracting 45,000 patrons;

Anticipated days used for a full season: 60

8. **CYT Children's Theater**

- CCT operates CYT, the ***largest children's theater in the country. ECPAC would become the flagship*** program in the nation for the **best** in children's theater. This national recognition would bring the spotlight onto El Cajon, establishing East County, the El Cajon City Council and Redevelopment Agency as innovators in providing top-quality performing arts education to the children of our community.

Total days used in a year, 6 fully-staged productions: 50

Total projected number of days in use, annually: 350!