

*Grossmont Community
Concert Association*

P.O. Box 249 El Cajon, CA 92022-0249
A Non-profit Organization IRC 501 (C) (3)
www.gccaweb.org

March 9, 2010

The Honorable Mark Lewis, Mayor of El Cajon
Members of the El Cajon City Council
Other Interested Parties
200 Civic Center Way
El Cajon, CA 92020

The Board of Directors of Grossmont Community Concert Association (GCCA) has reviewed the report entitled Conceptual Business Plan for the East County Performing Arts Center (the Plan).

First, we are extremely pleased with the positive tone of the Plan and its expression of the value of the East County Performing Arts Center (ECPAC) has on the City of El Cajon and surrounding East County communities.

Following are some of our comments on the Plan:

1. We fully support recognition that presentation of the performing arts is an integral part of any community and should be supported by the community with the same level of commitment as other cultural amenities such as libraries, parks and urban forests.
2. We agree ECPAC will be successful only with a qualified, professional management team experienced in theatre management.
3. We agree ECPAC should be run in a business-like manner. To us, "business-like" includes selling tickets. To do this, the management team must know how to select and book good performers and schedule performances throughout the year. Please be aware that GCCA, without fanfare or subsidy, has a sold-out pre-paid audience of over 1,100 people for six shows every year. We have been doing this for several years running. It can be done.
4. We agree that while the primary function of ECPAC is to provide cultural and entertainment benefit to the community, an important secondary benefit is to

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improve the economic condition of the business community. As specifically stated in the Plan, "An asset such as ECPAC should act as a catalyst to attract a large and varied audience from throughout the area, an audience that will spend money in El Cajon for tickets, gasoline, food, drink, hotel rooms, and other items." (As pointed out in the preceding paragraph, GCCA alone provides 6,600 patrons annually.)

5. We agree operating a box office would give the public tangible evidence a theatre is in operation, and provide a location to purchase tickets and obtain information.
6. We support renovation of the theatre and grounds. ECPAC is a source of pride and its condition should reflect that. We urge awareness of the adequacy of parking particularly when events at ECPAC coincide with working hours of City employees.
7. We encourage a reserve fund or endowment concept to provide funding for on-going maintenance and improvements. Suggestions include seat plaques, naming rights, donor wall recognition and the like.
8. We encourage making ECPAC available for rental to appropriate organizations. Properly managed, this will make a noticeable contribution to operating costs.

We commend Mr. Kurt Swanson and Mr. Bob Turner for their insightful and objective understanding of the importance of ECPAC to East County in general and El Cajon in particular. We urge serious and positive steps to implement the recommendations in the Plan.

Respectfully,

Ron Shelby,
President, GCCA

Endorsed by:

Dr. Patricia Parlin, Sr. Vice President
Kenneth Nemeroff, Vice President
Barbara Slater, Secretary
Dan Kitchen, Treasurer
Allan Frostrom, Patron Plan Director
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