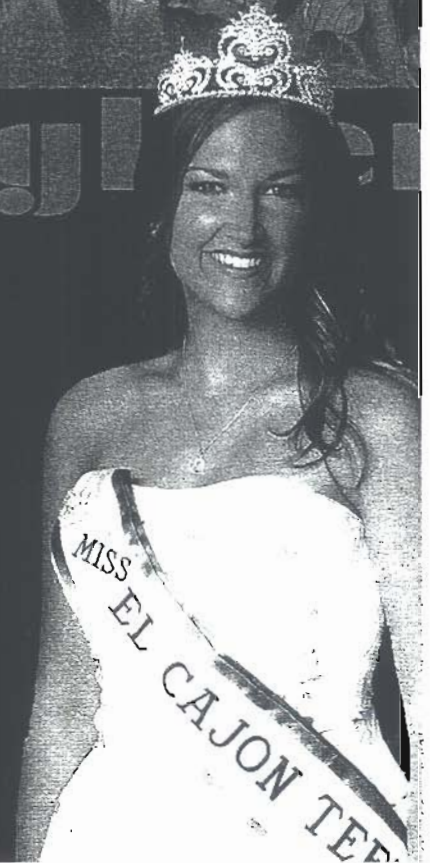


East County
PERFORMING ARTS CENTER
The "Art Beat" of El Cajon

2006
Annual
Report



Laughter



Enjoy

East County
PERFORMING ARTS CENTER

Tuesday Wednesday Thursday



The "Art Beat" of El Cajon

January, 2007

Dear Patrons and Friends,

Art-Beat Management just completed its first year of managing the beautiful East County Performing Arts Center. It has been a year filled with many successes and many challenges. We approached the year with much anticipation for the future and to our delight we are pleased to report that we ended the year in the black and increased the number of days the facility is used, increased the attendance, and made some needed improvements to the theater.

Many thanks for the incredible support of the City of El Cajon who understands the value of this magnificent theater and its importance to the quality of life in East County. It was the vision of the El Cajon City Council to see this community art center used by the tax payers who pay for it and that vision is coming to life as new renters have increased by 72% and attendance is up 30%. We appreciate the outstanding support of the City staff in helping to expedite much needed improvements to this city treasure.

We surpassed and reached many of our goals for the first year. However, there are still areas which need improvement. Going into our second year, we are optimistic as we continue to increase facility usage, host national acts with *Club 99*, and begin a capital improvement campaign to keep our local civic theater in tip top shape.

We count it a privilege to serve our community in this way and we thank the thousands of volunteers who made 2006 a great year for the new management team.

Sincerely,

Paul Russell

Dr. Paul Russell
Executive Director of Art-Beat Management



Art Beat Management

Art-Beat Management Office
1545 Pioneer Way • El Cajon, CA 92026
619-588-0206 • 800-696-1929

Sund

7
Full Day -
Thunderstock
Productions

4
Full Day -
Starlight
Productions

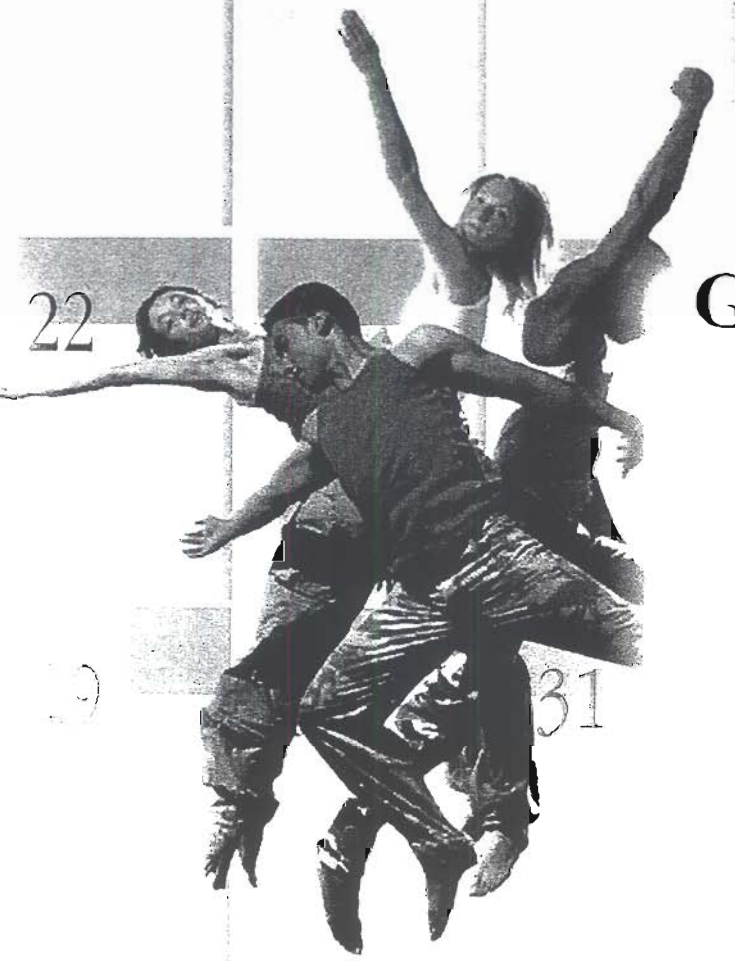
PM -
concert

Rainbow

Monday Tuesday Wednesday
1 2 3



15 16 17



22 31



Mission

To serve the needs of our community by providing the best in local and regional entertainment at reasonable rates and to provide a first class facility to the greater San Diego community.

18 19
GSO M-ans
P ans



Goals

- To make ECPAC accessible and affordable to the community.
- To establish partnerships with existing promoters and bring a variety of national acts to a wide spectrum of the community.
- To provide theater arts educational programs.
- To provide a staff that is consistently focused on customer service.
- To seek out funding to help cover operational and maintenance costs of the theater.
- To maintain a facility that is considered one of the finest in the country.

Community Partners

Art-Beat Management partnered with three community-based organizations in 2006 that are producers of performing arts events. To qualify as a partner the organization needed to be a frequent user of the facility and be willing to help all partners cross-promote events. Art-Beat included the partners in all calendar listings, posted events on the box office marquee, shared mailing list, provided links on the East County Performing Arts Center website, ECPAC.com, gave a frequent-user discount for rent and complimentary use of theater assets such as theater risers, tables, and sound and lighting equipment.



Grossmont Community Concert Association



Grossmont Symphony Orchestra



Christian Community Theater



Christian Youth Theater

13

14

15

16

17

Multi-Cultural Events

Art-Beat Management booked a variety of cultural events that reflect our diverse community.

- Temple Emmanuel High Holy Days. September 22-October 2.
- Voices and Riot Sa America, Ma Ma Cass variety shows, featuring Filipino artists. August 22 and August 27.
- The GSO's Cuban Celebration. May 11-12.
- El-Funoun, Palestinian music and dance. November 15.
- Italian soloist, Joe Avati Live! November 18.
- An Irish Christmas. December 2.

National Acts

ECPAC hosted 16 nationally recognized acts in 2006.

Acts	Date	Attendance
Granner and Williamson	2/4	710
Christiana	2/17	982
Dr. Laura	2/23-2/24	2284
Beatles Tribute	3/3	858
Hector Olivera	3/4	903
River City Ramblers	4/7	852
Eagles Tribute	5/25	512
Elvis Tribute	9/16	1044
Chubby Checker	4/27	348
James Darren	7/8	398
Tamburitzans	5/19	545
Tommy Emmanuel	7/22	524
The Platters	9/11	1049
Bay Street Brassworks	10/3	989
Time for Three	11/6	998
Irish Christmas	12/2	313

Of these 16 acts, the *Eagles Tribute* was sponsored by Art-Beat. The others were privately produced and profit and loss records are not available. *Eagles Tribute* was not profitable for Art-Beat. Our biggest challenge remains sponsoring national acts. It was difficult to book recognized acts during this first year of operation as most acts are booked a year or more in advance. Plans for 2007 include Club 99, which features six acts that will be marketed as a package for just \$99.00, and to find and book acts, such as Glenn Miller, currently scheduled to appear in 2007, that have lower production and advertising costs.

Thursday

Friday

Saturday

6

8

7:00 PM -
James Darren

13

14

15

22

7:00 PM - An
ning with
Tommy
Emmanuel

27

29

7:00 PM -
Comedy Tonight

Educational Program

Working with its partner, CYT, Art-Beat hosted eight school day performances of live theater as field trips for San Diego County schools. The shows included *Schoolhouse Rock Live!*, *The Wizard of Oz*, *Annie Get Your Gun* and *Traditions of Christmas*. Over 164 school classes brought 8,132 children to see a live performance. Art-Beat booked Theatre Works who presented *Curious George*, *Aesop's Fables* and *Charlotte's Web* to over 4,356 children, and ATAY, who produced *Tom Sawyer*, seen by 850 children. In conjunction with its partner, CCT, Art-Beat made tickets available to Logan Heights Elementary. 93 children and their chaperones attended *My Fair Lady*. For many, it was their first live theater experience.

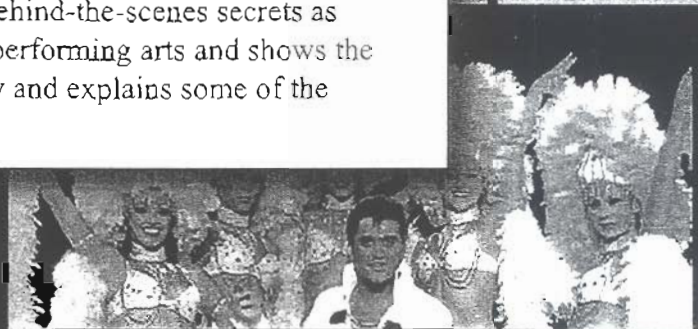
In addition to seeing the play, the children are treated to behind-the-scenes secrets as the show director comes out on stage and talks about the performing arts and shows the students the process of scene changes, introduces the crew and explains some of the different jobs needed to produce a theatrical performance.

Dear CCT,

Thank you for inviting us to My Fair Lady. I never have gone to an awesome play, I like it so much. I think it is the most interesting one. I want to go again. I like when she throws the slippers at Mr. Punnett.

Sincerely,

Julio Madala



Growth

Based on past available records, ECPAC was host to 69 events in 2004 and 83 events in 2005. Under the direction of Art-Beat, calendar bookings increased to 143 in 2006. This is a **72% increase** over past years.

Community Events booked in 2006:

- El Cajon Video and Film Festival 2/25
- Our Lady of Peace 3/10-3/11
- Sprites 3/25
- City of El Cajon, Recreation Department 3/26
- Miss El Cajon 4/1
- Julian High School Graduation 6/4
- Diane's School of Dance 6/10
- San Diego Dance Centre 6/11
- ECCDC 8/12
- ADC San Diego 8/13
- Academy of Dance Art 8/17-8/19
- Ma Ma Cass Productions 7/9 & 8/27
- Temple Emmanuel 9/22, 9/23, 10/1, 10/2
- California Ballet 11/24-11/26
- Valhalla High School 11/30 - 12/1
- Monthly Art Exhibits

Art-Beat Management Budget 2006

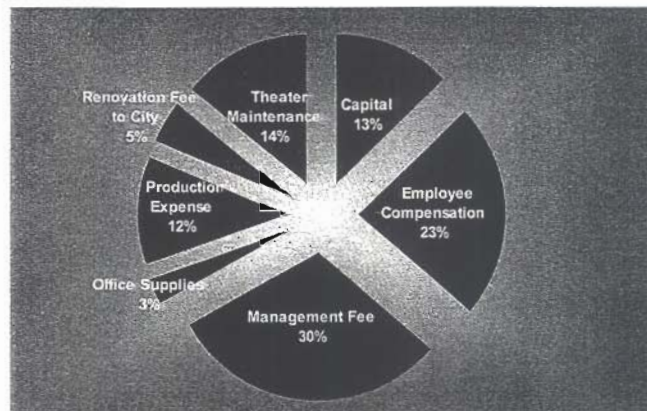
Income

Capital	\$103,820
City Contract	\$350,000
Client Fees	\$328,610
Concessions	\$ 27,215
Utilities	\$105,295
TOTAL	\$914,940



Expense

Capital	\$111,440
Employee Compensation	\$208,120
Management Fee	\$267,215
Office Supplies	\$23,770
Production Expense	\$101,250
Renovation Fee to City	\$40,400
Theater Maintenance	\$123,295
TOTAL	\$875,490
NET	\$39,450



As of 12/20/06

Capital Improvements

In a desire to maintain a competitive performing arts facility Art-Beat is constantly improving the technical and theatrical capabilities of the theater. Art-Beat desires to maintain the highest standard of safety for users and staff. Following research and studies, Art-Beat made recommendations to upgrade the center. These recommendations were sent out for bid and approved by the City of El Cajon.

- Repair and Reconfigure Grid System - 3-D Stage Lighting, Inc. - \$29,987.00
- Intercom Communication System - Power Plus Lighting - \$13,777.74
- Stage Curtains (Legs and borders) - Rosebrand - \$14,694.26
- Intelligent Lighting - PRG Lighting - \$19,718.25; Power Plus Lighting - \$41,694.26

East County Performing Arts Center Upcoming Events 2007

The World Famous Glenn Miller Orchestra

The Legend Lives On...

Take a step back in time to reminisce with the Glenn Miller Orchestra, and enjoy such hits as *In the Mood*, *Elmer's Tune*, *Perfidia* and *Moonlight Sernade*. Come and enjoy the music you remember, the way you remember it!

March 21, 2007
7:00 pm

Call 619-440-2277
or visit ecpac.com

Tickets
\$20 - \$35
On Sale Now!



Larry O'Brien
Musical Director

CLUB 99

ONLY \$99 FOR ALL SIX ACTS!



BILL CANTOS
Original jazz in the style of classic standards.

GOLDEN DRAGON AKBROBATS

The world's leading Chinese acrobatic troupe.



The unforgettable 50s musical presented by CCT Musical Theater.

COMEDY TONIGHT

Ron McGehee & Keeri Pomaroli come to you direct from *Last Comic Standing 2* and *The Tonight Show!*



IT'S MAGIC!

As seen at Caesar's Palace and Hollywood's Magic Castle.

TOM FLANNERY

This former Padre presents bluegrass music with his own personal flair.



TICKETS ON SALE NOW!
619-440-2277 OR ECPAC.COM

2007 SEASON!



WEST SIDE STORY

July 12-28

Forever LAID

April 26-May 4

Season Tickets on Sale January 2!

Annie

October 4-14

CCTMusicalTheater.com
800-696-1929

Season Tickets on sale
January 2, 2007

Single ticket prices range from \$17-\$36.
Special prices for season subscribers.
Senior prices and group rates available.

All shows and times subject to change.

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- | | |
|------------------|------------------------------------|
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- Mary Mwangi, Chief Financial Officer**
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- Paul Russell, Executive Director**
619-588-0206
- Cathie Stanner, Managing Director**
619-588-0206