

Facsimile transmission

July 12, 2005

To: Clayton Anderson

From: Ed Stemen

Attached is the letter to Council which I referred to in my earlier voice mail.

It is my understanding that Gary Kendrick has put on an agenda item to have the Council waive renovation fees until a new "operator" is chosen.

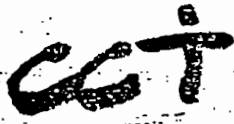
FROM : JOAN SHOEMAKER

FAX NO. : 447-3005

JUL 12 2005 08:36AM P1

619 441 1778

P. 331/100



Playing our role in the community

July 6, 2005

Dear El Cajon City Council,

After months of trying to obtain a contract for the 2005 rental of East County Performing Arts Center for the annual *Traditions of Christmas Musical Spectacular*, produced by Christian Community Theater (CCT), there are points, new to this year's contract, which seem to reflect a bias and prejudice towards CCT.

The points are as follows.

Up-front payment of renovation fees. For the first time, the City is requiring CCT to pay nearly \$30,000 in renovation fees at time of contract signing for anticipated attendance. Other users are given a flat rate and not required to pay in advance. These monies are collected for ECPAC by CCT and are not available until tickets have been sold. It is unreasonable to expect CCT to improve the theater's cash flow situation by paying these fees upfront.

Charging renovation fees for school performances. CCT has for years provided school day shows of *Tradition of Christmas* to local schools for \$10 per ticket. We have never charged the schools or students an additional charge for a *renovation fee*. We request that, in a time when arts are being cut from school budgets, we make it as easy as possible to attract schools to the theater, not drive them away by charging them an additional tax to use their theater.

City proposed ticketing options. CCT's full-time box office staff has 25 years of customer experience and selling tickets. For the past 13 years CCT has successfully sold over 150,000 thousand tickets to *Traditions of Christmas* and does not need ECPAC box office services. We understand other facility users who have their own box office capabilities are not required to use ECPAC box office services.

We regret the need to bring this to your attention but feel we have no other recourse. As one of the theater's largest sources of income we are surprised at the apparent unwillingness to be treated as a valued customer.

Thank you for your immediate attention.

Dr. Paul Russell
Executive/Artistic Director
CCT

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CITY MANAGER'S
OFFICE

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Artistic Director, Paul Russell, Executive Director, Cheryl Russell, Managing Director, Jane Moore, General Counsel, George Fleming