



The Pacific Coast Historical (PCH) Dinner Show is a local IB Homegrown proposal for a world-class entertainment venue for the Pond 20 location, near 13th and Palm Avenue. Our proposal for The PCH Dinner Show was submitted on August 24, 2012, to the Port District in response to their request for Pond 20 development ideas from the public.

The Port District received seven (7) proposals for the use of Pond 20, including five (5) land mitigation proposals, a Gallic Sports Park Proposal, and the PCH Dinner Show. You can download all of the proposals at <http://www.portofsandiego.org/pond-20/letters-of-interest.html>.

Please read the,

Pond 20 – The Best Alternative – Pacific Coast Historical (PCH) Dinner Show,
Letter-to-the-Editor provided below.





View inside of Pavilion. TJ Curios shop on left, surf shop and shaping rooms on right. Long Bar, Taco stand, and Mariachi band in back. Pavilion would include multiple street taco stand locations, Navy and So Cal Lifestyle memorabilia, info on sensitivity of environment.



Arena would include PCH Dinner Show with views of water feature and overhead IMAX. Note picture of IB Pier in background.



PACIFIC COAST HISTORICAL DINNER SHOW™ - MASTER PLAN

NOTE A: Why the Bridges? In addition to the function of making the land more usable, the Bridges are symbolic of bringing together the social, economic, and environmental needs of the IB/Nestor Communities. Despite great need, the IB and Nestor Areas have long been deprived of tangible social and economic investments. The bridges would provide links to the Palm Avenue Business Corridor, resulting in a rapid return on investment in monetary and societal terms.

NOTE B: There are minimum "fill dirt" requirements because the land used by the PCH Dinner Show™ Building and Multi-Use area have always been "dry" and above water level, see www.pchdinnershow.com for more details.

To: Letter to Editor – San Diego Union Tribune and IB Patch
From: Roger Benham, P.E. roger@pchdinnershow.com
Date: October 29, 2012

SUBJECT: Pond 20 – The Best Alternative – Pacific Coast Historical (PCH) Dinner Show

The purpose of this letter is to solicit support for our proposal for a world-class entertainment venue for the Pond 20 location, near 13th and Palm Avenue. Our proposal for The Pacific Coast Historical (PCH) Dinner Show was submitted on August 24th to the Port District in response to their request for Pond 20 development ideas from the public.

The Port District received seven (7) proposals for the use of Pond 20, see <http://www.portofsandiego.org/pond-20/letters-of-interest.html>. Five of the proposals are for "Land Banking" for wetlands restoration to offset development projects to the North of IB, one proposal is for a Gallic themed sports park, and one is our proposal for the PCH Dinner Show.

The mission statement of the Pacific Coast Historical (PCH) Dinner Show is founded upon preserving Southern California culture through entertainment and to change the current perspective of the dinner show in the greater U.S. Our long-term goal is to become the top-known dinner show in North America, attracting tourists from all over the world. The PCH Dinner Show will also be known for its dedication towards enhancing the social and economic life of the South Bay communities of Imperial Beach Area, including Palm City and Nestor.

The PCH Dinner Show concept cleverly connects our off-the-beaten-path region of the South Bay to San Diego's year-round multi-billion dollar tourism industry. This concept brings year-round revenue, jobs, and prestige to the Imperial Beach Area, without reliance on the seasonal, and often delusional, alternatives of a beach-based or eco-tourism economy.

The PCH Dinner Show Concept cleverly directs traffic towards the center of our community, preserving the residential nature of our beach-front area that the residents of IB have always valued most. Of course, with over 7,000 visitors per week attending the PCH Dinner Show, businesses city-wide would benefit. Imagine how many out-of-town PCH Dinner show guests will want to see the ocean, walk the pier, buy an ice cream or coffee, and stay in our hotels? This ideal "big spender tourist" traffic would be visiting our local businesses all year long!

The PCH Dinner Show will provide quality jobs for local people with long-term aspirations in the growing field of entertainment. I was the youngest of six kids who grew up in IB, and my mother worked for the South Bay Union Schools for over 30 years. I can't tell you how many talented young people I have seen whose ambitions were thwarted because of a lack of direction and opportunity in this community. The PCH Dinner Show will provide the fundamental need for a successful tourism-based enterprise in the IB Area.

In contrast to the PCH Dinner Show, special interests want to turn Pond 20 into another "land mitigation bank". What this means is that they want the area to be used by other communities to develop their own economic base. Of the 836 acres the Port District purchased from Western Salt Company in 1998, already 741 acres has been used to "offset" the water-front development impacts of other communities, including Liberty Station Point Loma, the Lindberg Field Expansion, Poseidon Carlsbad, and

who know who else? All of this “public” land has been lost forever for any future development opportunities for the IB Area. This all happened without referendum, say, or input from the local population.

In an article published in the *Union-Tribune* entitled “Pond 20 Could be an Ecological Gem” dated January 9, 2012, the Wildcoast and SWIA proponents of land mitigation banking argue that “ample retail space along the Palm Avenue corridor sits empty, attracting neither proprietors nor customers.” Do these proponents of the “mitigation” banks really believe that the local patrons and proprietors do not deserve an opportunity of economic prosperity from Pond 20? Are they suggesting that we should forgo any business-minded use of use Pond 20 so that the existing businesses can be put out of their misery?

Both Wildcoast and SWIA are coalition members of the “William Hall – Mitigation Stakeholders Team” that has submitted a proposal to the Port District for the land mitigation work. In their proposal they state “Funds that normally would provide return on investment (ROI) to commercial investors will be used for community benefit in Imperial Beach and south San Diego”. I am not sure you could find a more anti-business statement outside of Russia. The ROI to investors is what the IB Area needs most, especially homegrown investments such as the PCH Dinner Show. Because it is these investment that generate the wealth that spurn additional business, provides careers, self-reliance, and support for our families, school foundation, etc.

The ecotourism based economy has not delivered economic prosperity. To make my point bluntly, turning Pond 20 into another land-bank offers minuscule benefits to the local economy. The land banking of Pond 20 is an example of imbalanced short-sighted thinking that provides economic benefits to a select few.

From my travels all over the world I have seen how people and cultures adapt to economic change. Here locally, I remember when a lot families were tuna fishermen and aerospace machinists. These were the jobs that paid for our existing bird sanctuaries and estuarine preserves. Those jobs are gone. Now we need to adapt, and do things that are not the same old 2x4 stucco track-home-condo strip-malls cap-rate developments. We must adapt to add to, and optimize our share, of San Diego’s tourism revenue potential. Our moto is “keep the tourist here one more day”.

A focused effort for tourism dollars is a smart bet for the use of Pond 20. With San Diego becoming higher on the destination list of world-wide travelers, we need to adapt to provide them what they want. Yes, ecotourism can play a part, but it has to occur with the real revenue drivers, like Sea World, the San Diego Zoo, the Hotel Del, and The PCH Dinner Show.

Please note that when the 1998 Western Salt land was purchased, 114 acres, including Pond 20, was “set aside for development”. Therefore, we are not asking for any land use condition that was not approved in the original deal. It is the land-bankers that are causing imbalance, trying to change the terms.

Let’s make sure that the community gets what it wants: that we have a say in the direction of our community. We would appreciate your support. You can view our proposal at www.pchdinnershow.com.