

Mission Bay Planning Committee:

Dear Committee Members:

I have received and reviewed Mr. Prince's email dated April 30, 2008. I feel it necessary to respond first and foremost directly to the MBPC. Mr. Prince does not deny that he works for Sea Forth Boat Rentals. He does not deny that his business competes directly with Sportsmen's sublessees. He does not deny that Sea Forth Boat Rentals has openly and repeatedly stated its desire and intent to take over Sportsmen's lease. Consequently, Mr. Prince is clearly not disinterested, has direct financial motivations for his statements, and should not participate in issues concerning Sportsmen's leasehold.

Mr. Prince claims that Sportsmen's leasehold facilities are un-kept and dilapidated. Mr. Prince argues that in comparison to its neighbors Seaforth Boat Rentals and Hyatt which both only very recently underwent substantial redevelopment renovations, Sportsmen's is an eye sore. First and foremost, Mr. Prince is well aware that the Seaforth Boat Rentals facilities were in a worse condition prior to its recent redevelopment. Second, Sportsmen's facilities would be much improved (and most likely already completed and operating) if the City approved its redevelopment plan, essentially the same plan which has been supported in the past and which Sportsmen's has diligently pursued for the last 10 years. It should also be noted that none of the "concerns" raised in Mr. Prince's email have anything to do with the sublease issues Mr. Prince claims he was so concerned with in the April meeting.

Interestingly enough, in his efforts to lambast Sportsmen's Mr. Prince fails to also recognize that prior to its redevelopment Seaforth Boat Rentals itself also was commonly known around most of Mission Bay by equally derogatory terms, e.g., "Seafilth." It is a well known fact that San Diego Police have had an ongoing problem with livaboards, crime and general disturbance of park rules and regulations. On several occasions, the Police and Lifeguards have referred to Seaforth Boat Rentals as Mission Bay's biggest problem. Sportsmen's and its sublessees have had to step up its security measures as a result.

More importantly, Mr. Prince fails to also acknowledge that prior to its redevelopment, the Seaforth Boat Rentals property was in the exact condition that he attempts to characterize Sportsmen's. For example, there were large disgusting and unsightly plastic bags covering most of the roof area to protect against leaks in the roof, a condition that was allowed to exist for well over two years. There was also an unsightly unpermitted fence structure erected by Seaforth Boat Rentals' operators that remained unpainted for over four years which being adjacent to, we had to endure for well over 10+ years of repeated neglect. In short, the condition of Seaforth's facilities prior to the recent redevelopment was worse than Sportsmen's. Moreover, as can be verified by the City, Sportsmen's adheres to a stringent maintenance schedule which satisfies its lease obligations. Thus, the only objectionable condition of Sportsmen's facility has to do with the age of its building which can be addressed only through redevelopment.

As all of the Committee members know, lease renewals are a prerequisite to redevelopment. Unfortunately, first due to the failure of the much heralded Christopher Hill proposed redevelopment of the entire Quivira Basin, then to the internal problems which led to moratorium and eventual to changes at the City, followed by the efforts of individuals such as Mr. Prince, Sportsmen's has been unable to proceed as planned and originally promised with its redevelopment and to secure a new lease or an extension of its current lease without repeated logjams not attributable to Sportsmen's .

Since 1997, Sportsmen's has demonstrated its commitment to redeveloping its premises in a manner that this committee and the public should be proud to endorse. Sportsmen's has offered to invest over \$1 million in renovating its facilities, an amount that because of the repeated efforts of a few obstructionists with ulterior motives has likely grown significantly since first proposed because of the changing economic environment. Yet Sportsmen's has not waived on its commitment to move forward. On a property per square foot basis, Sportsmen's planned redevelopment investment dwarfs the redevelopment dollars invested by Seaforth Boat Rentals. Sportsmen's has presented the City with detailed plans and architectural drawings/renderings. Sportsmen's has presented its intended redevelopment plans to both the Park & Rec. Board and this Committee. All of the MBPC committee seated at the time were prepared to vote in favor of the Sportsmen's redevelopment plans but could not move forward because of a technicality of it not being an action item on the agenda that month.

Sportsmen's has incurred significant time, energy, and resources into its efforts to redevelop its property. Even though Sportsmen's is not aware of the City ever refusing to extend the lease of any Mission Bay tenant willing to invest in its Premises, the City has yet to approve Sportsmen's repeated requests for a renewal or extension of its lease.

Mr. Prince states that his motivation is simply "the improvement of Mission Bay Park." If this were true, Mr. Prince would assist Sportsmen's in unclogging the logjam at City hall and secure a lease renewal. In doing so, Mr. Prince would ensure the immediate and substantial improvements to Sportsmen's facilities.

Mr. Prince may be correct that his motivations are simple. But one should not be fooled into believing that his motivations are pure. He and Seaforth are committed to expanding their operations, taking over the

premises where Sportsmen's has operated a family owned restaurant for over 50 years, and stomping out competition

As some of you may remember, I stood before this Committee in 2006 and defended Sportsmen's against a slew of baseless allegations that were promulgated before this body in much this same manner and led by the same force; incomplete information used to try to paint Sportsmen's' reputation negatively before the public and this Board. I did so even though I was not properly notified of the meeting or of the allegations. I did so on a moment's notice and even though I was provided with an incorrect address for the meeting. After I was done responding to the issues (many of those which are now being raised again by Mr. Prince), the then current Chairman, Bob Otilie, applauded my efforts. Mr. Otilie said it took a lot of courage to come before that Committee in that way and answer all of its questions to its satisfaction. He and several other members commended me on providing detailed answers to all of the committee questions. At the conclusion of that meeting, I personally invited any Committee member who had any concerns or questions to feel free to contact me at anytime and I would be as open and honest as I was then. As I have done in the past, I would be delighted to answer any question or provide any information relating to Sportsmen's leasehold interest to any disinterested board member

Sportsmen's and I have no desire to continue to engage in a negative non-productive letter writing campaign. Our desire is simply to improve Sportsmen's leasehold facilities, secure an extension of our lease, and continue to serve the Mission Bay community just as we have for the past 50 years.

Thank you again for the opportunity to address this Committee and for your time to allowing me to respond.

Joe Busalacchi