



October 24, 2018

RE: Support of IMG from the Atlantic Avenue Association

To The Entertainment Contract RFP Review Committee:

Virginia Beach is a very special, distinct place. In the view of the Board of Directors of the Atlantic Avenue Association, Bobby Melatti and his team at IMG have done an excellent job delivering high quality and diverse programming that highlights our town's uniqueness. Without exception, the shows and events IMG coordinates and manages throughout the year both improve the image of Virginia Beach and entertain its visitors. Not only do we see nothing about IMG's performance that would warrant consideration of a switch to another entertainment contractor, but there's inherent risk in hiring a new group. Let's stay the course with IMG.

AAA also sees the new Live! On Atlantic program as an improvement from Beach Street USA. With added funding and a better, more relevant brand, IMG's delivery of Live! On Atlantic moved the needle forward in terms of quality. Let's build on this success. With great confidence, AAA supports the expansion of Live! On Atlantic.

Furthermore, we strongly recommend that Live! On Atlantic be a primary part of a comprehensive out of market Virginia Beach branding effort that highlights the unique energy, attractions and entertainment options potential visitors would enjoy if they chose Virginia Beach over other less active, less energized destinations.

IMG has demonstrated time and time again that it delivers high quality entertainment programming and events. By expanding and funding Live! On Atlantic programming, and most importantly, by advertising it out-of-market as a representation of the unique energy that truly is Virginia Beach, we will draw visitors from all over who are attracted to entertainment on their vacation. That's not to say we shouldn't also continue to advertise our myriad of other coastal offerings that make Virginia Beach a wonderful, diverse place to visit and put down roots. Let's market and deliver the unique brand that is Virginia Beach and stay with the high-quality folks at IMG.

Sincerely,

George Kotarides  
**President, Atlantic Avenue Association**  
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