

From: George Kotarides <gkotarides@yahoo.com>
Sent: Tuesday, December 22, 2020 10:17 AM
To: Michael Mauch <mikemauch@yahoo.com>; Chris Neikirk <shechris@smartmouthbrewing.com>; Chris Kyriakides <sfkyriakides@gmail.com>; Lynn Hightower <director@atwildfowl.org>; Clark Winslow <clark@sunnydayguide.com>; deepak patel <ramcorp84@yahoo.com>; bill gambrell <rightcoastconsulting@cox.net>; Stephan Gordon <shg225@hotmail.com>; Stephan Michaels <oceansidellc@gmail.com>; Bill Dillon <bill@abbeyroadpub.com>; D. Nachnani <dnachnani@gmail.com>
Cc: Jaketa Clark <jaketa86@omniaunlimited.com>; BJ Baumann <bj@rockafellers.com>; Billy Almond <billy@wplsite.com>; Sean Brickell <sean@brickellpr.com>; Guy K. Tower <gtower@vbgov.com>; wilson <rwilson31@cox.net>
Subject: Happy Holidays and a progress report

Happy Holidays and Merry Christmas to our Board of Directors and members of AAA!

I got a bit nostalgic and looked back to the summer of 2017 and the days prior to the first resort stakeholder meeting that led to the formation of the Atlantic Avenue Association. Most of you weren't at these early meetings. Since those early days, I am most thankful that AAA has brought us together not only as resort stakeholders, but as friends. We've come a long way in three and half years, but the issues of 2017 still remain.

The good news is we are close to turning the corner. We have RASAP 2030, a unanimous City Council Resolution, and an ASAP 2021 plan. Resort stakeholders have never been more unified. Now, it's up to top city management and City Council to find the money to accomplish the goals set forth by these initiatives. The first box had been checked (one of AAA's top priorities by the way), the formulation of a Resort Management Office (RMO) with a Resort Manager. But that's just one piece to a puzzle in which ALL pieces matter.

We can't have another year like 2020, so it's vital we flip the script in 2021. We call this urgent campaign ASAP 2021, and it has several equally important aspects, in addition to the creation of an RMO:

1. Entertainment - The RAC appointed Entertainment Task Force has recommended a \$2.5M increase in the entertainment budget for 2021.
2. Police presence - Our new police chief, Chief Neudigate, said at the most recent RAC meeting that he intends to deploy more police and set the tone early in the spring.
3. Better Block - The city is strongly considering investing approximately \$1M in the Better Block ambassador program. Combined with more police, this program will help shift the unsafe feeling many people have when they visit Atlantic Avenue.
4. Maintenance - RAC has strongly requested more money for ongoing resort maintenance.
5. Mobility - We must complete the Mobility Study, which will reshape the way people move and park at the resort.

6. Parking - We are working with the city to expand parking on Atlantic Avenue and also welcome Virginia Beach residents back to their beach resort by offering FREE parking in resort city lots and garages to all Virginia Beach residents.

7. Marketing - Marketing and PR will be critical to inform people of the positive things happening at the resort, and thereby begin to change negative perceptions.

8. Private investment matching incentives/grants - AAA is working hand in hand with city staff to help create a template and an approval process for incentives to business and property owners to make capital investments in their properties.

This is all imminently doable, but it takes a unified effort of the resort community and ongoing vigilance - prayers wouldn't hurt either.