

## AAA Actions Since 2017

1. AAA campaigned for FREE off-season on-street parking is on Atlantic Avenue. We also successfully campaigned for a moratorium on resort parking lot requirements during the Atlantic Park build that took 600+/- parking spaces.
2. AAA led in pushing for a managed resort district with a Resort Management Office and a Resort Manager. We now have a RMO with a Resort Administrator and an Ambassador program.
3. We campaigned for and now have a facade improvement matching grant program at the Resort.
4. A few months after we formed AAA in 2017, the City launched the "Activate Atlantic Avenue" initiative.
5. AAA campaigned through various means to increase entertainment funding by 50% from 2021 to 2022, update Beachstreet USA to the "Live on Atlantic" brand, and kick off the Oceanfront Concert Series now called Stars in the Parks.
6. AAA pushed for more and better managed public restrooms. South Beach and 20th St have new public restrooms.
7. We pushed for and demonstrated projected lighting at the 2018 Party! On Atlantic community event, the first ever event we know of that allowed alcohol and bands on Atlantic Avenue.
8. AAA Board of Directors met twice with the VB Hotel Association board at "summits" to share ideas and find common ground
9. In 2020 AAA helped spearhead the initiative that became the unanimously approved "Council Resolution for Atlantic Avenue Infrastructure Improvements."
10. We campaigned successfully to build community cooperation with police, fix police pay compression, add a police substation on the 2100 block, and increase funding for cameras.
11. AAA pushed to add trash bags to city trash receptacles along Atlantic Avenue.
12. We pushed for piped-in ambient music along the Atlantic Avenue sidewalk and improved lighting. Arc lights and music were added.
13. AAA has pushed for a customer-friendly parking plan with convenient lots/spaces. Unfortunately, parking remains a #1 obstacle to local/regional visitation. What can we do to improve public parking and marketing of resort parking?
14. AAA built bridges of communication and respect with Council by meeting with each council-person.

15. **\$48,100,000 is budgeted FY 2023-2028 for "Atlantic Avenue Improvements." \$22M has been allocated as of 2024.** Capital improvements to Atlantic Avenue are also a top priority of the Resort Area Strategic Action Plan (RASAP) 2030 Plan and central to the Resort Area Mobility Plan (RAMP). As of 2024, we are lobbying for increased finding due to inflation.

16. Many AAA board members and regular members have seats on important resort and citywide committees. AAA participation in these groups greatly enhances our influence and keeps us updated on new ideas and initiatives as well as progress on existing projects.

17. AAA fills the need for a vibrant, relevant community group that represents the interests of the resort community and its millions of visitors. AAA is much more diverse than a group of "business operators on Atlantic Avenue." This common misconception doesn't define us accurately. We are a resort community advocacy group anyone who pays dues can join.

18. Council needs a "united voice" from a community to act. AAA can be that one voice, but is most effective when including other resort associations (various civic leagues, condo associations, VIBE, 17th St Gateway, etc).

19. AAA meetings are well attended by a wide range of civic groups, non-profit entities, and business trade associations. Routinely, elected representatives appear and speak, including the Mayor, Vice Mayor, councilpersons, state legislators, and the Commission of Revenue.

20. AAA is where YOU can be heard. Your ideas or concerns are welcome in our open discussion. At every quarterly general meeting and by emails, you will be updated about important happenings at the resort and our city.