



AGENDA

Atlantic Avenue Association
General Membership Meeting
Wednesday, April 23, 2025

Smartmouth Pilot House - 313 32nd Street (Parking on 33rd Street)

1. Welcome & Introductions – Worth Remick in attendance, Ann Ferrell Tata (if anyone needs anything from State Govt let her know!)
2. Approval of Minutes – January 2025 Meeting – approved
3. Treasurer's Report –
Main Account – \$5311.43 / Events Account – \$5441.65
(Expenses = Insurance, 24th LOVE sign repair)
4. Membership and Website Report
 - a. Trying to get to 100 members – have 5 new members
 - b. Memberships run July 1-Jun 30
 - c. Pay on website!
5. Atlantic Avenue Improvements Update
 - a. Improvements on hold – task force appointed 2 AAA members, 2 Hotel members, 3 RAC members – meeting by end of May
6. Atlantic Park and Dome Update
 - a. Trying to get Dome open for the May 4 concert
7. Meals Tax Increase Update
 - a. Virginia Beach is 43rd largest city in the country
 - b. We rank 3rd in the country for the highest meals tax of cities our size (ahead of LA, Chicago NYC, etc..)
 - c. Shouldn't compare us to regional cities
 - d. Should find other ways to find funds
 - i. Propose \$1-\$2 fee on room nights on Short Term Rentals (asks visitors to help pay fee)
 - ii. Update Cigarette/Nicotine tax to capture revenue from other versions of nicotine other than cigarettes
 - e. We'll send out some talking points in the newsletter if members can write letters
8. Oceanfront Enforcement Committee to make Atlantic Ave SHINE this summer! (see attachment) – code violations they are looking at are signage, waste, daily

operations, repairs/maintenance, they have provided several resources for businesses.

9. To submit issues with the City – maintenance/sidewalks/landscaping, etc.. Please submit them to the VBWorks app.
10. Public Safety Update – The good news is it has been quiet. Talks about week 17. Currently, the Police are not aware of anything happening. They monitor social media channels and other modes, and they are confident that they are prepared but haven't heard of anything happening that weekend. Keeping an eye on a possible beach week in June.

There have been some new larcenies with vehicles and the thieves are smashing windows. Keep your car locked and take all valuables out of them.

Public comment about a business that supplied footage to the police for an incident and the footage is now available online and the public is commenting on that business. Want to make folks aware and figure out how it was leaked. Police replied that after camera footage is used in trial it is public knowledge.

The second comment after an incident on Atlantic, cars were unable to leave the area. The light at 20th Street caused gridlock/chaos. Suggestion to review with engineering how those lights are working.

Question about staffing levels with the Police. Sgt Ball believes they are about 80 short which is better than they were a few years ago. The Chief would like to fill those positions.

11. Phil Kellam, Commissioner of the Revenue

- a. Two programs he's trying to fix:
 - i. Small businesses - \$300K revenues or less get tax break
 - ii. Seniors / Disabled – tax relief

12. Upcoming Beach Events – Q2 2025 Highlights

- i. SheCrab Festival - new Food Show on the Food Network will highlight us in June
- ii. Rodeo – happened – was great
- iii. April 25–26: Vibe Check Festival at 24th Street Beach – new event. SITW budget was \$30M, this event does not have that budget
- iv. May 3–4: Atlantic Coast Kite Festival
- v. Mother's Day – May 11
- vi. Monsters on the Beach – May 17
- vii. Memorial Day –
- viii. Others = Ultimate Frisbee, PanFest, Steel Pier Classic – lots going on!

13. Oceanfront Concert Series & Nightly entertainment on Atlantic Avenue– Live on Atlantic entertainment started in the parks in April already, two street closures (18 and 23) add on starting May 2 along with sidewalk entertainment. After Memorial Day, street entertainment is nightly.

14. Resort Area Updates –

- a. Maintenance projects:
 - i. Sump pump 42nd
 - ii. Showers de-winterized next week
 - iii. Block by Block – looking for
 - iv. Beach widening – decision coming soon from Corps
- b. Current Initiatives and Developments
 - i. Sporting events coming all summer long
 - ii. May 30–June 1: Jackalope Fest – Action Sports Festival 50K
 - iii. June 6–8: North American Sand Soccer Championships 20K

15. New/Old Business

- a. National Travel and Tourism Week – next week – CVB has a fun celebration

16. Member Updates and Announcements

- a. Transit – Trolley information – see attachment
- a. Virginia Beach chapter meeting for the Coastal Virginia Attraction Amusement & Adventure Association meeting, kicking off next week on Wednesday, April 30 at 11:30am, at the CVB board room, 600 22nd St. (2nd floor). CVB Boardroom. 600 22nd st, 2nd floor
- b. Stand up for Kids – helps homeless kids – Nicole Pixler will raise awareness and stand in solidarity with kids at Zeros for the weekend.
- c. Martha Davenport – VBRA – Muster sponsor for the 2nd Precinct contact Martha

17. Adjournment

Please tag @visitatlanticavenue (Instagram) @atlanticavevb (Facebook) in all social media

Our Tagline:

Making Community Vision and Dreams Come True.

Our Mission:

The Atlantic Avenue Association is a community-first organization that works to help build a vibrant Resort Area and promote entertaining, inspiring experiences for Virginia Beach residents and visitors.

Our Vision:

To make Atlantic Avenue a thriving, year-round premier resort destination and flourishing hub for business.

Goals:

- Forge a strong sense of pride and participation in our resort community with engaged and involved members working together toward stated and prioritized objectives.
- Activate a distinctively unique identity and sense of place that locals want to make a part of their lifestyles and visitors want to experience.
- Encourage a vibrant economic environment that offers an attractive diversity of entertainment options and inspiring experiences that reflect the richness of Virginia Beach's culture, art, and history.
- Assist and advise efforts that promote Atlantic Avenue as a premier destination through marketing, public relations, and special events.
- Speak with a unified voice about issues, opportunities, and solutions for Atlantic Avenue to City Officials and the Virginia Beach community.

Adopted April 23, 2024



RESOURCES

Resort Management Office

Phone number- 757-385-4800

Your one-shop stop for information about special events, outdoor cafes, Resort projects, Code and Zoning

EVENTS CALENDAR- Email us at **Resort @vb.gov** for a calendar link showing all the oceanfront events this season.

Virginia Beach advertises to families seeking a family-friendly beach vacation. The Virginia Beach Convention and Visitors Bureau has access to valuable research that could help you cater to our shared guests. Please let us know if you are interested to learn more.

Beach Ambassadors

Duty number: 757-439-9565

- Safety escorts
7am-9:30pm 7 days a week until March 31st
5am-9:30pm Sunday-Thurs starting April 1
5am-11pm- Friday and Saturday starting April 1

Assists with individuals from unhoused community. Manages the Beach Wheelchair service.

Visitor Information

Provides information for things to do, events, accommodations, attractions and restaurants in VA Beach.

- Main Visitor Information Center, 2100 Parks Ave.
Open 9am to 5pm, Monday to Friday and 10am to 4pm, Saturday and Sunday.
Call 757.385.7873
- 17th Street Information Kiosk located by the Boardwalk (Behind Dairy Queen)
Open Daily 9am to 5pm starting May 23 (Memorial Weekend) up to Sept. 1 (Labor Day Weekend)

Homeless Outreach Team

Duty number to call 757-385-5165

- Connects the unhoused community with resources.
- Educates businesses on best practices with interacting with the unhoused community.

Parking

For information visit <https://pw.virginiabeach.gov/city-property/parking/resort-area-parking>

Virginia Beach Police Department

Non-Emergency Number- 757-385-5000

Emergency Number- 911

Citizen Services -VB311 (Dial 311)

City Codes and Zoning Ordinances can be found at

https://library.municode.com/va/virginia_beach/codes/code_of_ordinances?nodeId=COVIBEVI



TO: Owners and Management of Oceanfront Businesses

FROM: City of Virginia Beach Resort Management

DATE: April 24, 2025

SUBJECT: 2025 Summer Season

Greetings, Business Owners and Managers!

The 2025 summer season is upon us and like you, the city is getting ready for the influx of summer guests. The Resort Management Office encourages all businesses to help Atlantic Avenue shine this season! A clean, uncluttered, and welcoming storefront is a compelling invitation to the many feet on the street that pass your doors daily! City code will be enforced in support of a welcoming environment. Please keep the following in mind.

SIGNS

- A maximum of ONE A-frame sign is allowed and must be kept within 3 ft of the business facade.
- Flashing signs are prohibited in windows for public view.
- Coverage of windows on other than Boardwalk businesses shall not exceed 16 square feet.
- Coverage of windows on Boardwalk businesses shall not exceed 10 square feet.
- Signage restrictions for outdoor cafés can be found in the Café Regulations received when approved.
- Temporary signs restricted over 21 days per calendar year. Limit 3 times per year, max of 7 days each.

WASTE

- Bulky waste such as cardboard and pallets must be properly disposed and not left on sidewalks.
- Trash collection period is 6am-10am. Don't Park bins the evening before and do promptly retrieve.

DAILY OPERATION

- Amplification should be turned towards the business and kept at a reasonable volume.
- Merchandise must be kept on private property and not on the public sidewalk.
- Chairs and tables are prohibited on public property unless in a permitted outdoor café.

REPAIRS AND MAINTENANCE

- Activity impacting the public right-of-way must be completed by May 1.
- Keep awnings in good appearance.
- Keep exterior lighting in operating condition.
- Keep exterior clean, washed and painted.



Philip J. Kellam
Commissioner

Commissioner of the Revenue

City Hall
2401 Courthouse Drive
Virginia Beach, VA 23456-9002
757.385.4251



cor.virginiabeach.gov
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Business Professional Occupational License ("BPOL") Small Business Tax Relief

Summary Proposal

Adjust the Business Professional Occupational License ("BPOL") small business tax cap from \$200,000.01 to \$300,000. Return the small business tax cap to the customary 75% ratio of Virginia Beach businesses. This proposal will cut taxes on average by \$722 for 1,278 small businesses and reduce BPOL revenue \$909,067. This proposed reduction in revenue is 36% of the \$2,468,635 average annual growth of BPOL revenue since 2019.

Background

- 1996 The General Assembly passed, and Governor Allen signed legislation to address the high tax rates on BPOL and the inconsistent application of the levy across Virginia. The law mandated consistent administration through a "model ordinance" and a small business tax cap of \$100,000.
- 1997 In Virginia Beach, 75% of businesses qualified for the state mandated small business tax cap of \$100,000.
- 2022 In December the City Council increased the small business tax cap from \$100,000.01 to \$200,000 beginning in the 2023 tax year. That \$975,347 adjustment equaled 42% of the \$2,347,605 average annual growth in BPOL revenue from 2019.
- 2023 72% of Virginia Beach Businesses qualified for the small business tax cap of \$200,000.
- 2024 71% of Virginia Beach Businesses qualified for the small business tax cap of \$200,000.

	Range	Businesses	Gross Receipts	Tax Rate	Tax
Current	\$200,000.01-\$300,000	1,278	\$317,703,667	\$.0012-\$.0058	\$972,967
Proposed	\$200,000.01- \$300,000	1,278	\$317,703,667	\$50.00	\$63,900
Impact					(\$909,067)



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Personal Property Tax Relief for Elderly and Disabled Taxpayers

Summary Proposal

Revise and update the income and asset limits for Elderly and Disabled taxpayers seeking Personal Property Tax Relief. Increase the annual income limit from \$29,500 to \$52,000 and increase the gross asset limit from \$70,000 to \$195,000. This will expand the benefit to 745 of our most vulnerable taxpayers and reduce the general fund by \$218,389. This proposed reduction in revenue is .03% of the \$8,229,202 average annual growth of personal property revenue since 2019.

Background

- 1991** The General Assembly created a separate classification of personal property owned by elderly and handicapped persons. Local governments were not required to adopt this separate classification. If they did, interested taxpayers could apply to the Commissioner of the Revenue and were required to meet the following conditions:
1. Must be 65 on or before December 31 - OR- Permanently and Totally Disabled as certified by the Social Security Administration or two (2) doctors.
 2. Must not exceed the \$40,000 limit in the annual gross income.
 3. Must not exceed the \$150,000 limit in gross assets, excluding the value of a principal residence and up to one (1) acre of land.
- 1994** The City Council adopted a separate classification for personal property owned by elderly and disabled persons and reduced the tax rate from \$3.70 to \$3.00. However, the income and asset limits were set at \$29,500 and \$70,000 respectively, well below the state limits.
- 1998** The General Assembly increased the income and asset limits to \$52,000 and \$195,000 respectively.
- 2022** The City Council reduced the tax rate from \$3.00 to 0.000001, benefiting 923 taxpayers.

Proposed Relief

GROSS INCOME ALLOWANCE \$52,000 & GROSS ASSET ALLOWANCE \$195,000			
TYPE	NUMBER OF TAXPAYERS	@ GENERAL TAX RATE OF \$4.00	IMPACT
Elderly & Disabled	745	\$293.14	(\$218,389)

VB Wave



VB WAVE TROLLEY AND BAYFRONT SHUTTLE

ROUTE 30 • ATLANTIC AVENUE TROLLEY

Operates along Atlantic Avenue from 1st Street to 40th Street.

ROUTE 31 • AQUARIUM & CAMPGROUND TROLLEY

Extends to the Virginia Aquarium and Marine Science Center, Ocean Breeze Water Park and KOA Campground.

ROUTE 35 • BAYFRONT TROLLEY

Operates along Pacific Avenue extending from 1st St to Shore Drive, Pleasure House Road and First Landing State Park.

Additional information will be available closer to the start date of the trolley season.

Children ages 17 and under may ride for free with a paid adult or a Student Freedom Pass. Discounted passes for adults age 65+ and persons with disabilities are offered with a discounted fare ID or available for purchase at select retailer locations and transit centers.

Tickets for one-way, all-day, and 3-day adult passes may also be purchased in the Hampton Roads Transit app GoMobile.

More information is available at gohrt.com/mobile/. Cash fare is also accepted. Exact change only.

Visit gohrt.com/modes/vb-wave-bayfront-shuttle