



Leaders in Resort Advocacy & Positive Change (2017–2025)

A Legacy of Action • A Record of Results • A Vision for the Future

Since our founding in 2017, the Atlantic Avenue Association (AAA) has become the **most active and effective community advocacy group at the Virginia Beach oceanfront**. We don't just talk — **we initiate, push, partner, and deliver**. Below is a record of what AAA has led, influenced, or directly accomplished on behalf of the Resort community.

1. We Have Led the Charge to Fix Resort Parking

AAA has been *the* leading voice on parking since day one. We have pushed:

- **FREE off-season** on-street parking on Atlantic Avenue
- **FREE resident** parking at the Resort
- A **moratorium** on Resort parking requirements during Atlantic Park construction after 900 public spaces were removed
- Year-round on-street parking with **in-season meters**, potentially generating **\$1M+ annually** for Avenue upgrades and beautification
- A fully integrated oceanfront parking strategy that benefits **visitors, locals, and businesses**

AAA has **three board members** serving on the Mayor's Atlantic Avenue Task Force, shaping the final recommendations that will soon go to Council. We have been — and remain — the **primary force** behind meaningful parking reform.

2. AAA Created the Vision for a Managed Resort District

Before anyone else pushed for it, AAA recognized the Resort was **unmanaged and without leadership**. Our top request from the beginning:

- ✓ **A Resort Management Office (RMO)**
- ✓ **Dedicated Resort Manager / Administrator**
- ✓ **A year-round Ambassador Program**

3. We Fought for the Facade Improvement Grant (FIG)

AAA pushed hard for investment incentives to help businesses reinvest. Our persistence helped launch the **Facade Improvement Matching Grant**, now widely used across the district.

This program is a powerful tool the City has ever offered to help transform businesses and the resort into a more attractive destination. **We strongly encourage members and businesses at the resort to look into this wonderful program and improve their businesses.**

4. We Helped Spark “Activate Atlantic Avenue” and Continued Pushing When It Stalled

In 2017, after AAA formed, the City launched "Activate Atlantic Avenue" largely due to our influence just months. We have applied continuous pressure to keep the effort alive and relevant. Today, the Task Force is preparing recommendations for a **\$35M beautification and activation program** — a direct result of AAA advocacy and relentless insistence on progress.

5. We Reimagined Entertainment at the Resort

AAA has campaigned for:

- A **50% increase** in entertainment funding
- Transforming BeachStreet USA into **Live on Atlantic**
- Launching the modern **Oceanfront Concert Series** (Stars in the Parks)

Entertainment is the backbone of a vibrant Resort, and AAA has helped build it.

6. We Delivered Long-Needed Public Restrooms

AAA repeatedly highlighted the lack of adequate restrooms — and we delivered results:

- ✓ New restrooms at **South Beach**
- ✓ New restrooms at **20th Street**

7. We Demonstrated What's Possible on Atlantic Avenue

At **Party! On Atlantic (2018)**, AAA showcased:

- Projected lighting on buildings
- Music, bands, family-friendly activation
- The *first-ever* event with beer/wine on Atlantic Avenue

This was a proof of concept for what a **vibrant streetscape** could be.

8. We Built Bridges with the Hotel Community

AAA proactively organized two joint summits with the **Virginia Beach Hotel Association** to align priorities and resolve differences and now have over a dozen hotels represented as members. This cooperation continues to strengthen the Resort community as a unified team — something AAA intentionally continues to build. In the future, we'd like to see these bridges lead to actual **Alliances** to build and maintain a better resort for everyone.

9. We Spearheaded the Atlantic Avenue Infrastructure Resolution

In 2020, AAA helped lead the effort resulting in the **unanimously approved Council Resolution for Atlantic Avenue Infrastructure Improvements**. It produced:

- A new **police substation**
- A formal **Resort Management Office**
- **\$48.1M** budgeted for Atlantic Avenue improvements in FY21/22
- An official City mandate to fix longstanding problems

10. We Have Helped Strengthen Resort Public Safety

AAA has successfully advocated for:

- Fixing **police pay compression**
- Increasing camera coverage
- Establishing a police substation in the 2100 block (with AAA Board member Stephan Michaels playing the instrumental role)
- Better coordination with 2nd Precinct leadership

AAA's work has helped make the Resort safer. The data shows it.

11. We Improved Cleanliness & Atmosphere

AAA pushed the City to:

- Add **trash bags** to public receptacles
- Provide **piped-in ambient music** along Atlantic Avenue
- Improve LED and arc lighting for a safer more attractive nighttime experience
- Fund the Ambassador program

12. We Continue Leading on Parking (Because It Remains #1)

Parking is the single biggest barrier to local and regional visitation. AAA continues to push for:

- More accessible public spaces
- Reasonably priced parking
- **FREE** Parking for VB residents

- Year-round parking on Atlantic Avenue
- A unified, guest-friendly Resort parking plan

We are the organization keeping this issue alive and on the agenda.

13. We Secured Long-Term Capital Investment for Atlantic Avenue

The City budgeted **\$48.1M (FY 2023–2028)** for Atlantic Avenue upgrades. As of November 2025, this has evolved into a **\$35M allocation**. While plans remain under review, AAA:

- Fought to include street parking and vibrant activations in the core resort area
- Secured AAA representation on the **Atlantic Avenue Task Force**

14. AAA Serves on Key Boards & Committees

AAA’s presence amplifies the community’s voice where decisions are made. Our members represent the Resort on:

- Tourism, economic development, and public safety committees
- Oceanfront task forces
- Civic and neighborhood boards

15. AAA: A Diverse Coalition — Not Just “Atlantic Ave Businesses”

This diversity gives AAA legitimacy, credibility, and strength — and we invite **anyone who cares** about the Resort to join (www.AtlanticAveVB.com). AAA represents:

- Residents
- Businesses
- Hotels
- Attractions
- Visitors
- Stakeholders of every kind

16. AAA Meetings Have Become the Resort’s Central Forum

No other group convenes the Resort community the way AAA does. Meetings routinely attract:

- The Mayor
- Vice Mayor
- City Council members
- State legislators
- Senior City staff
- Civic leagues and HOAs
- Resort businesses and non-profits
- Festival organizers

18. We Led the Effort to Clean Up Vulgar Merchandise

With Councilman Worth Remick's help, AAA drove successful action removing **vulgar, inappropriate merchandise** from public display. This is a win for family-friendly standards.

Reality Check — The Path Ahead

AAA has achieved a remarkable list of accomplishments. Yet the Resort Area still faces serious challenges:

- It remains **under-managed** and lacks vibrancy
- Locals **avoid** Atlantic Avenue
- Loss of 900 parking spaces continues to hurt local businesses
- Retail quality has declined
- Visitor household incomes remain sub-par
- Competing destinations invest more aggressively

AAA believes the Resort is a billion-dollar asset that deserves focused management, investment, and strategic decision-making. Building true alliances are the path forward.

AAA: Leading the Way Forward with a focus on Alliances

AAA remains focused, relentless, collaborative and hopeful:

We will continue:

- Building strong, enduring alliances
- Driving City action
- Creating practical solutions
- Amplifying the community's voice
- Delivering real change for Atlantic Avenue and the Resort Area

Join Us. Support Us. Stand With Us.

*AAA is the leading advocacy organization at the Virginia Beach Resort — together, we can build a vibrant, prosperous, world-class oceanfront.
Thank you!*