

### **AAA Actions and Accomplishments ...**

1. AAA successfully campaigned for FREE off-season on-street parking on Atlantic Avenue.
2. AAA successfully campaigned for a moratorium on Resort Area parking lot requirements during the Atlantic Park build that demolished 900 parking spaces.
3. For years AAA has campaigned for much more public parking at the Oceanfront, FREE resident public parking at the Resort, and year-round parking on Atlantic Avenue with meters in-season. Potentially, 200 new parking meters along Atlantic Avenue could generate net positive revenue to city exceeding \$1m/yr and fund ongoing upgrades and beautification of Atlantic Avenue into perpetuity.
4. AAA led in pushing for a managed Resort Area district with a Resort Management Office and Resort Manager. We now have a RMO with a Resort Administrator and an Ambassador program.
5. We campaigned vigorously for and now have a facade improvement matching grant program (FIG).
  6. A few months after AAA was formed in 2017, the City launched the "Activate Atlantic Avenue" initiative. We acknowledge there's much work to be done here.
7. 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.
8. AAA pushed for more and better managed public restrooms. South Beach and 20th St have new public restrooms.
9. 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.
10. AAA Board of Directors met twice with the VB Hotel Association board at "summits" to share ideas and find common ground. This has helped foster a more robust, cooperative resort community.
11. In 2020 AAA helped spearhead the initiative that became the unanimously approved "Council Resolution for Atlantic Avenue Infrastructure Improvements."
12. We campaigned successfully to build community cooperation with police, fix police pay compression, add a police substation on the 2100 block (thanks to board member Stephan Michaels), as well as increased funding for cameras.
13. AAA pushed to add trash bags to city trash receptacles along Atlantic Avenue.
14. We pushed for piped-in ambient music along the Atlantic Avenue sidewalk and improved lighting. Arc lights and music were added to create a safer, more welcoming ambiance.
15. AAA built bridges of communication and respect with Council by meeting with each council-person. Council members regularly attend our meetings.

16. **Atlantic Avenue Improvements:** A total of \$48.1 million was budgeted for Atlantic Avenue Improvements in FY 2023–2028, largely due to the lobbying of AAA. As of spring 2026, approximately \$35 million remain and have been allocated. Improvements to Atlantic Avenue remain a top priority in both the Resort Area Strategic Action Plan (RASAP) 2030 and the Resort Area Mobility Plan (RAMP). In 2024, AAA advocated for additional funding to address inflationary impacts. However, projected construction costs ultimately exceeded \$100 million, making the original vision impractical. Several million dollars were also spent on planning, design, and demonstration projects, leaving approximately \$35 million available for implementation. As a result, alternative approaches to improving and beautifying Atlantic Avenue remain under consideration. This led to the formation of the Mayor’s Atlantic Avenue Task Force, which presented its findings to City Council in January 2026. Three AAA board members served on the task force.

17. AAA submitted an alternative Atlantic Avenue Infrastructure proposal to City Council on January 6, 2026. The proposal recommended eliminating planned curb bump-outs and micro-commerce zones while adding approximately 200 seasonal parking spaces along Atlantic Avenue. As of summer 2026, however, no significant physical improvements have been made.

18. 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.

19. 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 AAA accurately. We are a resort community advocacy group, and anyone who cares about AAA’s mission and pays dues can join.

20. Council needs a "united voice" from a community to act. Often AAA has been that one voice, but AAA is most effective when united with other resort associations (various civic leagues, condo associations, VIBE, 17th St Gateway, etc).

21. AAA meetings are well attended by a wide range of civic groups, non-profits, city staff, resort stakeholders, and business trade associations. Routinely, elected representatives appear and speak, including the Mayor, Vice Mayor, councilpersons, state legislators, and the Commissioner of Revenue.

22. AAA is an open forum where citizens’ ideas and concerns about the future of Atlantic Avenue, the resort and our city can be heard. At every general meeting and by emails, supporters are updated about important happenings at the resort and our city.

23. Fostered formation of 2nd Precinct ABC Meetings with Resort Area establishments, police and Alcohol Beverage Control to better communicate public safety initiatives and reduce violations. These meeting are well attended and result in better communication between ABC establishments and government officials.

24. **Curfew Litigation:** Although AAA was not a party to the lawsuit, AAA's advocacy, information sharing, and community engagement helped foster an informed stakeholder

community that contributed to opposition to the curfew and the restoration of public access to the Resort Area, while maintaining AAA's ability to work constructively with city leadership.

**Summary (6/26): The Hard Truth**

While the Atlantic Avenue Association's accomplishments are significant, the core Resort Area continues to struggle with issues of management, safety, perception, parking, and economic vitality. Laws and zoning ordinances are frequently violated, and criminal activity remains a concern during peak evening hours. Many residents and visitors do not perceive the area as safe after dark.

The Resort Area also faces challenges in attracting local patronage. Many Virginia Beach residents see little reason to visit, shop, or dine at the Oceanfront and often view the area negatively. The loss of approximately 900 public parking spaces associated with the Wave Park project has further reduced convenience, foot traffic, and the viability of quality retail businesses. Visitor household incomes, estimated at approximately \$65,000 annually, remain well below those typically associated with thriving destination districts and the \$100,000 target highlighted by City staff during the most recent State of the City presentation. While the City's matching grant program has been helpful, substantially greater private investment is needed.

The result is a corridor that, despite its tremendous assets and economic importance, often appears underutilized and underinvested. Visible signs of neglect contribute to negative perceptions that discourage visitation, investment, and community engagement.

The Virginia Beach Resort Area is a two-and-a-half-mile, \$1.5 billion economic engine that benefits the entire city. Until City leadership fully embraces its importance, addresses the public parking deficit, and commits to a comprehensive strategy for safety, beautification, activation, and investment, the Resort Area will continue to face significant headwinds and risk falling further behind competing destinations.