



October 6, 2014

Honorable William D. Sessoms, Jr.
Municipal Center
City Hall, Building 1
2401 Courthouse Drive
Virginia Beach, Virginia 23456

Dear Mayor Sessoms,

At the October 6, 2014, VBHA Board Meeting, we reviewed the Tourism Investment Program (TIP) Fund and its' ability to finance the proposed arena. Our board unanimously voted in favor of dedicating 1% of the existing hotel sales tax to fund the project. We realize that this dedication of the tax will affect the ability of the TIP Fund to take on future projects. However, the arena project is the number one priority for our association; therefore, we are enthusiastic in agreeing to the dedication of this tax.

There are numerous reasons for our support for an arena. After careful analysis, no other project will bring a greater impact for overnight visitation to the Virginia Beach area. We will be one of the few cities in the country with an arena and convention center in such close proximity, allowing us to compete for business not currently available to us. An arena will spur redevelopment in an area of our city that begs for a makeover. This facility will be a real amenity for our citizens and an additional reason for businesses to make our city their home. This is a wonderful opportunity that, if missed, will be gone for a generation.

With sequestration and the prospect of declining defense spending, the city councils' forward thinking on expanding existing industries is prudent. In our opinion, there is nothing that will have a greater positive impact on Virginia Beach tourism than an 18,000 seat arena. We wholeheartedly support the project and the proposed funding plan.

Sincerely,

A handwritten signature in black ink, appearing to read 'JDABIERO', written in a cursive style.

Joseph DaBiero
President
Virginia Beach Hotel Association

cc: Virginia Beach City Council
Virginia Beach City Manager, James Spore
Virginia Beach Deputy City Manager, Doug Smith
Virginia Beach City Clerk, Ruth H. Fraser