

Dear CBCC,

As supportive documentation to the upcoming hearings on the proposed marina in Coral Bay, I want to document and submit my thoughts. I am not in favor of the proposed plan as is. The current marina plan is over-sized for the location and inappropriate for the culture and history of the area. The environmental impact of having transient boaters with large vessels in the bay will have a much greater impact on the marine life than the current moorings and management.

The proposal and its tone are egotistical in that the developers want to change Coral Bay. Coral Bay has a brand of being the "quiet side of the island" and we like it that way. That sentiment is shared by hundreds of thousands of visitors who have a very positive perception of Coral Bay. The characteristics that are unique are what bring visitors back to Coral Bay year after year. The brand value of Coral Bay as the "quiet side of the island" with all of its quiriness is sustaining and worth much more than the projected revenue of the proposed marina. The durability of the Coral Bay brand has lasted and strengthened over the past decades. Yearly visits to Coral Bay have become a habitual way of life which demonstrates the external value of our brand.

The emotional attachment to the Coral Bay brand is a reason why the proposal has had such a significant reaction from the community.

I am very concerned that the proposed marina will change the dynamics in such a negative way that we will lose the dedicated and loyal visitors that have brought revenue to the area for many years.

Although this revenue stream is not guaranteed, it is projected because of the growing demand for eco adventure vacations and St. John, Coral Bay is a desirable location if the characteristics of Coral Bay are not radically challenged and changed. As a community, we need to ensure that the brand continues to stand for the values of Coral Bay and not the shareholders of Summers End bottom line.

Retaining the brand of Coral Bay is critical. Brands influence customer choice and the competition for St. John is huge as there are many eco-friendly, adventure vacation destinations that are existing and emerging including Costa Rico, Belize, Mexico, or Guatemala that are very appealing to our target audience and visitors. I am afraid that if this proposal becomes implemented, those individuals who value the unique characteristics of Coral Bay will take their vacation dollars elsewhere. This will not only have an impact on Coral Bay, but the whole US Virgin Islands including lost revenue from flights, local transportation, hospitality and housing, recreation, food and beverage, etc. The U.N. World Tourism organization predicts that there will be about 1.6 Billion eco-inspired trips taken by 2020. With the proposed changes to Coral Bay, St. John as a preferred eco-adventure tourist destination is in jeopardy.

I am fortunate to have purchased a home in Coral Bay for my retirement and for future generations of our family. We love Coral Bay and what it is today. Our vision of its future is not anywhere close to the documented public records that Summers End has posted or the marketing PowerPoint that was used to lure in potential investors.

I have several concerns regarding the proposal including the electric utility load that the proposed marina will have on the St. Thomas grid. What is the increase wattage to support 140+ boats in dock?

I am certain the capacity use will have a greater strain on our already challenged grid. After the last storm, we had a few days of scheduled brown-outs. Regarding the marina support services, how will the proposed upland proposal accommodate, dry docking boats during hurricanes? It is my understanding that the moorings in Hurricane Hole are all reserved. Where will marina services be located? Every marina that I have been to has a service yard next to it. Where will these necessary services be located and what is the impact to the island?

What is the noise impact going to be for the hundreds of villa residents and guests that are around Coral Bay? Even without considering the construction noise, which quite frankly will be unbearable because you can hear when someone hits a nail with a hammer up on Bordeaux Mountain and Upper Carolina and the whole surrounding area. How about the on-going noise created from the boat motors, late night on-board entertaining, air conditioner humming, generators, pumping stations, etc.?

It is a well-known fact, that home sales and the villa rental market are impacted when there is construction around the area. This project schedule and plan can potentially make it unaffordable for villa owners in Coral Bay to keep their homes because of lost income. This proposal will also have an impact on the livelihood for many, many people who are property managers, housekeepers, pool and house maintenance, painters, construction works, gardeners, pest control, etc. At a minimum, there are 177 homes that are listed on VRBO in Coral Bay that will have some direct impact.

Quite frankly, I would not have invested in Coral Bay if I thought the future plan included what is being proposed. Which in my mind is a bunch of headaches, heartaches and lost dreams for the folks that are vested in Coral Bay. It is creating a culture clash and dividing a "community" rather than strengthening the one that already exists.

I am not a Wall Street Banker or a start-up investor. I am a simple person who has worked over 30 years as a sales and marketing professional and is still working to afford my dream. My dream and the dream of others who are full-time and seasonal

residents and visitors does not include the vision or plan proposed by Summers
End.

I could go on and on about inaccuracies in the proposal and the miss-alignment with the Coral Bay Community plan; however in an effort to be succinct and to the point, I recommend the following:

I would like to see Voyages being used in a purposeful way and for improved parking in the area. I would like to have the current moorings remain without a dock; however improved management would be a good thing. I don't want Coral Bay to become the waste and garbage dumping stop for the boaters that sail the BVIs. However, it would be helpful to provide those services to our community and a small number of visiting vessels.

We need to support an environment where small businesses can survive and thrive; including Skinny Legs, Oasis and Aqua Bistro, Island Blues, and all the self-employed individuals that have contributed to our community for years. These are meeting places for the "whole" community to gather. It is where our visitors meet our locals and quickly fall in love with Coral Bay, as we know it today.

Thank you for sharing my thoughts at the upcoming hearing.

Best regards,

Pam Lach