

To: jeevacation@gmail.com[jeevacation@gmail.com]
From: Farkas, Andrew L.
Sent: Mon 4/15/2013 7:26:05 PM
Subject: Fw: YHG Community Outreach
Yacht Haven Grande Sponsored Events.docx

I thought this would interest you.

From: Mukamal, Thomas [mailto:████████████████████]
Sent: Monday, April 15, 2013 01:31 PM
To: Farkas, Andrew L.
Cc: Garrison, Frank
Subject: YHG Community Outreach

Andrew –

Attached is the YHG Community Event list for 2012/2013. After discussion with Eric Toth, we do not believe that there are other private enterprises in the USVI that have as many regular community focused events as Yacht Haven Grande. Creating and maintaining this mix of carefully planned weekly, monthly and annual community events was a major part of organizing and stabilizing the asset. The continuity created by these events is to some degree why YHG has seen some glimmer of success the past two seasons. You'll see names on here like Make a Wish, Rotary Club, Montessori School, Family Resource Center, Junior Achievement etc. Other events are all geared towards local participation including free weekly Zumba Classes (which could have up to 100 locals), Ta Chi (which could have 20 locals), Farmers Markets, Jazz and free annual events for Easter and Halloween which cater to local families. These have all been engineered to position YHG a "public" asset in a safe and welcoming setting. This strategy was meant to debunk the notion that YHG is only for the wealthy and yacht owners and not friendly to locals. Apparently, the Gov hasn't gotten the message (please note that we hosted a Literacy Event through DeJongh's Office in August 2012). Implementing this calendar has been a major priority of mine and Eric's these past few years and has involved a lot of participation from others at the company as well as successfully re-booting out tenant relationships to work in tandem (rather than against) a lot of our tenants and local civic groups to make these events happen. It's actually one thing Eric and his team have been very successful in accomplishing.

I hope this demonstrates what your IGY team at YHG has been able to achieve in this regard over the past few seasons. It is a shame that its gone unnoticed by the Governor but not surprising. Let me know if you'd like specific details on any event listed on the attached.

Thanks,

Tom

Tom Mukamal

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