

HARMONY

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Dear Town of Carolina Beach Officials,

At Harmony Hospitality, we are excited to contribute to the Carolina Beach community with the development of our new hotel, designed to enhance the charm and vitality of this beloved coastal destination. We recognize the town's concerns about parking availability in a beach community where spaces can be limited.

Our hotel's parking plan is designed to meet Carolina Beach's code requirements, providing spaces to accommodate guests. Based on our experience managing properties like the Embassy Suites Wilmington Riverfront, where approximately 75% of guests arrive by car, we have informed our architect to align parking capacity with anticipated demand, including staff needs.

Hotel schedules for staff are distinctly different than for guests. Most staff, such as housekeeping and maintenance teams, work during morning and daytime hours when guest parking demand is lower. Guests often arrive in the late afternoon or evening, allowing for natural turnover of spaces as staff depart. This staggered timing has been observed at similar properties.

To support our parking strategy, we are considering employee policies that encourage carpooling, public transportation, off-site parking options (where feasible), and flexible scheduling to reduce on-site vehicles during peak guest hours. The SeaWitch Cafe and Tiki Bar currently purchases parking permits from the town for some employee parking, and we anticipate continuing this practice for its staff upon relocation to the oceanfront location. Our experience indicates these measures will help balance demands.

We are confident that our data-driven approach will support smooth operations for guests, staff, and the community. We look forward to contributing to the town's vibrant tourism economy while preserving its accessibility and appeal.

Thank you for your consideration. We are available to discuss this further or provide additional details.

Sincerely,

Harmony Hospitality Team