



Vaughn D. Irons

Chief Executive Officer

February 1, 2015

To my DeKalb Community:

As most of you know, my company, APD Solutions, develops and advises on real estate redevelopment projects throughout metro Atlanta and the United States. Among those is the Panola Slope project, soon to be the Panola Resort on Covington Highway.

I see a means of changing the economic outlook of South/Central DeKalb with what we have envisioned for Panola Slope. The project is planned to be a resort for visitors and entertainment district for locals. We are bringing the finest amenities, unique experiences and safety to that corridor.

This new project will bring a total of \$28 million of new investment to the area. We are providing 3 new upscale restaurants, a one-of-a-kind Barcade, 4 retail boutiques, lodging of 72 sleeping rooms, swimming pool, outdoor performance pavilion and finally a top notch full service 10,000 SF conference center.

But attempts to lift up our community are never without controversy. Some media outlets are trying to suggest that because one of my investors owns casinos out of state, that this is a "backdoor" attempt to bring casino gambling to Georgia.

These allegations are ludicrous. Casino gambling is illegal in Georgia. Our Barcade at Panola Resort will include amusement games for adult patrons that are legal and allowable under Georgia law. Any suggestion to the contrary is an intentional misrepresentation of the facts.

I am focused on bringing economic development to South DeKalb, not casino gambling. Households within a 5-mile radius of my site spend \$2 billion annually on restaurants and retail – and \$800 million of that is spent outside of DeKalb county. Private businesses and property owners must do our part to contribute to the economic vitality of our community. The citizens also can't complain about what we don't have and continue to spend nearly a billion dollars a year in other communities. Nor can I be a credible advocate for economic development if I am unwilling to take the risk on DeKalb that I ask of others.

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The project will generate 132 new jobs during our first year. It will attract patrons from all over the United States to bring their dollars and spend them here. It will have a \$46mm positive annual impact on our tax base. I have selected local firms as architect, engineer, interior design and construction. With our well trained concierge and security personnel it will be the safest place in Metro-Atlanta.

It should be clear that we have orchestrated this **all without a dime from DeKalb County Government**. I have raised the private capital from many investors including investment funds, hedge funds, securities firms, and individuals. APD Solutions will own this business, has custody of the real estate and all staff will report to me. There is NO outside control.

I would like your support for this project, and if not your support your understanding. We contribute to DeKalb's condition not only by what we do, but by what we neglect to do. I would like to help lead the reformation of our beautiful County, which has been beat down by politics and disinvestment. There are too many who would rather obstruct than construct. I am a builder and planner and would rather fail reaching for the sun than succeed as a pedestrian with grass growing under my feet.

With love for my County and respect for the people,

A handwritten signature in blue ink, appearing to read "Vaughn D. Irons".

Vaughn D. Irons
Chief Executive Officer