



# EMERALD BEACH

ADDRESSING AND RESOLVING UNAUTHORIZED  
COMMERCIAL ACTIVITIES AND SAFETY  
HAZARDS ON LINDBERGH BAY BEACH

# AREAS OF CONCERN

01 AUTHORIZED VENDORS & REGULATIONS

02 ITINERANT VENDORS AND UNAUTHORIZED BOOTHS

03 SOLICITATION ON PROPERTY

04 DEATH THREATS FROM VENDORS

05 NOISE AND DISTURBANCE

06 UNREGULATED WATER SPORTS AND PUBLIC SAFETY

07 OVERLOAD OF WASTE

08 CUSTOMER COMPLAINTS- LOSS OF BUSINESS

# NO RULES, REGULATIONS OR RECOURSE

## PROBLEMS STARTED IN 2021

First complaint to Director Dowe - July 19, 2021  
Soliciting on Property, Trash and Noise Complaint,  
Predatory Business Practices, Abusing Public Access in  
EBR Parking, Threats to EBR Manager

## NO RECOURSE

Cited access to public beach as reason why we couldn't  
ask them to stop serving our guests and staying on their  
side of the beach. **No clear differentiation between  
right to public access and right to conduct business.**

## OVERSATURATED BUSINESSES ON BEACH

The following operate on the bay: Addie Samuel, Calypso  
Water Sports, CTC Charters LLC., Fun Time Rentals and  
Charters, LLC., One Love, Seahorse LLC., this does not  
include jewelry, clothing, drink and drug vendors.

## PROBLEMS WITH ENFORCEMENT

Issuance of itinerant licenses allow unfettered access. Notices to  
stop conducting business or remove illegal booths are  
unenforced. See coconut booth in front of hotel is still present  
even after cease and desist since October 2023.



**LICENSES**

**POLICING**

**SHORELINE SAFETY**

**CZM**

**DRUGS**

# ONE LOVE

1/8/2024

## SPORTS, PARKS, AND RECREATION

Letter for **Permit Violations**: January 8th, 2024 for violations in the permit, is only permitted for Itinerant Vending and the rental/sales of beach equipment and supplies.

1/8/2024

## HEALTH DEPARTMENT

Letter for business category Restaurant "A" & Tavern "A" **VIOLATIONS**: no health permit, unsanitary conditions, sewage, odors, waste, accumulations prohibited.

One Love passed inspection in May for Restaurant and Tavern. The Health Department is not aware that the license of One Love should've been only for equipment rental.

## LICENSING AND CONSUMER AFFAIRS

2/20/2024

DSPR sends letter to DCLA requesting to remove the structures as his agreement is being terminated for multi-noncompliances

**ONGOING PROBLEM TODAY WITH ONE LOVE USING THE HOTEL FACILITIES, TRASH AND CREATING A HOSTILE ENVIRONMENT.**

# ADDIE SAMUEL

11/22/2023

## DPNR - CEASE & DESIST

Posted Cease and Desist Letter as there is no permit to operate. The Order is attached to booth and ripped off by what is thought to be Addie Samuel.

11/22/2023

## DPNR - NOT IN COMPLIANCE WITH CODE

Posted on the wooden structure that is still present in front of Emerald beach hotel rooms. It is believed the structure is being used for storage. Addie Samuel continues to operate - has threatened the life of Joel Kling, is seen in the newspaper as a recognized vendor of Lindbergh Bay in July 2024.

1/8/2024

## SPORTS, PARKS, AND RECREATION

Letter stating he has no proper permits to operate a business or build a booth.

**This does not include the itinerant vendors that sell drugs, watersports, and frozen drinks within the swim area and on Emerald Beach property.**



'Big Jelly'

Addie Samuel, owner of Local Love and known for his health conscious juices including coconut water at his Lindbergh Bay stand, picked this larger-than-normal coconut recently on the southern part of St. Thomas. The coconut weighed in at 15.2 pounds with a circumference of 31 3/4 inches.

Daily news photo by Casmore E'Bas



# TRASH AND NOISE POLLUTION

## ENVIRONMENTAL HAZARDS

Improper disposal of cooking oil causing rodent and roach infestations. Piling up of chairs in the evening and unsightly beach areas after the working hours.

## WASTE MANAGEMENT

Tenant using our waste bins, overburdening our system.

## TRAFFIC OBSTRUCTION

Vendor vehicles block delivery areas on a daily basis, disrupting services and creating confrontations with staff.

## NOISE AND DISTURBANCE

Loud, profanity-laced music and generator noise disrupting guests.

## BLUE FLAG STATUS

Proposable loss of status due to beach management, pollution and oversaturation of beach and water activities affecting turtles and water quality.



Improper disposal of oil waste and general garbage on our property



Views seen by our guests



# GUEST COMPLAINTS

## NOISE AND DISTURBANCE

Loud, profanity-laced music and generator noise disrupting guests.

## GUEST COMPLAINTS AND LOSS OF BUSINESS

First complaint to Director Dowe - July 19, 2021  
Soliciting on Property, Trash and Noise Complaint, Predatory Business Practices, Abusing Public Access Parking, Threats to EBR Manager

## COMPLAINTS ABOUT BEACH

smoking marijuana  
**SOLICITING**  
loud music  
**DRUGS**  
UNSAFE  
HOMELESSNESS  
GARBAGE



Sierra Montanez  
2 years ago on Google

3/5

The hotel is next to a public beach and there were a lot of locals using the chairs meant for guests and also walking around the beach and restaurant asking for money. Our waitress had to ask them to leave often



Julia Thomason  
3 months ago on Google

2/5

... is also a busy, crowded beach. The chairs are placed close together. Garbage cans were overflowing. **If you are looking for a tranquil beach experience, this will not be it.** If you don't mind lots of families and music this is your place. [Read more](#)



Victor Collins  
3 years ago on Google

... hotel is nice, great views and food. **But I have a oceanfront room and can't even go enjoy the view from my balcony because of the people smoking marijuana under the tree in front of my room.** This has been everyday since I've been here. ... [Read more](#)



Phillip Reed  
3 years ago on Google

3/5

**smoke was overwhelming!** There is a vacant building next door and is occupied by homeless people and they would camp below our room on a couple different occasions. Going out on the beach at night is not a good idea! Other places had security and now I know why.

# SAFETY AND NON REGULATION OF WATER SPORTS

## UNREGULATED WATER SPORTS

A number of jet ski's and water activities powered by jet skis start from the shoreline, we have videos of jetski-powered activities passing mere feet away from swimmers.



## SAFETY CONCERNS

No swim buoys though it is public beach used by locals

## JET SKI HAZARDS

Numerous jet skis operate recklessly from the shoreline and through the middle of the bay.

## ENVIRONMENTAL IMPACT

Excessive jet ski activity jeopardizes Blue Flag Status and disturbs the turtle habitat.

## PROPOSED SOLUTION

Concentrate water sports on the right side of the bay near the airport. Advocate for a ban on jet skis to enhance safety and protect the marine environment.



# DEATH THREATS AND CONTENTIOUS ENVIRONMENT

## SAFETY CONCERNS

Numerous documented threats. Multiple ignored complaints and VIPA police calls, including case #23TPA0566 on December 29, 2023 for death threats from Addie Samuel to Joel Kling.



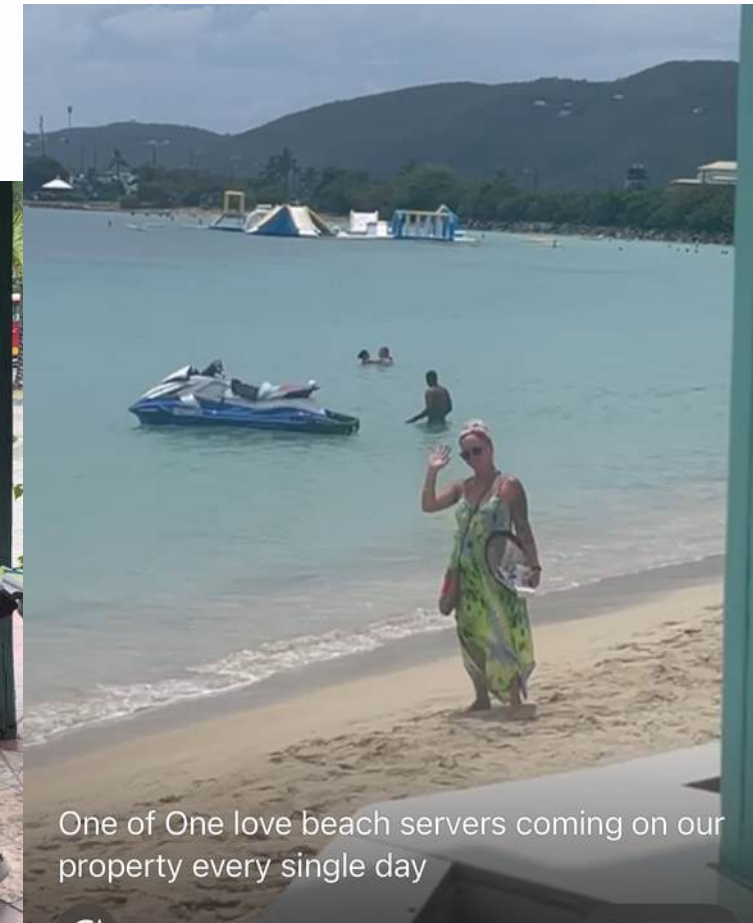
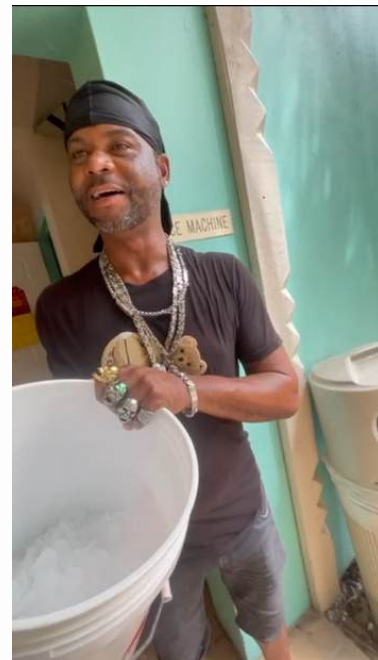
## SOLICITING ON PROPERTY

One Love employees solicit our customers on the beach, at the bar, at the restaurant and even in the lobby. This applies to all vendors on the beach currently.

Vendors up business on our tree every ship day, asked daily to move, but persists and no official enforcement.

## USING FACILITIES AND HOTEL RESOURCES

One Love employees documented on numerous occasions stealing ice and then threatening personnel when confronted to stop.



One of One love beach servers coming on our property every single day

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One love servers on the beach, in front of bar and soliciting customers at our lobby.



# EMERALD BEACH RESORT AS A STAKEHOLDER

## KEY QUESTIONS & CONCERNS:

### CONSEQUENCES FOR EBR AND/OR THE PORT AUTHORITY

- As vendors operate and park on property, what are the repercussions for Emerald Beach Resort (EBR) and/or the Port Authority?
- Which entity implements and governs the rules on the beach?
- What security measures are in place for this public access beach that has experienced several murders?
- Clarification on property lines and insurance requirements for vendors.
- What is considered private property on the beach?
- Why are vendors not allowed at Magen's Bay, but permitted at Lindbergh Bay?
- Right to Public Access versus Right to Conduct Business

### VENDOR OPERATIONS

- Understanding where vendors are permitted to operate.
- Can a booth with no payroll compete with a hotel?
- Overseeing the watersports operations - jet skis in particular



### LICENSING ON THE BEACH

- Clarification on licensing requirements for vendors on the beach. Itinerant vendors?
- Communication between DLCA, HEALTH, AND DSPR

### OUR COMMITMENT

- Emerald Beach is dedicated to cleaning up its side of the beach and working to offer a pristine, safe, and family-oriented beach open to all. We need your help to make these changes a reality.