

ANDREW LAPICA

Candidate for The Ridges Community Association Board of Directors

Dear Neighbors,

My name is Andrew Lapica and I am a homeowner in Azure. I was born and raised in Las Vegas, and I have proudly called The Ridges home since 2020. I am running for the Board because I believe The Ridges, exceptional as it is, still has untapped potential, and with the addition of the Amara Golf & Social Club now underway, we have a rare opportunity to elevate our community to a level that rivals or exceeds anything the valley has to offer. I would be honored to put my experience to work enhancing the place we all love.

EXPERIENCE & QUALIFICATIONS

Founder & CEO, FilmFreeway. I founded and built FilmFreeway, the world's leading online platform connecting filmmakers with film festivals. FilmFreeway scaled to more than three million users, defeated an Amazon-owned incumbent, and achieved 95% global market share before being acquired by private equity in 2021. Building a global business from nothing taught me fiscal discipline, operational efficiency, and how to deliver a world-class experience while spending responsibly.

Co-Owner, Foxterra Design. Foxterra is one of the world's premier luxury outdoor design firms. I understand at a professional level what distinguishes exceptional landscape architecture, streetscapes, and common areas — expertise directly relevant to maintaining and elevating the aesthetics of The Ridges.

Founder, Thought Division. My creative advertising production company has produced commercials and digital content for major national brands, giving me a sharp eye for design, branding, and presentation. I also founded and successfully sold the Las Vegas Film Festival.

Board Leadership. As former President of the United States Tennis Association Nevada, I have experience with board governance, budgets, and building consensus among stakeholders with diverse viewpoints.

MY GOALS FOR THE RIDGES

Protect and enhance property values through sound fiscal management, transparency, and accountability in every Association decision.

Elevate design and aesthetics — apply professional design standards to our landscaping, entrances, streetscapes, and common areas so The Ridges always looks the part of a world-class community.

Transform Club Ridges — invest thoughtfully in Club Ridges to make it a top-tier facility on par with the finest high-end private communities, an amenity every resident is proud of.

Pursue efficiency — bring an operator's mindset to vendor contracts and Association spending, ensuring every dollar of assessments delivers maximum value to homeowners.

Seize the Amara opportunity — work to ensure the new country club and continued growth of our community are integrated thoughtfully, to the benefit of all residents.

I graduated magna cum laude from Loyola Marymount University on academic scholarship, and I have spent my career building things that last. I love this community, I have the time and energy to serve it, and I will treat your investment in The Ridges with the same care I treat my own.

I would be grateful for your vote. If you would like to talk, I welcome the conversation.

All the best,

Andrew Lapica