



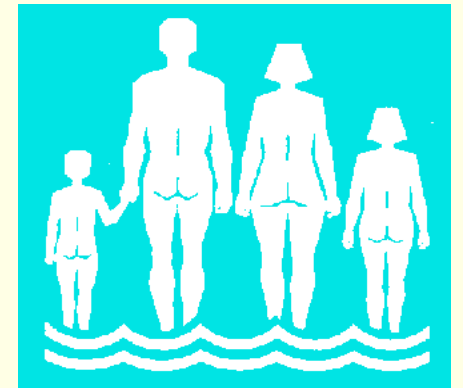
B.E.A.C.H.E.S *Foundation Institute*

**Beach
Education
Advocates for
Culture,
Health,
Environment &
Safety**

**a 501 (c) (3) nonprofit corporation and
Miami-Dade County Program Partner for Haulover Beach Park**

Naturist (Clothing-optional) Beach Areas at FL State Parks

- **Naturist visitors & benefits**
 - data from Haulover Park & Wreck Beach
 - projection to a state park naturist area
- **Proposed state park locations**
 - current users & carrying capacity
 - individual state park maps
- **“TURNKEY” naturist beach proposal**
- **Appendices**





74% of Americans

“believe that people who enjoy nude sunbathing should be able to do so ... as long as they do so at a beach that is accepted for that purpose.”

- 2006 national US Roper poll - [Hyperlink to poll](#)

VISITOR INCREASE FROM A NATURIST BEACH*

Haulover Beach, Miami-Dade County Regional Ocean Park

clothing-optional area established July 14, 1991

<u>Year</u>	<u>Naturist visitors*</u>	<u>growth</u>	
1992	29,199	9.1%	cumulative from 1991: comparison with Crandon Park isolates the growth to naturist visitors*
1993	141,592	43.9%	
1994	264,691	82.1%	
2001	425,000**		



Haulover Park naturist beach area

*Based on parking revenue; see Appendices 1 & 2.

**Vivian Donnell Rodriguez, Director, Miami-Dade Parks & Recreation Dept.
letter of March 19, 2002 (naturist users out of 645,00 total park visitors)

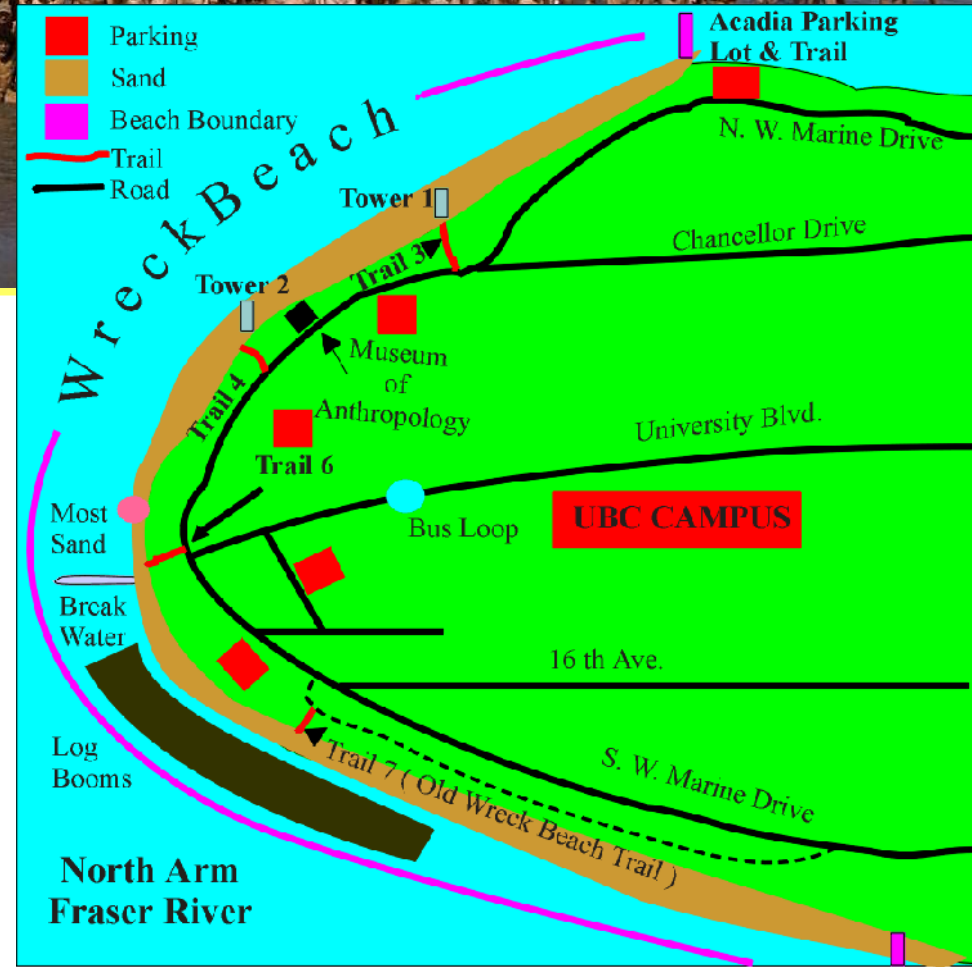
WRECK BEACH

Pacific Spirit Regional Park, Vancouver, BC



500,000 annual visitors
\$60+ million annual
goods & services
economic benefit

Wreck Beach Preservation Society
based on data from GVRD & Statistics Canada



Projected Annual Visitors & Benefits for one State Park by year three of implementation

	<u>Naturist Visitors</u>	<u>Entry Fees</u>	<u>Financial Benefit</u>
Minimal*	132,294	\$ 396,882	\$ 6,182,092
Maximal**	264,588	\$ 793,763	\$ 32,374,960

*assumes naturist growth half that of Haulover & \$46.73 per visitor financial benefit (*which is the benefit cited by Gov. Crist for any state park visitor*).

**assumes naturist growth equal to Haulover & \$122.36 per visitor financial benefit (*50% tourist visitors as at Haulover Beach*).

See Appendices 3 & 4 for data & basis of calculations

Variables Relating to Projected Annual Visitors & Benefits

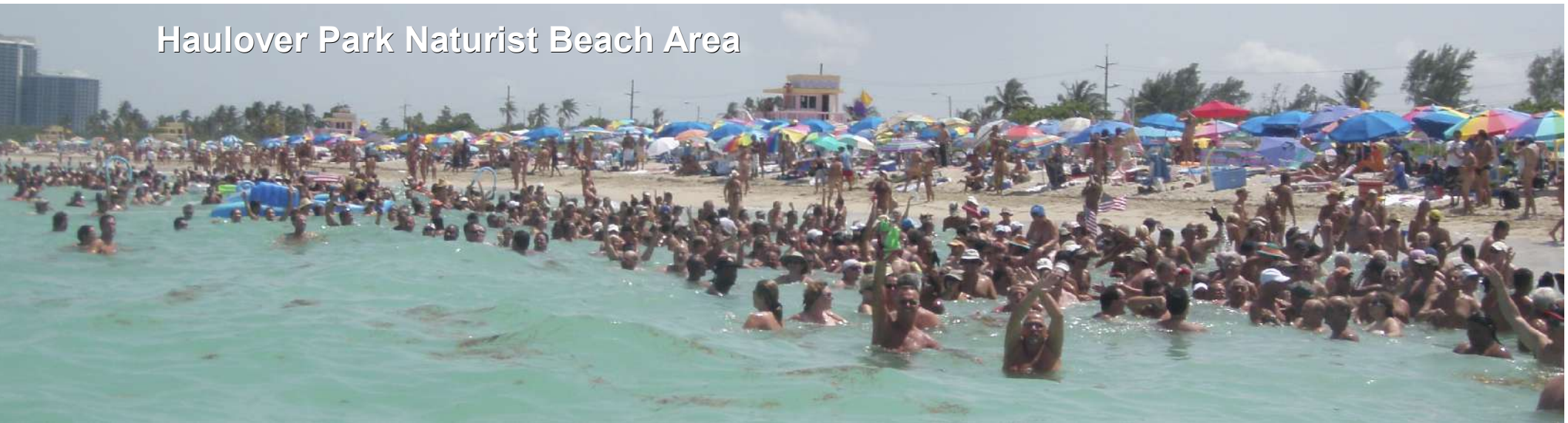
- **Beach quality, location & accessibility**
(parking available / walking distance to area)
- **Beach atmosphere & amenities** *(by B.E.A.C.H.E.S. Foundation's Beach Ambassador program and concession offerings)* to attract core local users
- **Promotion to U.S. & int'l clothing-optional markets**
to increase tourism & hospitality industry benefit
(by B.E.A.C.H.E.S. Foundation)

Five Year Pilot Program Proposal

PROPOSED STATE PARK LOCATIONS

- Year 1: Honeymoon Island *or* Caladesi Island – Pinellas County
MacArthur Beach State Park – Palm Beach County
- Year 3: Bahia Honda State Park – Monroe County
Florida Panhandle – location to be determined

Haulover Park Naturist Beach Area



Annual Park Visitors & Capacity

	<u>Current users*</u>	<u>Carrying capacity**</u>
Honeymoon Island	1,296,809	3,887,900
Caladesi Island	408,990	1,227,130
MacArthur Beach	126,360	1,022,000
Bahia Honda	518,569	770,880

*FDEP, fiscal 2008-2009

**FDEP, Unit Management Plans (dates vary by park)



HONEYMOON ISLAND STATE PARK

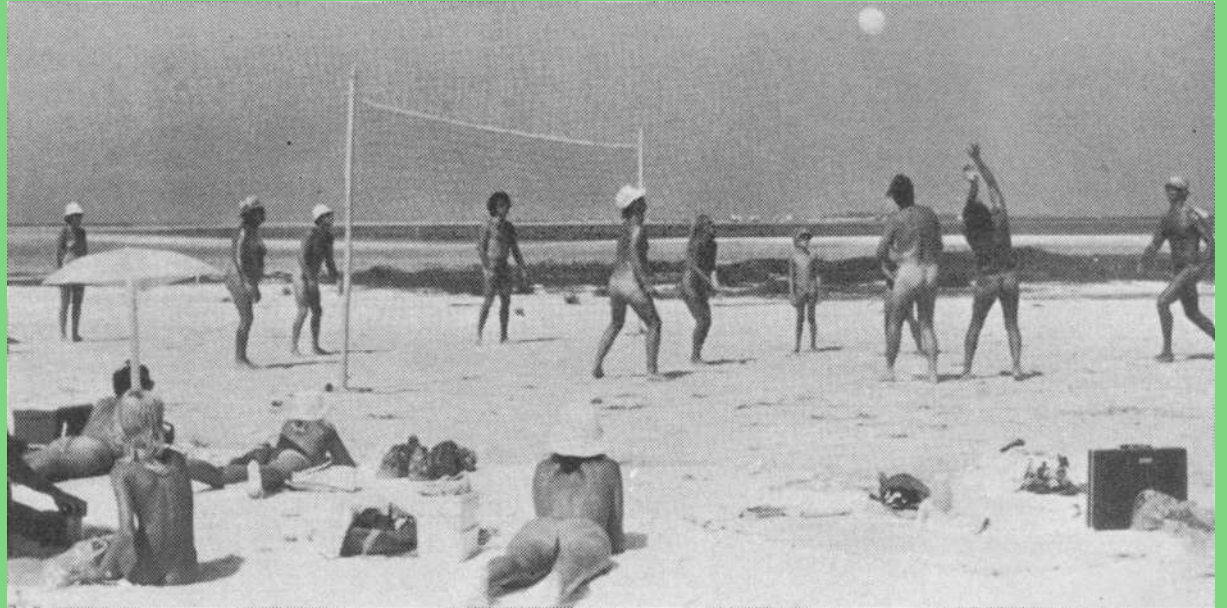
Beach parking lot spaces:

- 24: pet lot
- 785: main beach lot
- 432: middle lot
- 485: north lot

- 0.25 mi. - PET BEACH AREA**
- 1.15 mi. - MAIN BEACH AREA**
- 2.60 mi. - SAND SPIT BEACH AREA**
- 0.25 mi. - NATURIST BEACH AREA**
(approx. size & possible location)



Honeymoon Island circa 1982: prior naturist usage



Caladesi Island

1.25 mile usable beach area (blue line)

0.25 mile naturist area; approximate size & possible location (green diamonds)



John D. MacArthur Beach State Park

1600 ft. boardwalk across lagoon is only entry onto beach from park.

Two beach-side restrooms at end of boardwalk and about 800 feet to south.

Parking: 500 spaces

1.5 mile total shoreline
(blue line)

0.25 mile naturist area:
approx. size and possible location
(green diamonds)



Date: May 21, 1982

To: Governor Bob Graham

...my father owned the entire 345-acre area, part of which was sold and part donated to become [John D. MacArthur Beach] State Park. [He] not only tolerated but positively approved of the nude bathing and sunbathing which became customary at the beach. (He'd always been a "skinny-dipper" himself.) [This use] has been institutionalized over a quarter of a century.

...from the beginning of my efforts to make the area a State Park, I have always assumed that these people [naturists] would be permitted to continue in a small isolated section of the beach...to be clearly marked and its limits respected.

(signed) J. Roderick MacArthur
John D. and Catherine T. MacArthur Foundation

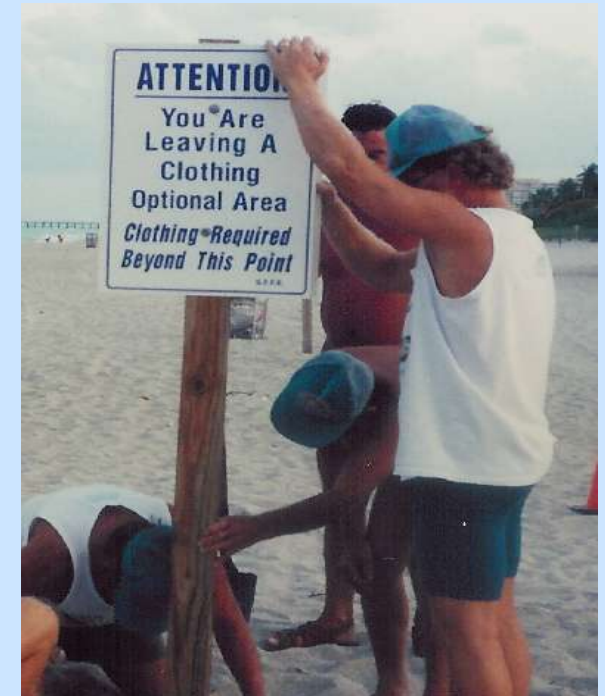
Bahia Honda State Park



Layout & Management – model: Haulover Beach

to be provided by B.E.A.C.H.E.S. Foundation as a 501 (c) (3) partner:

- **suitable signs & directional aids**
- **Beach Ambassadors to mentor and monitor clothing-optional area**
- **informational literature with park rules and naturist beach etiquette**





boundary
naturist

*clothing
required*



TURNKEY PROPOSAL
FOR
CLOTHING-OPTIONAL
BEACH AREAS
AT SELECT
FLORIDA STATE PARKS

B.E.A.C.H.E.S *Foundation Institute*

- **Board of Governors & Professional Advisory Council offer a unique skill-set to establish, market, mentor and manage clothing-optional beaches, including experience with existing clothing-optional sites across North America.**
- **B.E.A.C.H.E.S. Foundation is committed to working in partnership with government, the community and local naturist groups to ensure the successful implementation and management of new clothing-optional sites.**

B.E.A.C.H.E.S. Requested Action from FDEP

- Approve variance *[as per FS 120.542]* from FAC 62.D-2.014 (7) *[bathing suit requirement]* for specific designated clothing-optional use areas only at select state parks.*
- Grant concession rights to B.E.A.C.H.E.S. at such designated areas, with lease and/or percentage of receipts to FDEP.
- Public funds requested = NONE

*Case law on FS 800.03 is that “proof of mere nudity” is not a violation of this statute.

cf: Florida Supreme Court: No. 89,771 - 7/10/97

Commitment by B.E.A.C.H.E.S. to FDEP

- Provide informational signs & suitable demarcation aids.
- Provide management & monitoring of c/o areas by Beach Ambassadors & private security.
- Provide quality concession services at c/o areas.
- Provide additional operations revenue to FDEP.
- Provide print, online & email marketing, public relations & promotion of c/o areas within Florida State Parks.
- Implementation of capital improvements, programming and special events utilizing concession revenue, private donations & grant funding.

...all at no cost to FDEP

Beach Ambassadors

“...are the key to a successful clothing optional beach... they are great partners with the Parks Department and police in making Haulover's clothing optional beach one of the most popular in the nation.”

*Jack Kardys, Director,
Miami-Dade Parks & Recreation Dept.*



Proposed B.E.A.C.H.E.S. Concession Offerings at c/o beach areas at state parks



- Hot & cold food including soups, salads, sandwiches, wraps, burgers, ice cream, fresh fruit & fruit salads, smoothies, juices, water, soft drinks, coffee, beer & wine.
- Beach chair & umbrella rentals.
- Naturist beach souvenirs and sundries: tee shirts, towels, hats, sunscreen, sunglasses, etc.
- Naturist books & magazines.

Clothing-optional Beach Benefits to FDEP

- Turnkey implementation with no FDEP investment.
- No additional FDEP personnel required to manage clothing-optional areas.
- Increased park entrance fee revenue.*
- Additional revenue from B.E.A.C.H.E.S.' concession.*
- Job security for park staff due to increase in users and revenue from new naturist users.

**cf: Haulover Park statistics*

Community Clothing-optional Beach Benefits

- **HOSPITALITY INDUSTRY:** Demonstrable financial benefits from increased business for local hotels, restaurants, shops, etc.*
- **REAL ESTATE MARKET:** Increase desirability & value of local offerings of homes and condominiums.
- **LOCAL & STATE GOVERNMENT:** Additional sales and hospitality tax revenues.
- **PUBLIC:** Safe, secure & designated locations to enjoy skinny- dipping and nude sunbathing, with no negative impact on local communities.**

*cf: Haulover Park statistics

**cf: testimonials from officials re: Haulover Beach

HAULOVER BEACH

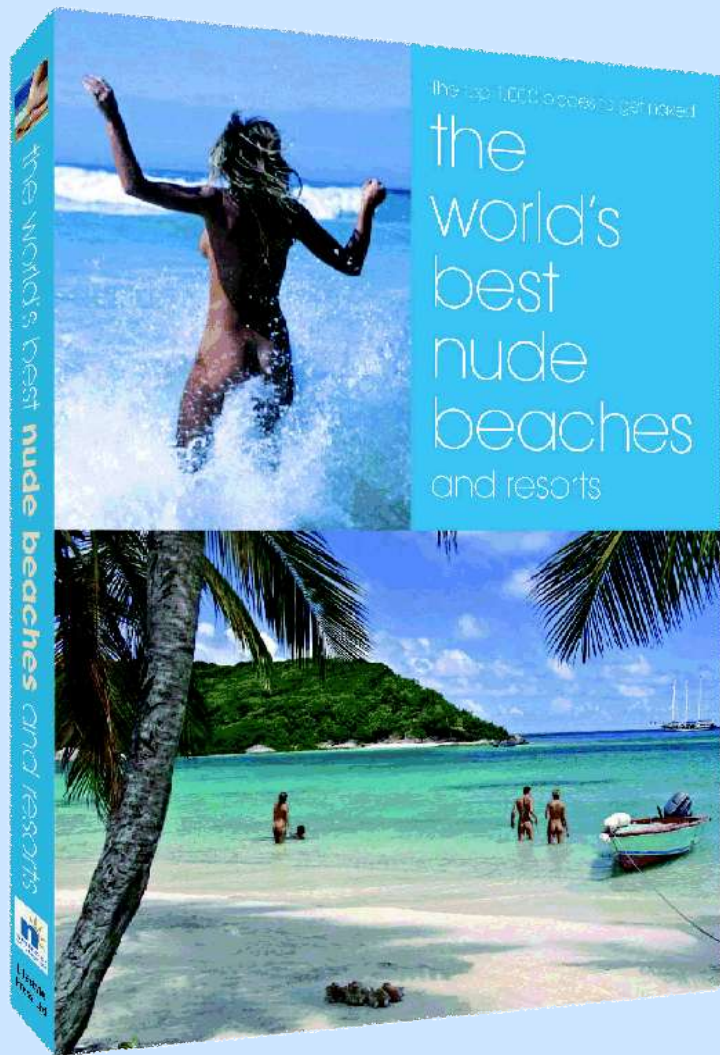


“The City of Sunny Isles Beach is comprised of luxury condominiums, rental apartments, oceanside hotels, as well as townhouses and single family homes. We are extremely conscious of our image as a tourist destination...

We have seen this beach grow from a few hundred visitors a day to its present several thousand visitors on a weekend day.

...our hotels are enjoying high occupancy rates as tourists come here to visit this beach...visitors have bought condos here and have made Sunny Isles Beach their home.”

Norman S. Edelcup, Mayor, City of Sunny Isles Beach



SOUTH FLORIDA
FREE BEACHES
www.sffb.com
Haulover Beach info online



Partnering to secure Haulover Beach improvements and amenities, and to provide naturist education, legal defense and government accountability.

B.E.A.C.H.E.S
Foundation Institute



Visit the Beach Mall online at www.beachesfoundation.org



Haulover Beach
a model successful naturist beach partnership ready for transfer to select Florida state parks

Five Year Pilot Program Proposal: Naturist Beach Areas at Florida State Parks

Proposed implementation plan for each location

- Determination of naturist beach area boundary by B.E.A.C.H.E.S., FDEP and park management
- Negotiation of concession rights for B.E.A.C.H.E.S. and B.E.A.C.H.E.S.' payments to FDEP
- Meetings between B.E.A.C.H.E.S. personnel and park personnel to discuss implementation issues (ongoing, as required)
- B.E.A.C.H.E.S. to secure concession equipment and personnel
- B.E.A.C.H.E.S. to secure Beach Ambassadors and security personnel
- B.E.A.C.H.E.S. to develop and provide signs and other demarcation aids subject to FDEP review and approval
- B.E.A.C.H.E.S. to print informational literature on naturist beach area subject to FDEP review and approval (see sample from Haulover Beach)
- B.E.A.C.H.E.S. and FDEP to determine start date to open naturist area
- B.E.A.C.H.E.S. to promote naturist beach area through web, email and print publicity (ongoing)
- Naturist area is opened on start date with B.E.A.C.H.E.S. to have ready concession services, Beach Ambassadors, security personnel, signs & demarcation aids, and informational literature.

Additional information on NATURIST BEACHES

**Successful naturist beaches
Management considerations
Comments of public officials
Economic benefits**

View presentation at

www.beachesfoundation.org/freebeach.pdf

Reference Information on Naturism

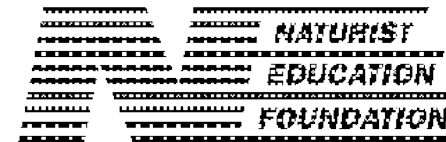
hyperlinks to organization websites (click on logos)



International
Naturist
Federation



B.E.A.C.H.E.S
Foundation Institute



hyperlinks to representative American naturist beaches (click on photos)



Florida



Vancouver



Oregon



New Jersey



Wisconsin

Appendix 2

Usage increase due to clothing-optional beach area at Haulover Beach Park:

The following includes a comparison of Miami-Dade County's two regional oceanfront beach parks from 1991 (the year in which the clothing-optional section was established at Haulover Beach) to 2008. (Crandon Park has no clothing-optional area.)

<u>Crandon Park</u>	<u>Parking Rev.</u>	<u>Parking Fee</u>	<u>Rev/Fee*</u>	<u>Visitor Increase/decrease</u>
1991	\$ 343,126	\$2.00	171,563	<i>cumulative</i>
1994	\$ 362,981	\$2.50	145,192	-15% (3 year)**
2008	\$ 876,166	\$5.00	175,233	2% (17 year)
<u>Haulover Park</u>	<u>Parking Rev.</u>	<u>Parking Fee</u>	<u>Rev/Fee*</u>	<u>Visitor Increase/decrease</u>
1991	\$ 257,820	\$2.00	128,910	<i>cumulative</i>
1994	\$ 586,966	\$2.50	234,786	82% (3 year)
2008	\$1,770,834	\$5.00	354,167	175% (17 year)

Average visitor increase per year at Haulover (over 3 years from 1991): 27%

...demonstrates rapid initial user growth

Average visitor increase per year at Haulover (over 17 years from 1991): 10%

...demonstrates continued user growth

*Parking Revenue/Parking Fee = relative fee-adjusted visitor comparison

**Most of drastic short-term decline may be attributed to Hurricane Andrew

Appendix 3: ECONOMIC IMPACT ANALYSES

FL State Park Visitors (Governor Crist) - 2008-2009*:

overall financial benefit / total park visitors – local/tourist mix not indicated

\$ 46.73: financial benefit per park visitor

Naturist Visitors - Haulover Beach – 2004**

calculation specific to naturist beach users with 50/50 local/tourist mix

\$122.36: financial benefit per naturist park visitor

Naturist Visitors – Wreck Beach – 2004***

calculation specific to naturist beach users with detailed local/tourist breakdown

\$131.50: financial benefit per naturist park visitor

*Governor Charlie Crist, as quoted on FDEP website, article dated Dec. 8, 2009.

**B.E.A.C.H.E.S, using data from Miami-Dade Parks & Recreation Dept. & Greater Miami Convention & Visitors Bureau. Assumes 50% of naturist visitors are tourists, per survey.

***Wreck Beach Preservation Society, using data from GVRD & Statistics Canada (Currency units have been converted from \$Canadian to \$US)

Appendix 4: projections

Naturist Beach Areas at Select Florida State Parks Financial Benefit Projection

LOW END - HIGH END numbers in presentation

LOW USER INCREASE PROJECTION

assumes 1/2 growth of Haulover's growth 1991 to 1994

Trial Year	Cumulative percent visitor increase*	New naturist users	Additional naturist entry/parking fee**	Low end*** benefit/user	Low estimate per year Naturist Benefit Total	High end**** benefit/user	High estimate per year Naturist Benefit total
ONE	4.55%	14,664	\$43,991	\$46.73	\$685,226	\$122.36	\$1,794,227
TWO	21.95%	70,739	\$212,218	\$46.73	\$3,305,650	\$122.36	\$8,655,668
THREE	41.05%	132,294	\$396,882	\$46.73	\$6,182,093	\$122.36	\$16,187,480
THREE YEAR TOTAL:			\$653,090		\$10,172,970		\$26,637,376

HIGH USER INCREASE PROJECTION

assumes growth equal to Haulover's growth 1991 to 1994

Trial Year	Cumulative percent visitor increase*	New naturist users	Additional naturist entry/parking fee**	Low end*** benefit/user	Low estimate per year Naturist Benefit Total	High end**** benefit/user	High estimate per year Naturist Benefit total
ONE	9.10%	29,327	\$87,981	\$46.73	\$1,370,452	\$122.36	\$3,588,455
TWO	43.90%	141,479	\$424,436	\$46.73	\$6,611,301	\$122.36	\$17,311,337
THREE	82.10%	264,588	\$793,763	\$46.73	\$12,364,187	\$122.36	\$32,374,960
THREE YEAR TOTAL:			\$1,306,181		\$20,345,939		\$53,274,752

*Using base of 322,272 Haulover Park visitors at start of naturist beach area in 1991

**Using average \$3 entry/user (actual: \$8 vehicle, \$4 single-occupant vehicle)

***Using Gov. Crist/FDEP estimate for all state park visitors (not naturist-visitor-specific)

****Using Haulover naturist beach data, naturist users only, 50% local visitors, 50% tourists (tourist financial benefits use Greater Miami Convention & Visitor Bureau numbers)