



## Q: What's wrong with this picture?

(Hint: Where do the naturist tourists sleep, shower and eat when they leave Haulover? These tourists comprise approximately 70% of the 1.3 million annual visitors at Haulover's clothing-optional beach.)

A: At **none** of these resort hotels or condos can naturist tourists continue their clothes-free vacation experience.

## Q: What is the economic impact of those naturist tourists who visit Haulover Beach?

A: Over **1 billion dollars each year** for the past 6 years. The average tourist to Miami-Dade County stays 5.82 nights and spends \$264.58 per day.

## Q: Isn't it time Southeast Florida had some naturist resort hotels?

A: Yes. *Damn right it is!*

## Q: Wouldn't it be profitable if the naturist/nudist community owned such resorts with the profits re-invested in other resorts near clothing-optional beaches and a portion of the profits used to fund advocacy programs, mentoring, marketing, and education for protecting and growing nude recreation on public and private lands?

A: Hell, yes!



Haulover Beach clothing-optional section

## It's Time!

**(WHO)** A small group of committed and successful naturist beach activists, with a combined experience of over 100 years in establishing, mentoring and marketing clothing-optional beaches, plus professionals in real estate, investment banking, accounting and the tourism/hospitality industry, **(WHAT)** are establishing a blind pool through a real estate investment trust (REIT) to raise capital for the purchase of up to three clothing-optional resort hotels **(WHERE)** in close proximity to Haulover Beach Park.

**(WHY)** Miami-Dade County is ideal with its proven record for accommodating nude and female top-free recreation on public and private land. It also has the ideal weather and best political climate in Florida—likely the best anywhere throughout the entire United States.

**(HOW)** By creating a “social enterprise,” which is a hybrid of for-profit business techniques with a nonprofit mission to make a positive social change for good. By borrowing the essence of B.E.A.C.H.E.S. Foundation (a 501(c)(3) nonprofit with its formal name being **B**each **E**ducation **A**dvocates for **C**ulture, **H**ealth, **E**nvironment and **S**afety Foundation Institute, Inc.), these naturist resorts will be in keeping with the Foundation's goals and mission.

Even though the hotel operation will be the primary profit center, each property will be self-contained with retail space and restaurants. The properties will also utilize the “*Institute*” portion of B.E.A.C.H.E.S.’ name and will encompass the following for:

### Education

- a naturist legal reference and history library
- a Beach Ambassador Program training campus with overnight accommodations
- a naturist “Friends of” beach group leadership program training campus with overnight accommodations

### Advocates

- teaching social, political, and legal advocacy training for this recreational market and business industry with an emphasis on marketing techniques, public relations, and social technology

### Culture

- a naturist museum
- ongoing programs and special events featuring art exhibits and life drawing classes

### Health

- ongoing programs, seminars and special events for exercise (yoga, sport competitions) and medical skin conditions such as psoriasis, skin cancers, etc.

### Environment

- ongoing programs and special events to teach about the various fauna and flora of the beach ecosystem

### Safety

- ongoing programs and training for swimming and life-saving techniques that commonly occur at beaches, along with how to work with and handle people in difficult situations.



## Want More Details?

Contact Shirley Mason for a “Confidentiality Agreement” and sign up for updates.

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