



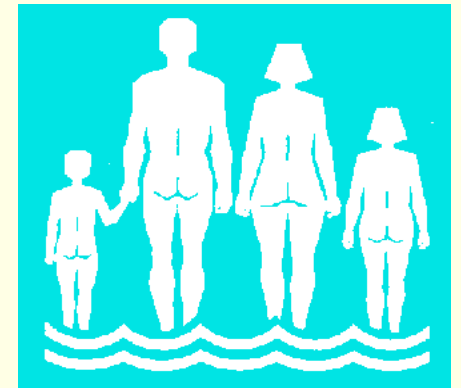
# *B.E.A.C.H.E.S* *Foundation Institute*

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



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)

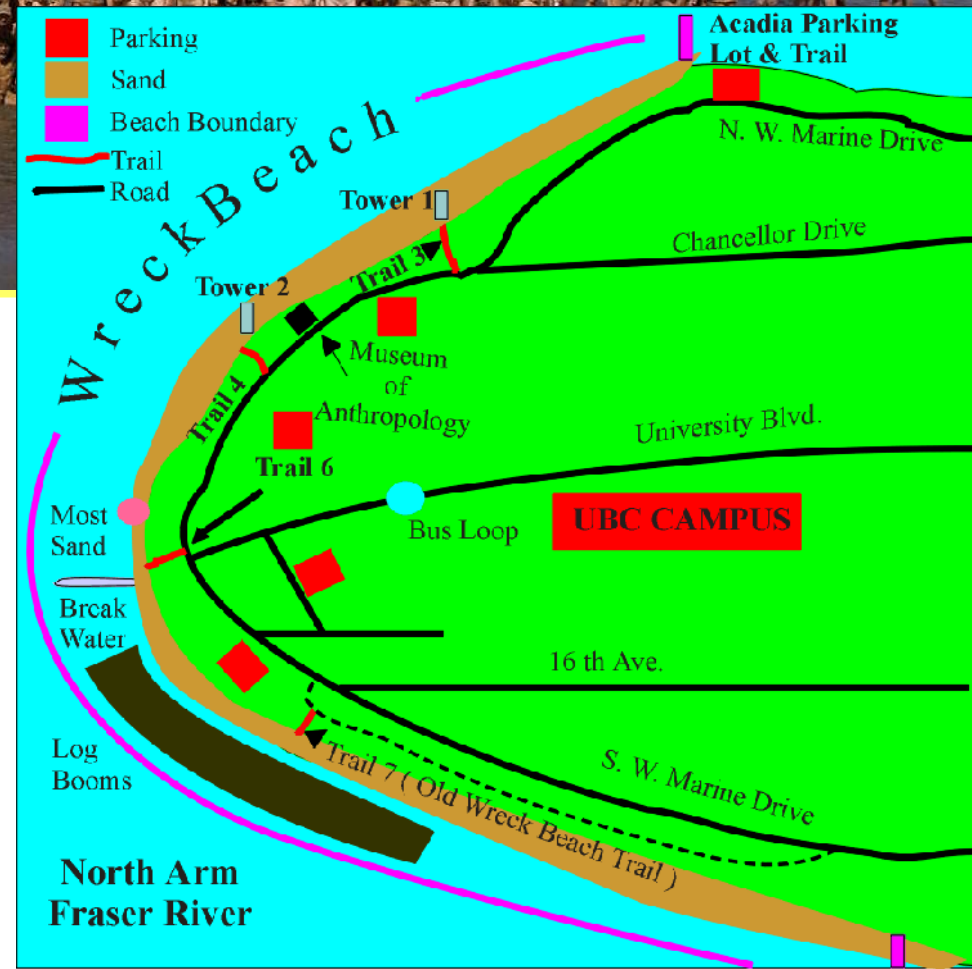
# WRECK BEACH

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*  | <b>132,294</b>           | <b>\$ 396,882</b> | <b>\$ 6,182,092</b>      |
| Maximal** | <b>264,588</b>           | <b>\$ 793,763</b> | <b>\$ 32,374,960</b>     |

\*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**

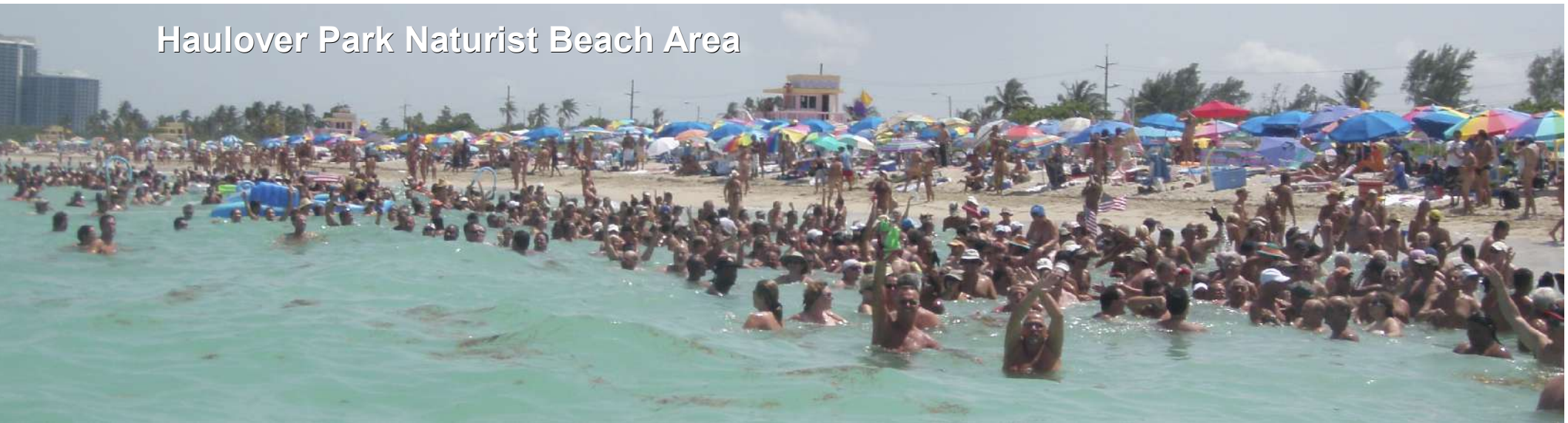
- **Beach quality, location & accessibility**  
*(parking available / walking distance to area)*
- **Beach atmosphere & amenities** *(by B.E.A.C.H.E.S. Foundation's Beach Ambassador program and concession offerings)* to attract core local users
- **Promotion to U.S. & int'l clothing-optional markets**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

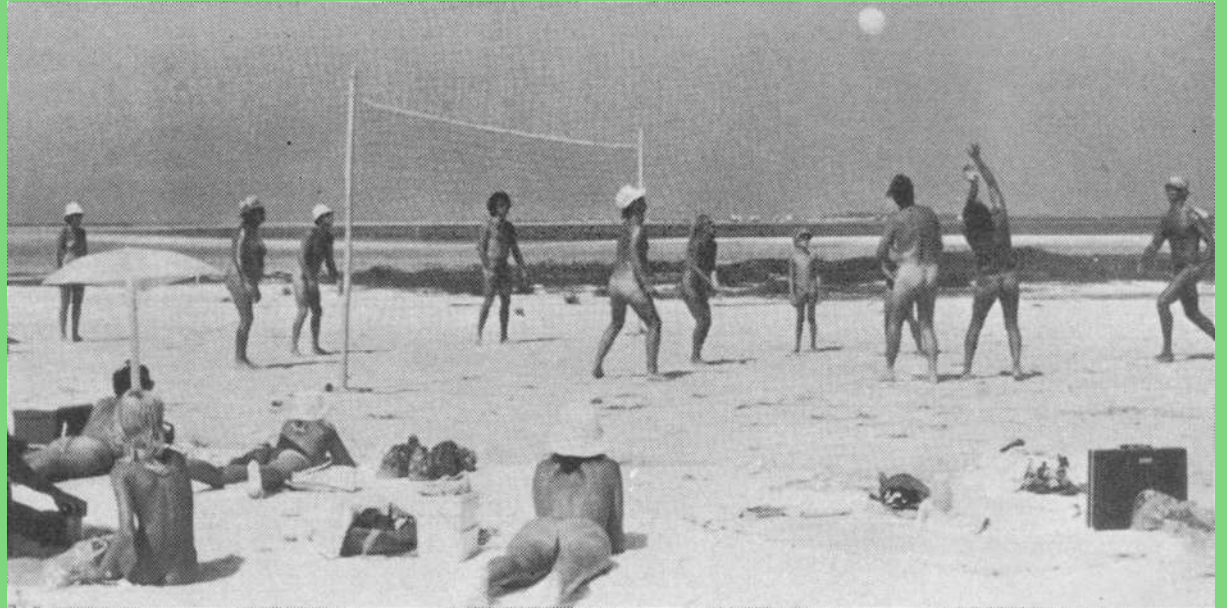
432: middle lot

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

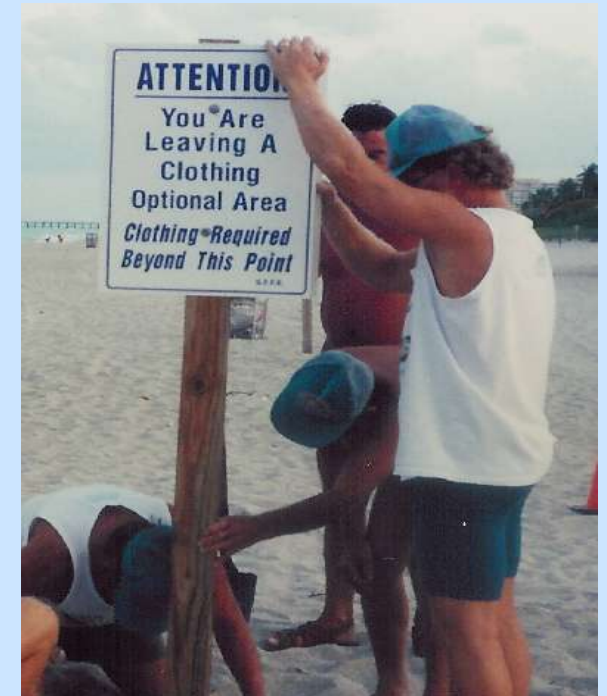
# Bahia Honda State Park



# 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

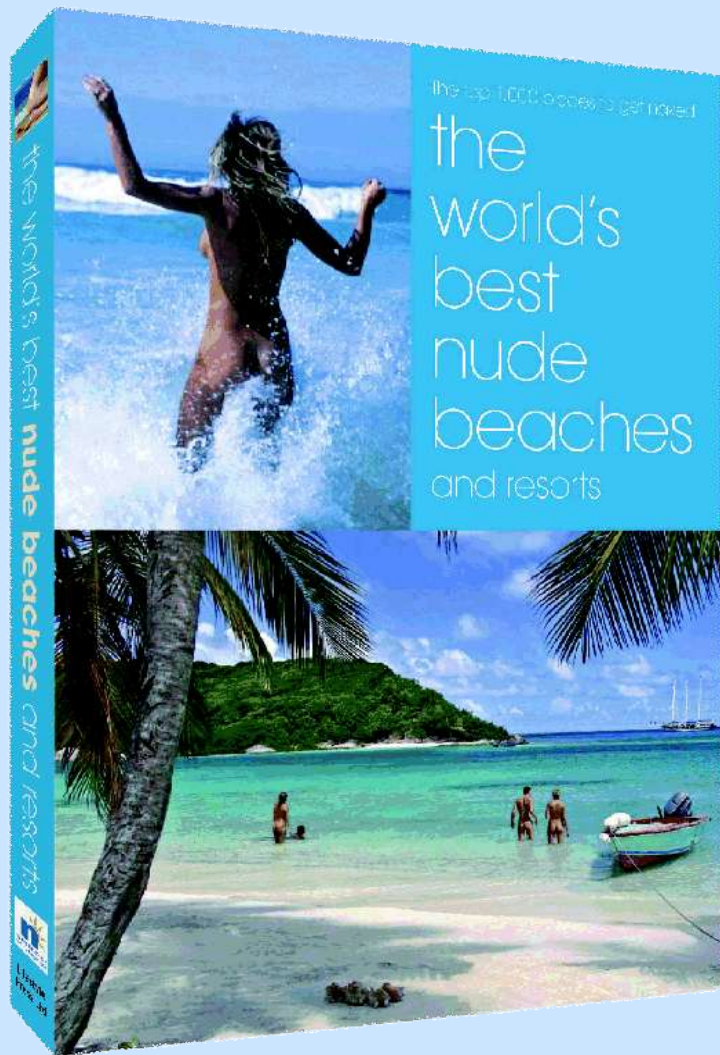


**“The City of Sunny Isles Beach is comprised of luxury condominiums, rental apartments, oceanside hotels, as well as townhouses and single family homes. We are extremely conscious of our image as a tourist destination...**

**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](http://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](http://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](http://www.beachesfoundation.org/freebeach.pdf)**

# Reference Information on Naturism

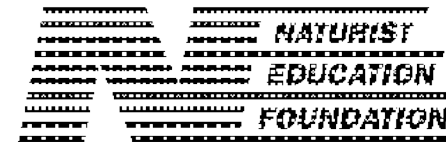
*hyperlinks to organization websites (click on logos)*



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%                               | <b>132,294</b>     | <b>\$396,882</b>                        | \$46.73                 | <b>\$6,182,093</b>                           | \$122.36                  | \$16,187,480                                  |
| <b>THREE YEAR TOTAL:</b> |                                      |                    | <b>\$653,090</b>                        |                         | <b>\$10,172,970</b>                          |                           | <b>\$26,637,376</b>                           |

### 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%                               | <b>264,588</b>     | <b>\$793,763</b>                        | \$46.73                 | \$12,364,187                                 | \$122.36                  | <b>\$32,374,960</b>                           |
| <b>THREE YEAR TOTAL:</b> |                                      |                    | <b>\$1,306,181</b>                      |                         | <b>\$20,345,939</b>                          |                           | <b>\$53,274,752</b>                           |

\*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)