

# ***Turnkey “Free Beaches”*** **Plan Overview**

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# Plan Summary

- **Turn-Key “Free Beaches”** *was designed for Florida State Parks to provide significant increased economic growth and stability through increased tourism by partnering with B.E.A.C.H.E.S. Foundation Institute, a 501 (c) (3) nonprofit, for a turn-key management and concession lease of designated clothing-optional beach areas at selected sites.*

## Turn-Key “Free Beaches”

# TurnKey “Free Beaches”

- A clothing-optional beach management and concession plan

# The Purpose

- **The Purpose** of this plan is for B.E.A.C.H.E.S. Foundation to fulfill its mission by obtaining leases from government agencies for the creation, management, care and responsibility and profitable income generation of clothing-optional beaches on public land for the respectful use and enjoyment by the public.

# The Problems: #1

- Traditionally clothing-optional beaches are generally very remote, difficult to access and lack basic amenities and services.
- Sites are either managed by park staff with no interest or stake in the good order, reputation and survival of the clothing-optional beach, or there is little, if any oversight authority to be found at all.

# Problem #2

- These sites have evolved as “ad-hoc” or “organic” traditional sites and the needs of law-abiding people and behavioral problems that can occur from just a few due to neglect are ignored.
- Eventually the area gains a bad reputation and becomes a serious concern when complaints become problematic for authorities and officials.

# Problem #3

- Park employees charged with the care and maintenance of beach-parks rarely feel vested in seeing that clothing-optional beach areas thrive due to most are uncomfortable with simple nudity and/or gay males.
- Although inappropriate sexual behavior by a few takes place at virtually all beaches and parks and even shopping centers, these employees focus on this activity in or near these remote areas where nude sunbathers congregate by virtue of not wanting to offend sunbathers wearing clothes.

# Problem #4

- Naturists work to maintain free beach etiquette and standards for a safe, clean environment by informally organizing volunteer “**friends of**” groups to preserve these clothing-optional sites. However, too often these groups have only a few dedicated well-meaning members that cannot maintain long-term continuity because they are volunteers and seldom incorporated. These groups are often formed in times of a threat of beach loss and fade when the issue is concluded.



**RATIONALE  
of  
LEASING  
Clothing-Optional Beaches**

# BENEFITS FOR GOVERNMENT AUTHORITIES

1. Less Work for Park Management & Staff
2. Guaranteed Lease Income
3. Guaranteed Income from Increased Visitors
4. Guaranteed Income from Percentage of Concession Sales
5. Hires of Laid-off Park Employees and Local Off-Duty Police

# BENEFITS cont'd

6. Guaranteed Capital Improvements
7. Guaranteed Programming and Special Events for Site
8. Grant-Writing and Development for Park Improvements, Programming and Community Charities
9. A Guaranteed Safe and Secure Clothing-Optional Family Beach
10. Experts in Creating, Mentoring, Marketing Beach Concessions and a Clothing-Optional Beaches

# BENEFITS for B.E.A.C.H.E.S. its CHAPTERS Groups, Naturism, etc.

1. Well-Managed Clothing-Optional Beaches for the Public
  - B.E.A.C.H.E.S. as the lessee will have the authority to provide security, safety, protection and service for the users of the clothing-optional beach. (B.E.A.C.H.E.S. nonprofit mission)
2. Provide Clothing-Optional Beaches for the Public with Concession Services
  - B.E.A.C.H.E.S. as the lessee will have the authority to operate concession for food, beverages, merchandise and beach equipment rental services on the clothing-optional beach. (B.E.A.C.H.E.S. nonprofit mission)

- 3. Survey, Marketing and Data Collection from the Public B.E.A.C.H.E.S. as the lessee will have the authority and ability to conduct surveys and collect data for tourism, marketing, health and environmental-related information for its nonprofit mission and to share with other appropriate entities.
- 4. Authority to Charge Fees B.E.A.C.H.E.S. as the lessee will have the authority to charge fees to the public for additional services and amenities for the care, security and management of the clothing-optional beach area.
- 5. Sponsor Special Events B.E.A.C.H.E.S. as the lessee will have the authority to charge additional fees to the public for special events.

# GOALS

## GOAL #1

- Demonstrate to government and the traditional tourism/hospitality industry that clothing- optional beaches can be successfully managed by B.E.A.C.H.E.S. Foundation Institute, as a profitable business model to grow and strengthen the nonprofit and its Florida Chapters to further its nonprofit mission for Florida State owned beach-parks. (This should help alleviate the problem for anti-nudity laws and misapplication of existing laws.)

## Goal #2

Prove to the organized nude recreation community that the “free beach” movement has the most potential, is the most productive and efficient area for investment, growth and public acceptance. It is where organized nude recreation should invest its focus its marketing dollars and its political efforts for its own survival. (Joint venturing with the B.E.A.C.H.E.S. “TurnKey Free Beaches” business model and mentoring its Chapters will put these entities in front of their natural constituency for gaining new members and customers.)

## Goal #3

Adopt this model throughout the country to preserve and improve existing traditional clothing-optional beaches and create new public beach sites for safe clothing-optional use. (The need for nearby overnight accommodations and resorts catering to the clothes-free market as popularity grows at these beaches are a natural outgrowth and benefit for entrepreneurs.)