

Revision 2/17/2010

# *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 BEACHES

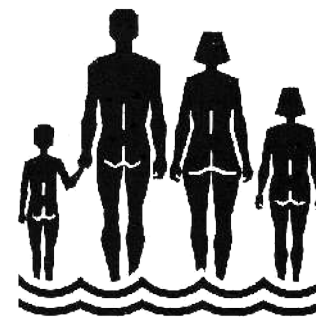
aka

**“Nude” / Clothing-optional / Free Beaches**

*Presentation overview:*

- **SUCCESSFUL PUBLIC NATURIST BEACHES**
- **NATURISM: CONCEPT & PHILOSOPHY  
AMERICAN ATTITUDES & ACCEPTANCE**
- **HAUOVER BEACH: MANAGEMENT ISSUES  
COMMENTS FROM OFFICIALS  
COMMUNITY PARTNERSHIP**
- **HAUOVER BEACH: ECONOMIC BENEFITS  
...TO GOVERNMENT  
...TO TOURISM INDUSTRY**
- **DATA APPENDICES**

**NATURIST  
BEACH AREA**



**Nude bathing  
permitted  
beyond this  
point**

# Naturist Beaches

have been established as designated areas within public beach parks without user conflict

Haulover Park





**Naturist area = 0.5 mile of 12 mile Apollo Beach**

**Apollo Beach, Canaveral National Seashore  
posted clothing-optional area**

***(a remote area with 29 parking spaces)***





**Gunnison Beach, Sandy Hook, New Jersey  
a unit of Gateway National Recreation Area  
(near New York City)**

**Naturist area = 2 miles of 7 mile park shoreline**



**photos courtesy  
Friends of  
Gunnison**

# WRECK BEACH



July 11, 2009

Pacific Spirit Regional Park, Vancouver, BC

Photo: James Loewen

**12-mile clothing-optional beach shoreline**

**Annual Visitors: 500,000**

**Annual Economic Impact: \$60+ million  
(goods & services)**

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



**Naturist area = 0.4 mile of 1.4 mile park shoreline**

## **ATTENTION**



- ON THE BEACH AREA BEYOND THIS POINT, YOU MAY ENCOUNTER NUDE SUNBATHERS.
- SWIM IN GUARDED AREA ONLY.
- NO LOITERING ON WALKOVERS.
- NO GLASS BOTTLES OR CONTAINERS.
- ALL RULES & REGULATIONS WILL BE ENFORCED THROUGH D.C. ORD. 59-14.

**PLEASE USE TRASH RECEPTACLES**

**Haulover Beach Park  
Miami, Florida**

**1,105,000  
annual naturist visitors**

**\$135,108,350  
annual tourism benefit**

*(calculation: see slide 38)*

**Naturist beaches are common in many European countries**



**Studland Beach, England, UK**

photos  
courtesy  
The  
Naturist  
Society

***The World's  
Best Nude  
Beaches  
And  
Resorts***



**Cap D'Agde, France**



**Bredene Beach, Belgium**





**Cuba is among world tropical destinations enhancing tourism by offering clothing-optional beach areas popular with vacationers year-round; others include Jamaica, Mexico, the West Indies... and of course Haulover Beach in Miami**



*photos courtesy  
Vittorio Buono and  
Laurette Francoeur*

**SKINNY-DIPPING  
&  
NATURISM:  
  
CONCEPT  
&  
AMERICAN ATTITUDES**

**A clothing-optional beach is not restricted to nude users but allows visitors a free choice of beach attire. It is otherwise subject to the same laws and ordinances as any other beach.**

**Existing clothing-optional beaches demonstrate no significant management problems for administrators or citizen complaints.**

**Local naturist organizations are important allies with administrators in managing clothing-optional beach areas.**



# Florida's Original Skinny-Dippers



**Members of the Timucua nation,  
near present Jacksonville, FL**

engraving by Theodore de Bry, *America* (1590), after watercolor by Jacques LeMoyne de Morgues



Haulover Beach

## The Naturist Idea

**“Your clothes conceal much of your beauty, yet they hide not the unbeautiful...Would that you could meet the sun and the wind with more of your skin and less of your raiment, for the breath of life is in the sunlight and the hand of life is in the wind.”**

Khalil Gibran



**“The human body can remain nude and uncovered and preserve intact its splendor and its beauty...**

**Nakedness as such is not to be equated with physical shamelessness...**

**Immodesty is present only when nakedness plays a negative role with regard to the value of the person...”**

**Pope John Paul II: *Love and Responsibility***

*While naturist beaches are popular with Europeans...*



**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](#)*

**HAULOVER PARK:  
a model naturist beach**

**MANAGEMENT**

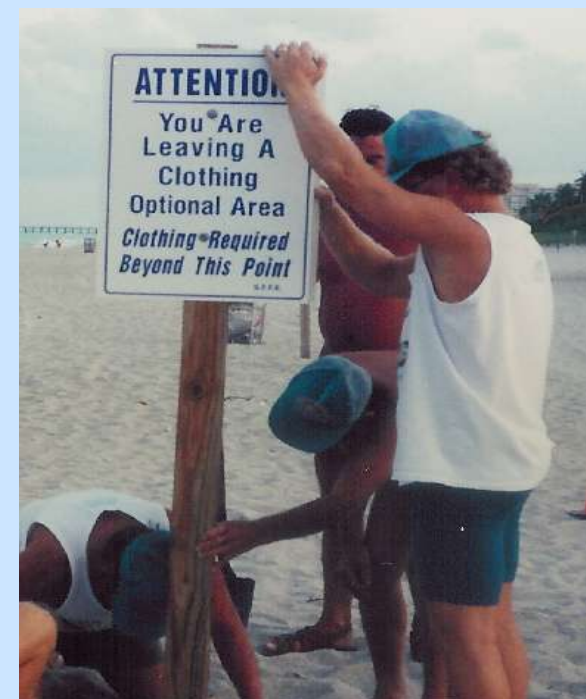
**COMMENTS OF  
PUBLIC OFFICIALS**

**PARTNERSHIP WITH  
THE COMMUNITY**



# Layout & Management – model: Haulover Beach

- 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*





**Haulover Naturist Area – view from Sunny Isles beach walk path**



**Trail from naturist beach to beach walk path**



City of  
Sunny Isles Beach



**Haulover Beach Park**  
**Miami-Dade County, Florida**

**Naturist section est. July 1991**

**“The naturist family clothing-optional beach has had no adverse secondary effects on our city or on our citizens who enjoy Haulover Park.”**

*David Samson,  
founding Mayor (1997-2003),  
City of Sunny Isles Beach*





## Haulover's naturist beach

**“gets great publicity because it is safe, clean, and has a great reputation**

**...we receive very few complaints from people who come to the north end of Haulover.”**

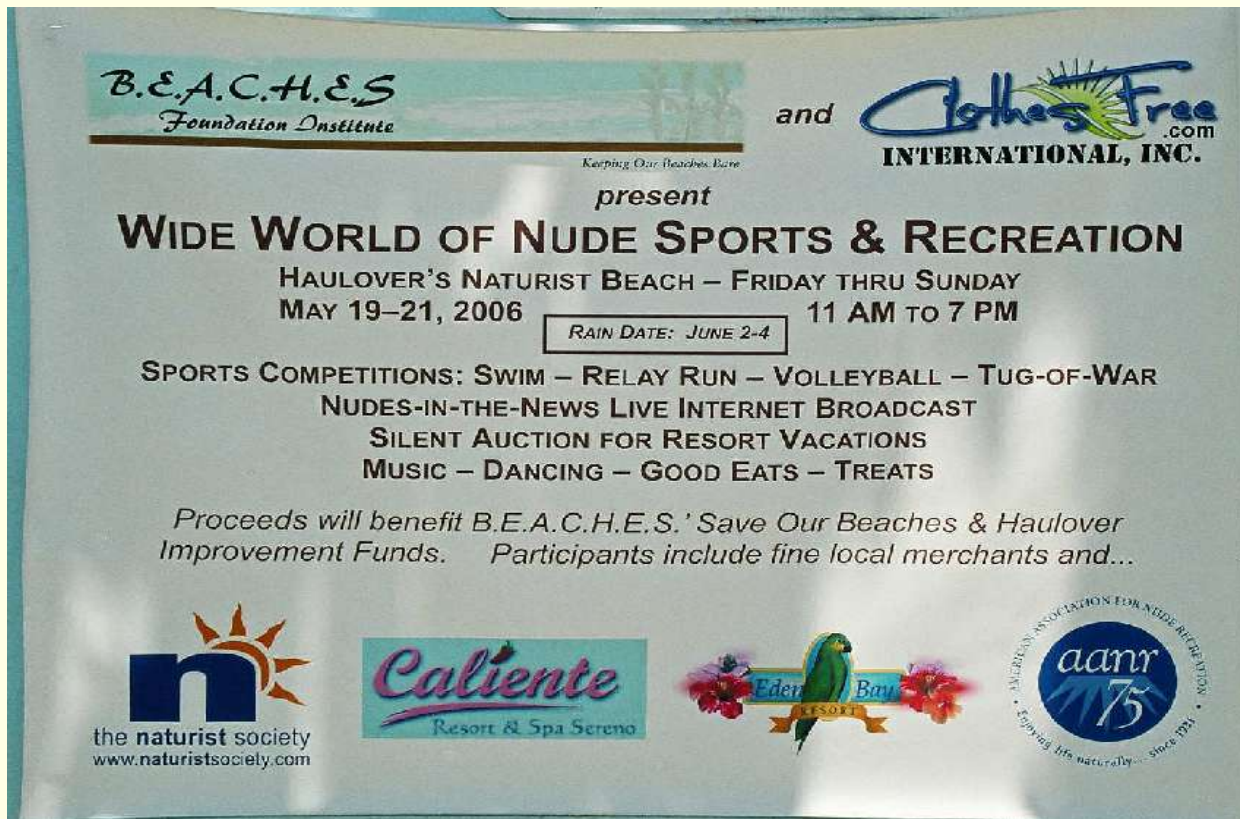
*Jack Kardys, current Director, former Supervisor of Operations, Miami-Dade Parks & Recreation Dept.*

For video of interview with Dade officials see:  
<http://www.youtube.com/watch?v=za2sotBZzAM>



**“...the regional core of naturist beach users: participate in assuring that the beach resources are maintained at the highest quality level; work with the county to initiate safety programs; organize fund raising efforts for needy causes; and effect social functions, which greatly add to the enjoyment of a beach visit.”**

*Ibis Romero, Executive Director,  
Sunny Isles Beach Resort Association*



**B.E.A.C.H.E.S.**  
Foundation Institute  
*Keeping Our Beaches Bare*

and **Clothes Free**.com  
INTERNATIONAL, INC.

present

**WIDE WORLD OF NUDE SPORTS & RECREATION**  
HAULOVER'S NATURIST BEACH – FRIDAY THRU SUNDAY  
MAY 19–21, 2006 RAIN DATE: JUNE 2-4 11 AM TO 7 PM

SPORTS COMPETITIONS: SWIM – RELAY RUN – VOLLEYBALL – TUG-OF-WAR  
NUDES-IN-THE-NEWS LIVE INTERNET BROADCAST  
SILENT AUCTION FOR RESORT VACATIONS  
MUSIC – DANCING – GOOD EATS – TREATS

*Proceeds will benefit B.E.A.C.H.E.S.' Save Our Beaches & Haulover Improvement Funds. Participants include fine local merchants and...*

**the naturist society**  
www.naturistsociety.com

**Caliente**  
Resort & Spa Sereno

**Eden Bay**  
RESORT

**acnr**  
75  
AMERICAN ASSOCIATION FOR NUDE RECREATION  
*Enjoying life naturally... since 1931*




**PARROT-HEAD  
MUSIC WEEKEND**

WITH  
**SKIN CANCER SCREENING  
NATURIST BOOK FAIR & MASSAGE**

FRIDAY MARCH 18  
SATURDAY MARCH 19  
SUNDAY MARCH 20

TROPICAL DRINKS  
MUSIC - BOOKS - MAGAZINES  
MERCHANDISE - TRAVEL INFORMATION  
50 / 50 RAFFLE

**REGISTER TO WIN**

**7 DAYS / NIGHTS  
AT EDEN BAY NUDIST RESORT\***  
(ALL INCLUSIVE)  
\*CONDITIONS APPLY

**South Florida Free Beaches /  
Florida Naturist Association**

REGISTER U

# CULTURE





## Haulover Beach

New Year  
celebration  
on the  
naturist beach

2009-2010





# HEALTH



**2008 Willis Murray Spirit of Hope Award for skin cancer awareness & prevention programs at Haulover Park.**

# ENVIRONMENT



**Beach Ambassadors participate in the sea turtle nest watch program.**

***Projects have also included purchasing, planting & maintaining dune landscaping.***

**“I just want to thank you and South Florida Free Beaches for making this commitment to our beaches and the sea turtles. You and your team are truly making a difference through your tireless efforts. And, the sea turtle hatchlings appreciate it very much too!”**

*Donna Peyton, Miami-Dade Parks & Recreation Department*

# SAFETY

**The “Beach Ambassador Program helps educate visitors with flyers stating park rules and beach etiquette. They also help to monitor and report any inappropriate or illegal activity to the appropriate authority...”**

*Vivian Donnell Rodriguez, former Director,  
Miami-Dade Parks & Recreation Dept.*



## Park Rules & Naturist Beach Etiquette

- Gawking or staring is rude!
- Obey posted no loitering signs.
- No glass containers allowed on the beach.
- Clean up your area.
- Do not enter or walk in the dunes.
- Don't use the beach as an ashtray.
- Use earphones or keep radio volume low.
- Ask permission before taking pictures.
- Dress before leaving posted Naturist area.

Our Beach Ambassadors are dedicated to working with police, lifeguards & park personnel to maintain the safety & environment of Haulover Beach Park.

Sexual activity is inappropriate & illegal. Florida statutes 800.03 & 800.04 provide for severe penalties for public lewd behavior.

## Buenos Modales de la Playa

- Es de rudeza mirar fijo a los bañistas.
- Obedezca los letreros “No loitering” (Prohibido arrojar abasura.)
- No se permite botellas de vidrio.
- Deje limpia su área.
- No entre ni camine en las dunas.
- No use la playa de cenicero.
- Mantenga su radio con el volumen bajo.
- Pida permiso antes de tomar fotos.
- Vístase antes de desocupar la area naturista.

Nuestros Embajadores de Playa están dedicados a trabajar con la policía, socorristas y personal de parques para mantener la limpieza y el bienestar de Haulover Beach Park.

Actividades sexuales son inapropiadas é ilegales. Los estatuos de la Florida 800.03 y 800.04 provee penalidades severas por comportamientos lascivos.

# CAPITAL IMPROVEMENTS

at Haulover Beach  
implemented & funded  
by B.E.A.C.H.E.S. Foundation



**tiki shelters**



**electric beach wheelchairs**



**new beach showers**

**B.E.A.C.H.E.S.'**  
capital improvement  
& programming projects  
have been funded  
by proceeds from its  
Haulover Beach Mall  
Mini-concession (as a  
Miami-Dade Parks  
Program Partner),  
individual donations,  
and grants.



# B.E.A.C.H.E.S. MENU



Create your own custom treat



ICE CREAM SUNDAES



BANANA SPLITS, FLOATS, SHAKES & MALTED



FRUIT SMOOTHIES  
& GELATO (custom blended or frozen)

KEY LIME PIE BARS



FRUIT BARS



FRESH FRUIT SALAD

FRESH FRUIT



# NATURIST EDUCATION PROGRAM



South Florida Free Beaches  
Florida Naturist Association

## The SunDial

The Journal of Florida Naturism

Spring 2009 May - June Vol. 9 - No. 2 [www.sffb.com](http://www.sffb.com)

photo: Anne Sue Fischer

*The Jungle Nature Trail at Sunsport Gardens*

Page 2: President's Message: Key West Free Beaches  
Page 4: B.E.A.C.H.E.S. Foundation 2009 Haulover Special Events  
Page 11: Playalinda Beach Update  
Page 12: Sunsport Gardens Naturist Youth Camp  
Page 13: Tan and Green: Putting Nature Back in Naturism



**free quarterly  
print & online publication**

# Haulover Beach

\$\$\$

**ECONOMICS**

# The Clothing-Optional Market

- **Naturists:**

members of the International Naturist Federation, its 30 national affiliates worldwide, and other naturist organizations such as The Naturist Society.

- **Skinny-Dippers:**

a 2006 Roper Poll revealed that 25% of Americans have enjoyed skinny-dipping or nude sunbathing... more than 55 million.

- **Adventure Travelers:**

a 2006 YPB&R National Leisure Travel Monitor survey revealed that 15% of American adults consider a travel destination offering a nude recreation experience “extremely desirable” ...more than 33 million.





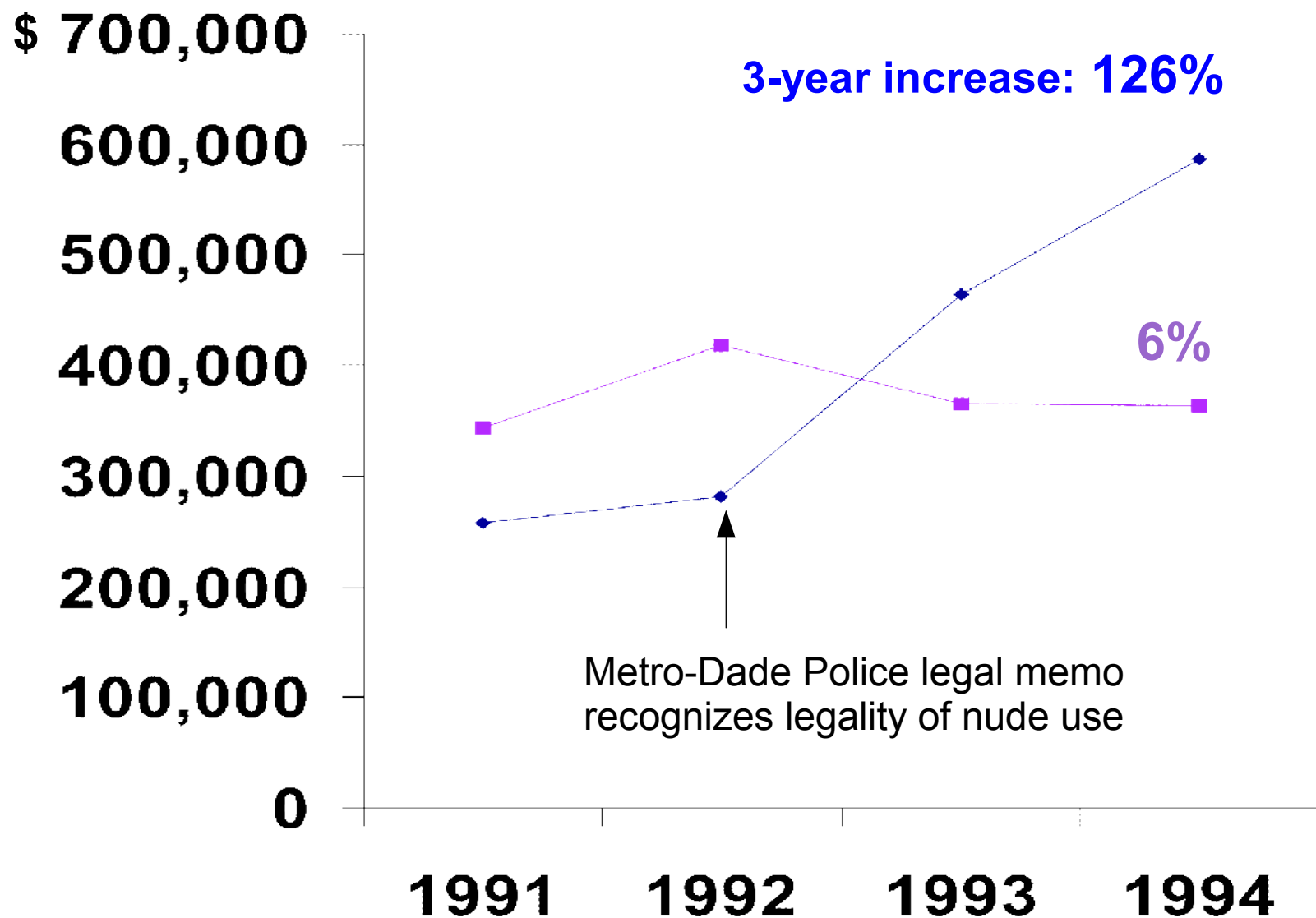
**“Haulover Park's naturist family beach has been good for tourism because of its positive effect on the hospitality and tourist industry in attracting visitors from around the world.”**

*Sally Heyman, Miami-Dade County Commissioner,  
former FL State Representative & Vice-chair of House Tourism Committee*

**“...weekly our Association office responds to numerous visitors' inquiries on the clothing-optional beach and requests for lodging arrangements...our local restaurants and retailers also financially benefit..”**

*Ibis Romero, Executive Director,  
Sunny Isles Beach Resort Association*

# A Tale of Two Oceanfront Parks in Miami-Dade County Parking Revenue: 1991 to 1994



**HAULOVER:**  
c/o use  
begins  
July 1991

**CRANDON:**  
no c/o  
beach

*data:  
Miami-Dade  
Department  
of Parks &  
Recreation*

**Because of the popularity of the naturist beach,  
parking revenue from Haulover Park  
continues to outpace that from Crandon Park**

	<u><b>Crandon</b></u>	<u><b>Haulover</b></u>
<b>1991</b>	<b>\$343,126</b>	<b>\$ 257,820</b>
<b>2008</b>	<b>\$894,668</b>	<b>\$1,770,834</b>

**2008 Haulover parking revenue from c/o beach users\*:**

**\$1,100,499**

\*based on projected 2008 Haulover parking revenue of \$670,335 absent the naturist beach, assuming then that Haulover parking revenue growth from 1991 would be proportional to Crandon's.

# 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: comparison with Crandon Park isolates the growth 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>		



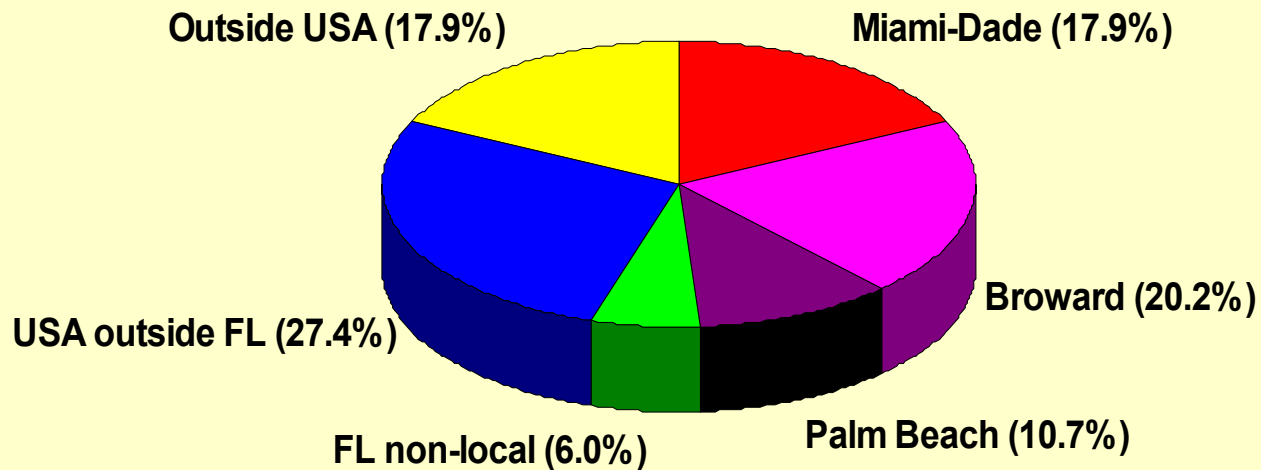
Haulover Park naturist beach area

\*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)

# Half of the visitors to Haulover Park's naturist beach are tourists.

Question: "Where do you live?"



**85% of those tourists say the naturist beach is the main reason for their tourist visit.**

# **TOURISM DOLLARS FOR MIAMI - (2004)**

- 1,300,000 : Haulover Park annual beach visitors\***
- 85% : Beach visitors who use naturist area\***
- 1,105,000 : Haulover Park annual naturist visitors\***
- 552,500 : Haulover Park annual naturist tourists\*\***
- \$244.54 : Daily average tourist expenditure\*\*\***

**\$135,108,350**

**naturist tourist benefit**

This is the calculation for numbers on slide 7 – data sources:

\*Miami-Dade Parks & Recreation Dept (information given to bidders for Haulover Park concession contract)

\*\*B.E.A.C.H.E.S. Foundation survey demographics

\*\*\*Greater Miami Convention & Visitor Bureau

# *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.**

# 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.*





# Tourism Review

MAY, 2009

online magazine

## ACTIVE/ADVENTURE



### GETTING NAKED ON THE WAY

Warning: unclad people on display here! Nudism or naturism (or even FKK in German) is growing in popularity especially in some region. Read about the famous Haulover Beach in Florida, nude Greece as well as about the troubles Swiss villagers experience with hikers "au naturel".



[tourism-review.com](http://tourism-review.com)

## MARKETING

The May 2009 edition of this European publication for travel industry professionals included an article on Haulover's naturist beach as part of a feature on naturist tourism worldwide.

■ [Hyperlink to articles](#)

# 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.”**

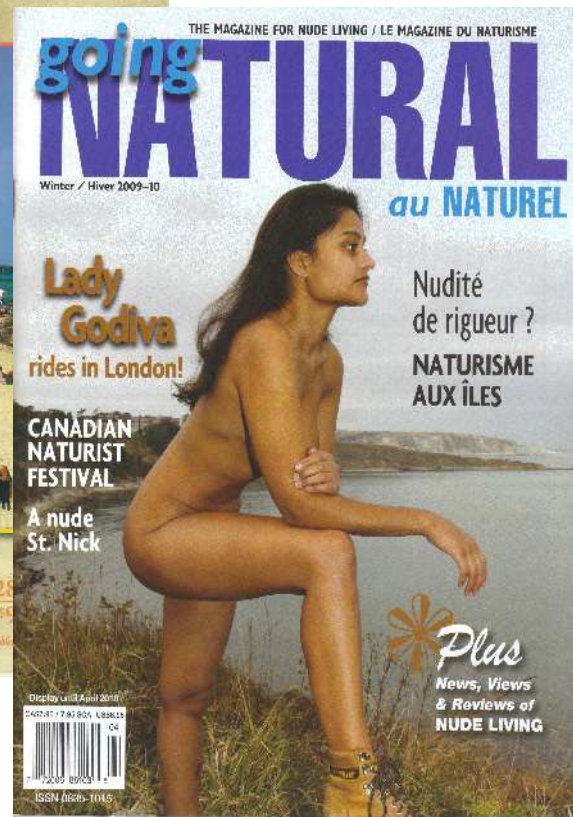
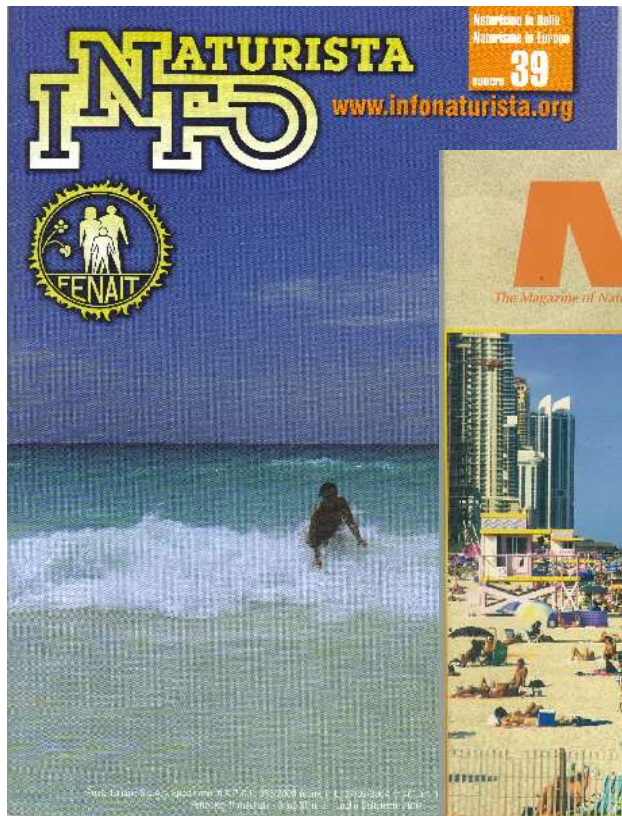
*Norman S. Edelcup, Mayor, City of Sunny Isles Beach*

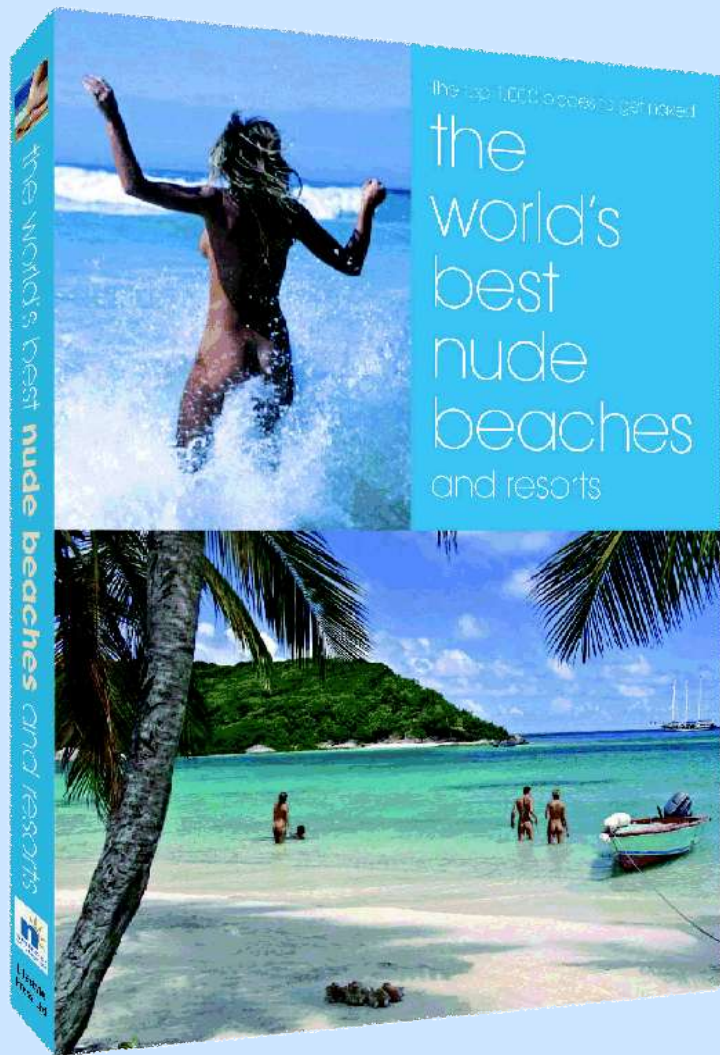
Naturist tourist destinations are promoted by organizations in more than 30 countries through their print publications & web sites



Click on logos to view web sites

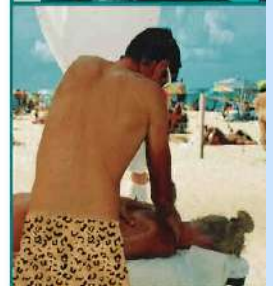
**Naturist tourist destinations are promoted  
in various publications worldwide  
and by specialty travel agencies**





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



**Haulover Beach**  
a model successful naturist beach partnership ready for implementation at other U.S. beach locations.



# Appendix 1b

**Crandon Park  
parking revenue  
and visitor  
calculation**

**comparative  
oceanfront park  
without  
naturist beach  
area, which  
documents the  
significant  
benefit off the  
c/o beach at  
Haulover Park.**

Parking Revenue: Miami-Dade County Oceanfront Parks					
<u>CRANDON PARK</u>					
year	per vehicle parking charge	<u>parking revenue*</u>	<u>vehicles</u>	<u>visitors**</u>	<u>cumulative growth***</u>
'91	\$2.00	\$343,126	171,563	428,908	
'92	\$2.00	\$418,828	209,414	523,535	22%
'93	\$2.50	\$365,720	146,288	365,720	-15%
'94	\$2.50	\$362,981	145,192	362,981	-15%
'95	\$3.50	\$358,257	102,359	255,898	-40%
'96	\$3.50	\$464,946	132,842	332,104	-23%
'97	\$3.50	\$400,773	114,507	286,266	-33%
'98	\$3.50	\$388,883	111,109	277,774	-35%
'99	\$3.50	\$445,948	127,414	318,534	-26%
'00	\$3.50	\$464,021	132,577	331,444	-23%
'01	\$4.00	\$571,374	142,844	357,109	-17%
'02	\$4.00	\$643,636	160,909	402,273	-6%
'03	\$4.00	\$685,080	171,270	428,175	0%
'04	\$4.00	\$696,297	174,074	435,186	1%
'05	\$4.00	\$759,184	189,796	474,490	11%
'06	\$5.00	\$740,874	148,175	370,437	-14%
'07	\$5.00	\$924,340	184,868	462,170	8%
'08	\$5.00	\$876,166	175,233	438,083	2%
*Miami-Dade Parks & Recreation Department					
**assumes 2.5 occupants per vehicle; does not include walk-in visitors					
***percent cumulative visitor increase (decrease) from base year 1991					

# 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