

Summary

Beachside Rentals will rent beach chairs, umbrellas and cabanas on North Beach. The desired location would likely be centrally located in Racine's North Beach in the sand under a canvas tent. All rentals will be packed up at closing and brought back the next day of business. Rental hours will be from 9am to 4pm. Beachside Rentals will have a variety of rental options: an umbrella alone; an umbrella and a beach chair; two chairs and an umbrella; or a cabana and an umbrella etc.

To help promote business for Racine's downtown and North Beach businesses, I will advertise merchant's logo on each rental; whether it is chairs, umbrellas or cabanas. These would be available to each merchant for a minimal cost. With the many thousands of people who visit for the volleyball tournaments in June, and the triathlon in July, this will be great advertisement for anyone who participated!

Mission Statement

To give tourists to Racine the opportunity to enjoy our beautiful lakefront and help promote one of our nation's best beaches, which has an unspoiled shoreline and natural habitat. To also provide families and tourists with high quality beach accessories that help protect against harmful UV rays, as well as providing superior customer service throughout the summer months.