



7-21-2012

Key West Bight
Bight Board members

Chairmen Michael Knowles and Bight board members, Sunset Watersports has been a Bight tenant for over 15 years and as a tenant would like to express our concerns for the use of the 10 by 10 booth next door to existing Sunset Watersports store at 201 William St.

It is my understanding that Sebago has made an offer to rent this location for a check in / sales booth. I urge the Key West Bight Board to deny this request for the following reasons.

1. Sunset Watersports checks in Snorkel trips, Parasail rides and the "DO It All" Watersports Adventure every morning beginning at 9 AM. This currently causes an overflow into the street.
2. Sunset Watersports and Sebago have the same tours and check in at the same time. Renting this space to a similar business will cause more congestion and confusion.
3. The City is aware of the constant problem with the free standing "Appledore" booth just 20 feet from our ticket / sales store. The aggressive nature of the street salesman has turned our Seaport into a carnival type atmosphere hawking and price cutting is the staple. Allowing a competing business to virtually share the same space will bring out the worst case scenario. Nowhere in Key West are there 2 competing watersports sales booths companies right on top of each other.
4. Sebago currently has a large ticket sales / check in booth located right in front of their boats alongside the Schooner Warf Bar.
5. The previous business sold Jewelry and coins and was compatible with Sunset Watersports. I would urge the Bight Board to find a similar business or a business that would bring harmony with the existing businesses.

If the bight board has not received a proposal from a compatible business and is interested in helping resolve the current overflow during check-in, Sunset Watersports is willing to rent this space.

Richard C. Welter
Sunset Watersports Inc.