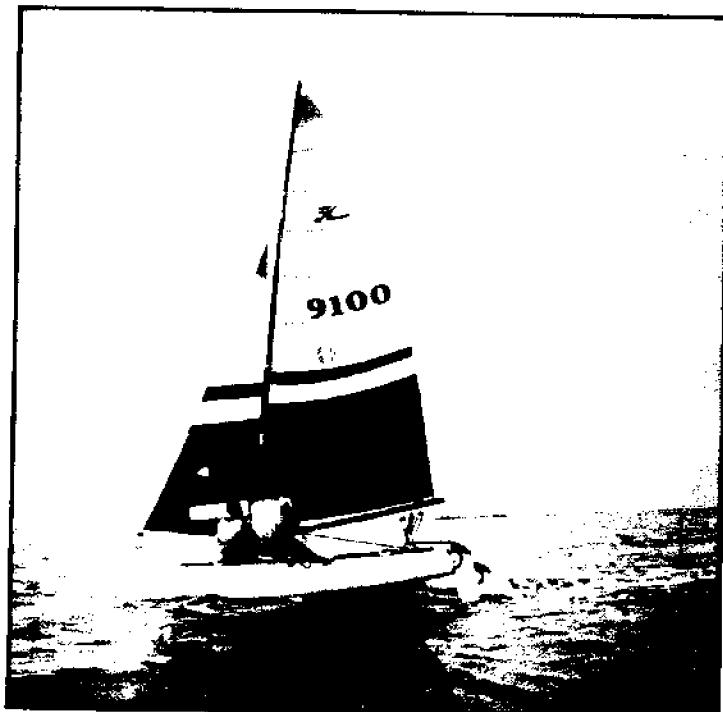


INVENTORY OF

EMERGING GREAT LAKES RECREATIONAL BUSINESSES IN  WISCONSIN

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INVENTORY OF EMERGING
GREAT LAKES RECREATIONAL BUSINESSES
IN WISCONSIN

by

Karen Plass

April 1987

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INTRODUCTION

Recreation was the third largest industry in Wisconsin in 1981 (the latest year of detailed analysis), generating \$6.2 billion in gross sales and accounting for 13 percent of the state's reported employment, according to the Wisconsin Division of Tourism. The Great Lakes are playing an increasingly important role in convincing out-of-state visitors to "Escape to Wisconsin."

Many new marine recreational businesses, like the charter sailing industry, are just emerging. Some established marine recreational businesses are growing and evolving in new directions because of increased competition from new recreational businesses.

In 1985, University of Wisconsin Sea Grant Advisory Services (SGAS) began an inventory of seven emerging marine recreational industries to evaluate their size and socioeconomic impact, and to evaluate the need for related SGAS programs. SGAS collected information about Wisconsin's Great Lakes ferry boats, excursion boats, dive charters, small boat rentals, motor yacht charters, sailing schools and sailboat charters.

This report describes and discusses trends in these seven categories of businesses on Wisconsin's Great Lakes shores. Because so little historic information is available, the report focuses on the current status of these businesses.

METHODS

During the fall of 1985, a computerized database of marine recreational businesses was compiled from a number of sources. Data from "Wisconsin Spring and Summer Escapes," which had just been published by the Wisconsin Department of Development, was supplemented by information from ads, brochures, telephone books, magazine directories and personal contacts covering a variety of recreational businesses and geographic areas. Sixty-seven businesses were identified.

In May 1986, business owners were each sent a letter that explained the project and requested that they (1) verify and, if necessary, complete the detailed information listed for their business; (2) look over a list of similar businesses in their geographic area and add any that had been omitted; and (3) describe the kinds of problems that affect their businesses. They also were offered a copy of the final report. A second mailing in June 1986 to verify information on 21 nonrespondents from the original list and on 22 businesses subsequently added to the list. The data collection was completed in August 1986 with telephone calls to nonrespondents and to businesses that had been added to the list over the summer.

More than 100 businesses are included in this inventory. Because businesses may provide several types of service, some appear more than once. Also, some are listed several times within a category -- a charter sailing company with offices in several communities, for example. The way the businesses were counted varied. For the charter sailing companies, a business operating under a given name was counted just once, even if it managed boats at a relatively large number of marinas and had offices in several towns. For the other categories, however, a business that was based in two different towns was counted as a separate business at each location.

RESULTS AND DISCUSSION

Summaries of the data for each of the seven business categories are presented in the appendices. The problems identified by respondents are described in the last section of this report.

The number of businesses listed in most of the seven categories below are surely under-estimated. No doubt, businesses were overlooked because they are new, small or do not advertise widely.

An attempt was made by the author to describe both the capacity and the use of recreational vehicles for 1985. For example, data were collected both on the carrying capacity of the excursion boat fleet and on how many passengers were actually carried during 1985. Most of these data are for 1985. Figures for 1986 were added later for a few key industries, like charter sailing.

Ferry Boats

Six companies (Appendix 1) operate 11 ferry boats on Wisconsin waters of the Great Lakes: one large railroad/automobile ferry, six automobile ferries, three passenger ferries, and one windsled (an eight-passenger "boat" used when the ice is too thick for ferries but too thin for cars). The 11 vessels have a combined capacity of 23 railroad cars, 248 automobiles and 1,719 passengers.

Wisconsin has two kinds of Great Lakes ferry traffic: the large railroad/automobile ferry CITY OF MIDLAND crosses Lake Michigan between Kewaunee and Ludington, Mich., carrying up to 23 railroad cars, 150 automobiles and 509 passengers. The other ferries run between mainland Wisconsin and nearby islands: Madeline Island in Lake Superior (served by three car ferries) or Washington Island in Lake Michigan (served by three car ferries and three passenger ferries). The six island auto ferries carry an average of 11 autos each and have a combined total capacity of 98 autos and 1,210 passengers.

On Lake Michigan, the ferries operate all year. On Lake Superior, people travel to and from Madeline Island all year, but winter ice forces a shift to the windsled during transition periods and to an ice road in mid-winter.

The four companies that run ferries to Washington and Madeline islands date back to 1940-71, making this the oldest established group in the inventory. This is the only group with its own professional association. In 1984, the Great Lakes Ferry Boat Association had 20 members, comprised of ferry lines and excursion services from Wisconsin, Michigan, Minnesota, Ohio and New York.

The four companies that serve Washington and Madeline Islands reported carrying about 200,000 people to and from the islands (400,000 individual fares) in 1985. The CITY OF MIDLAND carried 80,000 people across Lake Michigan that year, according to a report distributed by the Associated Press.

These island ferry businesses appear to be fairly stable. Their total capacity will be increased in 1987 when the 100-passenger YANKEE CLIPPER, "which carries people between Gills Rock and Washington Island, is scheduled to be replaced with a new, enclosed 150-passenger boat.

Unlike the island ferries, the Lake Michigan rail/auto ferry business has been unstable. The CITY OF MIDLAND, the only cross-lake ferry currently in operation, has been run without a state subsidy since 1983, when it was bought by the Michigan-Wisconsin Transportation Co., according to the Associated Press story. This company also owns the rail/auto ferries BADGER and SPARTAN, but they are not currently in service.

Plans are underway by another group to renovate a rail/auto ferry. This consortium plans to spend \$6 million converting the 360-foot VIKING to carry 800 passengers and 146 automobiles between Milwaukee, Wis., and Muskegon, Mich. The proposed liner -- complete with sundeck, observation lounge, cocktail lounge, live entertainment and a 350-seat dining room -- would increase Wisconsin's total Great Lakes ferry capacity by almost 50 percent.

Excursion Boats

Twelve companies (Appendix 2) operate 14 excursion boats on Wisconsin Great Lakes waters. Individual boats can carry from 20 to 256 passengers; half of the boats can carry at least 100 people. The fleet has a total capacity of 1,795 passengers. The seven excursion boats on Lake Michigan have a combined total capacity of 822 passengers, as do the six boats on Lake Superior. The inventory includes the RIVER QUEEN, a paddle-wheeler with a capacity of 150 that operates on the Fox River above Green Bay.

"Extras" offered by various excursion companies include connections to island-based transportation or activities (i.e., trams, buses and luncheon tours), and music, dancing, vesper services, food, private excursion charters and charter dive trips.

Three of the 12 excursion companies were under new management in 1986 and were unable to estimate 1985 ridership. The remaining nine companies carried about 180,000 passengers during the 1985 season.

The oldest excursion companies date to 1951 (Lollipop Tours), 1961 (Duluth-Superior Excursions), 1966 (Voight's Marine Service Ltd.) and 1970 (Apostle Islands Cruise Service). The other eight companies were established in 1978 or later, and four of them are relatively new (1985 or 1986).

It appears that growth in the excursion businesses is occurring in the development of new types of excursions. Reported ridership for traditional excursions appeared fairly stable from year to year for three established operators (Duluth-Superior Excursions, Apostle Islands Cruise Service and Iroquois Boat Line). The growth reported in the Duluth-Superior excursions has not been in the traditional two-hour harbor tours but in the newer offerings -- dinner cruises and private evening charters.

A wider variety of excursion cruises is now appearing. Vesper cruises are popular in the Apostle Islands. A number of operators offer meals, and some even offer alcoholic drinks on board. Some offer live music, including classical concerts. The most unusual is Superior Shipping, which began as an excursion boat in 1985 but is shifting to creative charters. For 1987, they plan to offer on-board hot-tub parties.

Dive Charters

As this report deals with recreational businesses, the focus of this section is on sport diving. Commercial diving, done for shipyards and in marine salvage work, is not included here.

Fifteen businesses and one dive club (Appendix 3) have boats that are actively used for dive charters on Wisconsin's Great Lakes waters. Together they have about 16 boats, with a combined capacity of about 175 divers. The boats tend to be either small (with a capacity for five or six divers) or large (20 to 27 divers). Several of them are Zodiaks (inflatable rubber rafts). Another 23 businesses and clubs (Appendix 4) are included in the inventory because they organize dive trips in these waters, though they do not own dive boats.

Thirteen diving clubs are located in Wisconsin, totaling about 700 members. The Underwater Connection's mailing list includes 4,721 Wisconsinites who responded to their magazine ads, came into its shop or stopped at its mall displays. The number of Wisconsin divers certified by the Professional Association of Diving Instructors increased by 182 in 1984 to 3,282 in 1985; however, how many of these Wisconsin-based divers actively dive on the state's Great Lakes waters is unknown.

The dive charter industry was the most difficult group to identify. It is made up of small, widely dispersed, small, new businesses that do not advertise widely. Dive charters are run by clubs, dive shops, owners of excursion or charter fishing boats, etc. Because such boats are often trailerable, out-of-state organizers may also run trips within Wisconsin, but most of these are not listed here. This inventory is merely a starting point for the entire Wisconsin Great Lakes dive charter industry.

As many as 47,000 Wisconsin adults may skin dive or snorkel each year, based on Simmons Market Research Bureau's 1982 findings that 1.5 percent of all adults nationwide participate in these activities. In a 1980 Gallup poll, only 1 percent of those asked about their recreational activities and interests had been scuba diving during the preceding 12 months. When asked what sports or activities they would like to take up or participate in more often, however, scuba diving was the top choice -- cited by 56 percent.

The future of Great Lakes sport diving in Wisconsin seems promising. Sport diving is thriving around shipwreck preserves in Michigan and Ontario waters of the Great Lakes. The Alger Underwater Preserve in Lake Superior off Munising, Mich., for instance, was visited by an estimated 6,000 divers a year in 1984-85, and 30 percent of these divers were from Wisconsin, according to Alger Underwater Preserve Committee, Inc. The divers brought with them an estimated 8,000 nondivers in 1984 and 17,000 nondivers in 1985, creating a substantial economic impact.

At Tobermory, Ont., on Lake Huron, Stan McClellan of Fathom Five Provincial Park reports that more than 6,800 divers registered in 1985, about a third of them from the U.S. Divers are required to register just once per season, so the total number of diver trips to the park was no doubt greater.

Historic shipwrecks are located in Wisconsin waters of both Lakes Michigan and Superior, but they have not been protected and promoted like those at Munising and Tobermory. Wisconsin's Apostle Islands National Lakeshore on Lake Superior does not promote diving, but the number of air fills provided in nearby Bayfield has increased each year to an estimated 1,500 air fills in 1985, according to Gary Cholwek of the Self-Propelled Shop there. The Alger Underwater Preserve Committee's formula -- that each diver averages four dives per visit and requires three air fills (since most divers arrive with a full air tank) -- suggests that Bayfield-area waters of Lake Superior were visited in 1985 by 500 divers who made 2,000 dives.

The growth potential of Wisconsin Great Lakes diving is suggested by the fact that both the Bennett Academy and the Self-Propelled Shop purchased dive boats in 1986, whereas previously they chartered dive boats owned by others for their trips.

Small Boat Rentals

Though small boats are not ideal craft for the Great Lakes, outlets at 27 locations (Appendix 5) have available for rental a total of 354 small boats ranging in length from 10 to 19 feet. The fleet includes 83 sailboards for windsurfing, 109 small sailboats (under 19 feet), 50 fishing boats, 59 canoes and 48 miscellaneous boats. Ten of the 28 outlets have more than one type of small boat available for rent.

Rental businesses with multiple locations are listed separately for each community in which they operate. Five clubs (one at UW-Green Bay, two at UW-Milwaukee, the Milwaukee Community Sailing Center and the Ephraim Yacht Club) are included because their reasonably priced memberships provide a large number of people with access to small boats. The Milwaukee Community Sailing Center alone accounts for 25 of the sailboards and 50 of the small sailboats tallied here, representing 28 percent and 46 percent of the total, respectively.

Sailboards dominate the small boat rental fleet in terms of the number of businesses: 10 outlets have a total of 83 sailboards for rent. These businesses tend to specialize in renting windsurfing equipment.

Small rental sailboats are even more numerous than sailboards, but they are offered at fewer outlets: nine businesses offer a total of 109 small (centerboard) sailboats for rent. Five of these outlets rent both sailboards and sailboats.

Ten outlets offer a total of 50 fishing boats. The boats range from 12 to 16 feet in length; a 14-foot aluminum boat is typical. Only two of the 10 outlets with fishing boats have other kinds of small boats available for rent.

Five outlets have some 48 miscellaneous boats for rent: 12 motorized pontoon boats, 14 paddleboats, 8 waterbugs (aerodynamic, pedal-powered boats) and 14 kayaks.

Another measure of a growing industry is the age of its businesses. The sailboard and sailboat outlets are all fairly new businesses. The oldest of the 10 sailboard outlets dates back to 1979; the rest were established during 1982-84. The oldest of the six small sailboat rental outlets dates to 1977; the rest were established between 1980 and 1986.

Sailboard rentals are undoubtedly increasing, but the number of rental outlets is increasing as well, suggesting that individual companies may see less business growth than they would like. Nationally, sailboard sales show steady growth (Figure 1), but Phil McSorley of Competition Sports in Milwaukee, who has been in the business for five years, said that sailboard rentals and sales have been soft in the last few years.

Rentals of small sailboats are probably growing in terms of customers and outlets, but not as quickly as sailboard rentals. The Milwaukee Community Sailing Center provides boats only to its members, but it receives an average of two calls per day each summer from out-of-town visitors who want to rent sailboats. Executive director Bill Moser said the club hopes to obtain the necessary boats to capitalize on that rental market.

Not enough information was available to determine the recent or potential growth for the other rentals (small fishing boats, canoes and miscellaneous boats).

At this time, all of the small boat rental outlets are on Lake Michigan. On Lake Superior, Washburn Marine, Inc., recently purchased seven ore-carrier lifeboats, each about 20 feet long. They plan to convert them into rental recreational motor launches. To date, one has been converted but is not yet available for rent.

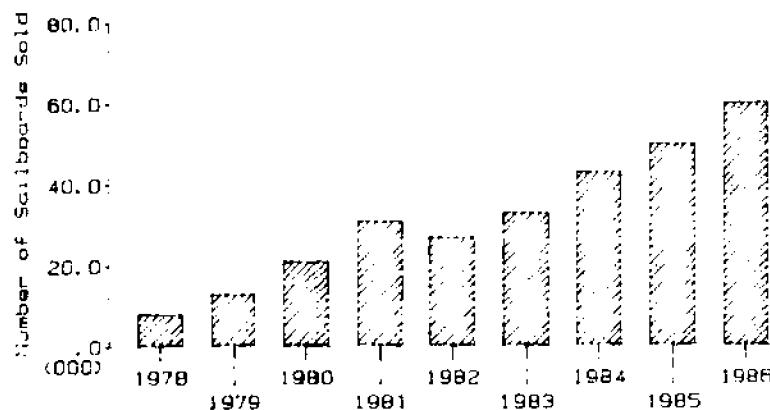


FIGURE 1: Sailboards Sold Nationally, 1978-86
(Based on National Marine Manufacturers Association estimate)

Motor Yacht Charters

Two companies (Appendix 6) in the state offer "bareboat charters" (i.e., trips without a company-supplied captain) aboard three motor yachts. These vessels are typically 36- to 40-foot "cruisers," like Grand Banks trawlers.

On Lake Michigan, Sturgeon Bay Yacht Harbor, Inc., in 1986 had two boats in charter; in 1985 it had three. On Lake Superior, Sailboats, Inc., has one motor yacht available for charter. During 1985, the three boats at Sturgeon Bay logged 95 charter days. During 1986, the boat at Superior had logged 30 charter days by the end of August. These figures may be generous, however, because each business summarized its best year of the two: In 1985, the Sturgeon Bay fleet had an extra boat, and the Superior boat was used more in 1986 than in 1985.

This is a relatively undeveloped, new industry. Sailboats, Inc., has offered charters on motor yachts since 1981 (it has offered sailboat charters since 1976). Sturgeon Bay Yacht Harbor, Inc., has offered charters since 1982.

The growth potential for the motor yacht charter industry cannot be judged on the performance of three boats, but it is fair to say that chartering a motor yacht has not captured the popular imagination like charter sailing has.

Sailing and Windsurfing Schools

Sailing lessons on sailboards, small sailboats (19 feet or less) and/or large sailboats (over 24 feet) are provided at 22 Great Lakes outlets (Appendix 7). Table 1 shows the number of companies that offer lessons on each type of boat (the number of companies totals more than 22 because some companies give lessons on more than one type of boat). Included are companies that formally schedule group classes as well as those that simply teach in response to specific requests. Most of the businesses that offer sailing lessons were started in 1979 or later.

Three companies, with a total of 28 sailboards, estimate that they gave about 800 windsurfing lessons in 1985. According to its brochure, Windsurf Door County, Inc., taught 1,500 windsurfing lessons in northern Door County prior to 1986. Alice Chomeau of

TABLE 1: Types of Great Lakes Sailing Lessons Offered

Lesson Type	Number of Companies
Windsurfing	10
Small sailboat	8
Large sailboat	12

Windsurf Door County said that the company's gross revenues on windsurfing lessons increased 40 percent from 1985 to 1986.

The current interest in sailing large boats is reflected in the fact that Sailboats, Inc., and Superior Charters, Inc. -- the two companies most active in teaching large-boat (cruising) sailing -- together trained about 700 people during 1985.

The development of the interest in learning to sail large boats is apparent in the information supplied by Sailboats, Inc., sailing instructor Steve Sonnen, who said it operates the largest sailing school of its type in the U.S. The number of graduates from its sailing school grew from 70 in 1979 to 600 in 1986 (Figure 2).

Sailboats, Inc., aggressively promotes sailing instruction because it increases both sailboat charters and sales. Owner Jack Culley estimates that 30 percent of the boats sold during 1985 went to former students. In addition, substantial revenues are generated by the classes themselves. Sailboats, Inc., had 2,265 graduates between 1978 and 1986. Each one paid between \$225 and \$295 for the class, producing more than \$668,000 in revenue.

In a 1980 Gallup poll (the same described in the diving charter section), only 4 percent of respondents had sailed in the previous 12 months; when asked what they wanted to take up or participate in more often, 49 percent cited sailing, which was second only to diving.

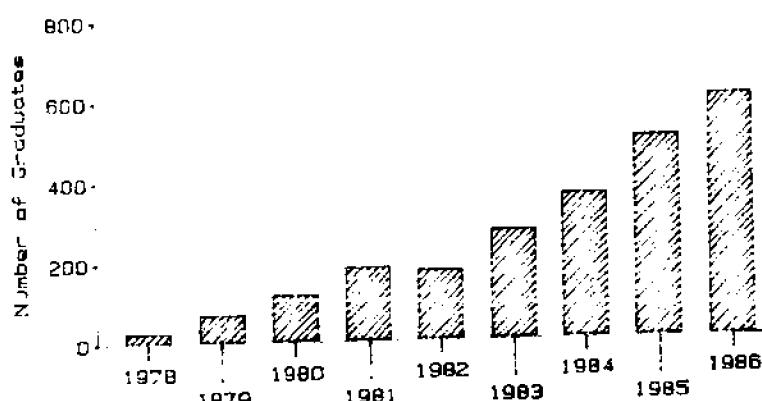


FIGURE 2: Sailing School Graduates of Sailboat, Inc., 1978-86
(Data courtesy of Sailboat, Inc.)

The appeal of charter sailing is reflected in the growth of the charter sailing classes described above. Graduates of these schools become certified and subsequently obtain discounts on charters.

Sailboat Charters and Rides

Twenty-two companies and clubs (Appendix 8), based at 30 sites on Wisconsin's Great Lakes coasts, have a combined total of 269 sailboats 24 to 46 feet long available for either charters or rides. One company with two boats offers rides. Seven companies with seven boats offer skippered charters (these are regularly scheduled rides and are shorter than charters). Two clubs with a total of 10 boats offer bareboat day use (no overnights allowed), and 12 companies with a total of 250 boats offer bareboat charters.

The dates that companies began operating at 26 of the 30 sites revealed that this group had a greater range of ages than some others; they are not all new companies. The three oldest dated back to the 1960s, nine were established in the 1970s, and 14 were started in the 1980s.

Wisconsin's Great Lakes charter sailing industry is dominated by three large companies that manage charter sailboats for the boats' owners. These three -- Sailboats, Inc.; Superior Charters, Inc.; and the Apostle Island Yacht Charter Association -- have a total of 196 charter sailboats available on western Lake Superior. If the 21 boats on Lake Michigan managed by Sailboats, Inc., are included, these three companies account for 217 sailboats -- 81 percent of the state's Great Lakes charter sailing fleet. Because these three companies operate mainly on Lake Superior, 80 percent of their fleet (214 boats) are on Lake Superior.

The number of charter days reported by these three companies has increased annually (Figure 3), according to figures supplied by the companies' owners. The most rapid growth for Sailboats, Inc., occurred prior to 1981, according to owner Jack Culley.

For 1985, a total of 6,230 charter days were reported by eight of the 12 companies that offer bareboat charters; these companies account for 241 (96 percent) of the 250 boats available for bareboat charters. Of those 6,230 charter days, the three largest companies reported 4,825 charter days on western Lake Superior, and one had an additional 705 charter days on Lake Michigan, for total of 5,530 charter days on 217 boats. Five other companies reported logging about 700 charter days on their 24 boats.

The same year, six of the seven companies that offered skippered charters reported logging 235 charter days. The company that offered sailboat rides reported 2,700 riders.

Two areas in particular attract sailors: Door County and the Apostle Islands. Door County offers limestone bluffs and the opportunity of sailing on either Lake Michigan or Green Bay. Lake Superior's 22 Apostle Islands offer a national lakeshore and relatively protected waters. According to Jack Culley of Sailboats, Inc., more sailboats are chartered on western Lake Superior (which includes the Apostle Islands area) than in any other part of the country.

UW-Madison Sea Grant researcher Thomas Heberlein has made a comparison of Apostle Islands boaters in 1975 with those in 1985. The number of overnight boaters at key locations in the islands increased 86 percent between 1978 (when there were an estimated 8,524 boaters) and 1985 (15,828 boaters). In 1985, nearly 90 percent of the boats visiting the islands were sailboats. The biggest change among the boaters seen by Heberlein was a doubling in the number of visitors who chartered sailboats, which rose from 30 percent in 1975 to 66.6 percent in 1985.

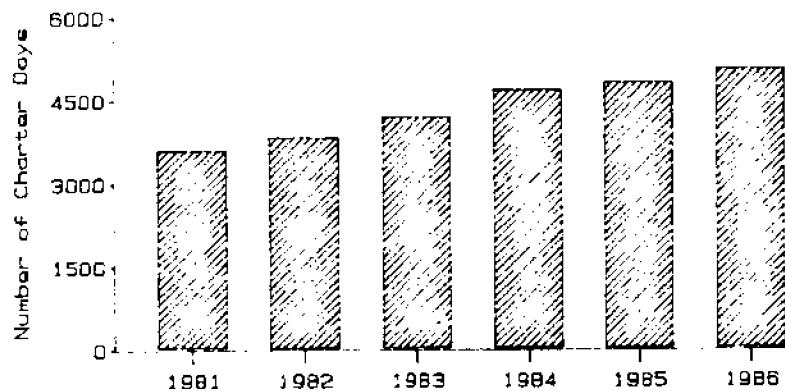


FIGURE 3: Annual Charter Days on Western Lake Superior for Wisconsin's Three Largest Charter Sailing Companies
(Based on data provided by the owners)

It is unclear how much the new federal income tax laws will affect the charter sailing industry, as some of the tax advantages formerly associated with buying a charter sailboat will be lost. Sales of domestic sailboats are down; reasons typically cited include low gasoline prices, the uncertainties of tax reform and increases in sailboat imports. Nevertheless, people in the charter sailing industry remain confident. Chartermasters Dave Nixon, Superior Charters, Inc., Port Superior; Russ Lemker, Madeline Island Yacht Club, La Pointe, and Ann Larson, Blue Water Sailing School, Minneapolis, anticipate a shift in the charter fleet. They expect fewer new boats to enter the market yet expect the popularity of charter sailing to continue to grow.

In recent telephone interviews, 320 Minneapolis-St. Paul area residents were asked by Jack Gray of the UW Recreation Resources Center whether anyone in their household participated in various sports and activities: 25.6 percent said "yes" for sailing. When asked whether any members of their household would consider going on one of four "adventure tours," a much higher number -- 42.8 percent -- said "yes" for Lake Superior sailing.

Beyond Wisconsin, chartering is increasing throughout the Great Lakes. In his charter cruising guide for sailboats and power boats in Lakeland Boating, Michael Hilts wrote:

"Many of the companies we contacted for this story report booming business during the past couple of seasons. Because of this success, of course, new fleets are cropping up all over, and the operators of existing fleets are feverishly expanding. The bottom line is that you can now find bareboat charters in almost every major port on the Great Lakes, from Chicago to Thunder Bay, from Detroit to Buffalo, and from Port Credit to Kingston."

Problems Cited by Respondents

Originally, people listed in the inventory were asked to identify problems encountered in their type of business that they felt the UW Sea Grant College Program could help solve. A later version asked them to identify the three most critical problems facing their business today. Suggestions and problems identified by the respondents were:

■ Excursions

Suggestions

1. Conduct marketing surveys and analyses in Apostle Islands.
2. Train captains for employment on excursions.
3. Identify ways to attract school and business groups.

Problem

1. Uncertainties of weather (forced trip cancellations).

■ Dive Charters

Suggestions

1. Conduct market surveys and analyses to find out what divers are willing to pay for dive charter and what services they most desire (rental equipment, etc.).
2. Preserve newly found wrecks as historic sites and protect them from looting.
3. Sink some old hulk wrecks in reasonable depths of water off the Apostle Islands and Door County to create diving attractions. Make them safe and nonpolluting. This is being done all over the world.
4. Provide information on the log salvage business -- business set-up and government requirements.
5. Improve the general public's recognition of the international and state divers' flags.
6. Put permanent mooring buoys on the wrecks.
7. Prepare a list of dive shops in Wisconsin, Illinois, Indiana and Michigan's Upper Peninsula.
- B. Prepare a list of dive clubs in the Great Lakes area.
9. Prepare a list of known shipwrecks in Wisconsin waters with locations, depths and descriptions of diving conditions. (The state of Michigan has been working on a survey of wrecks).
10. Get the word out that there are a lot of diving attractions in the area and inform the public about diving in general.
11. Suggest ways to get new students.
12. Design legislation to protect wrecks.

Problems

1. High cost of insurance.
2. Poor underwater visibility in southern Lake Michigan.

■ Small Boat Rentals

Problems

1. High water levels.
2. Shoreline zoning.
3. Liability insurance.

■ Sailing Schools

Problem

1. Lack of quality control in charter certification programs: Nearly any call himself/herself an instructor.

■ Sailboat Charters and Rides

Suggestions

1. Conduct marketing surveys and analyses.
2. Encourage promotion of the charter sailing business on Wisconsin water Great Lakes, on Lake Michigan in particular, by the Wisconsin Department of Development's Division of Tourism.

Problems

1. In the future, only the larger businesses may be able to offer bareboat because of the difficulty of obtaining liability insurance.
2. High water levels are making it unsafe to keep boats at docks.
3. Walk-on business drops to nothing on days when it rains.
4. The season is too short.
5. If tax advantages stop, charter rates will have to go up.

6. Lack of enforcement of U.S. Coast Guard rules and regulations in charter fleet (i.e., charters should be on documented vessels).
7. A lack of docks that will allow charter boats. (No public docks in Door County allow charter sailboats.)

CONCLUSION

The seven categories listed in the emerging marine recreational business inventory include 109 businesses -- ferry and excursion lines, diving services, and various kinds of rentals, charters and lessons (Table 2). At one extreme are the ferry and excursion lines, with the longest history and a professional association. At the other extreme is the diving industry, the least organized group.

One of the goals of this project was to identify the two Great Lakes recreational business groups with the greatest potential for growth and economic impact.

The first group has to be the charter sailing industry, for at Wisconsin's doorstep is one of the prime charter sailing markets in North America. Charter sailing is unusual among the groups covered in this report in that it is dominated by three large companies rather than a number small businesses.

The other group with the greatest potential for growth and economic impact is the diving industry. Unlike the charter sailing industry, the dive charter services tend to be small, single-boat operations. Though not well organized as a group because of their newness, diversity and geographic spread, diving charters are enthusiastic and, when given the opportunity, identified far more activities that would help them than did any other group in this study. Nationally, diving appears to be growing in popularity, and the spectacular growth off Michigan suggests that there is substantial potential for increased diving in the Wisconsin waters of Lakes Michigan and Superior as well.

TABLE 2: Wisconsin Great Lakes Recreational Businesses

Type of Boat or Service Offered	Number of Businesses
Ferry Boats	6
Excursion Boats	12
Dive Charter Boats	16
Small Boat Rentals	28
Motor Yacht Charters	2
Sail Schools	23
Sailboat Charters	22
	—
Total	109

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APPENDICES

Annotated Listing of All Businesses Surveyed

1. Ferry Boats
2. Excursion Boats
3. Dive Charters
4. Dive Clubs
5. Small Boat Rentals
6. Motor Yacht Charters
7. Sailing and Windsurfing Schools
8. Sailboat Charters

APPENDIX I
Ferry Boats

BAYFIELD TO MADELINE ISLAND

Madeline Island Ferry Line, Inc.
P.O. Box 66B
La Pointe, WI 54850
(715) 747-2051

Operates mid-March to December.

Wind Sleds, Inc.
La Pointe, WI 54850
(715) 747-3300

Operates during transition time (early winter and early spring). Also takes passengers over the ice road by car in winter.

DOOR PENINSULA TO WASHINGTON ISLAND

Rock Island Ferry
Jackson Harbor
Washington Island, WI 54246
(414) 847-2425 or 414-847-2252

Operates May to October.

Washington Island Ferry Line, Inc.
Detroit Harbor
Washington Island, WI 54246
(414) 847-2546

Car ferries at Northport; passenger ferries at Gills Rock. Also provides narrated cruises. Operates year round except on Christmas.

Vaught Marine Service
Route 1
Ellison Bay, WI 54210
(414) 854-2972

Connections to tram, or bus or luncheon tours on island. Also ships smoked fish all year. Operates April to October.

KEWAUNEE TO LUDINGTON, MICH.

Michigan-Wisconsin
Transportation Co.
P.O. Box 0279
Ludington, MI 49341
(414) 388-4911 (Wis.)
(616) 843-2201 (Mich.)
(616) 843-2521 (Mich.)
(800) 253-0094 (Reservations)

Operates year round, daily in summer,
Kewaunee to Ludington (4 hours).

APPENDIX 2
Excursion Boats

BAYFIELD

Apostle Islands Cruise Service
P.O. Box 691
Bayfield, WI 54814
(715) 779-3925
(715) 779-5061

Vesper cruises and cruises with meals.

GREEN BAY

The River Queen
Rivertown Boat Lines
P.O. Box 2332
Green Bay, WI 54306
(414) 499-4456

Ashwaubenon at Ashwaubenon Park.
Dinner and charter cruises.

DOOR COUNTY-FISH CREEK

Door County Charter
P.O. Box 121
Fish Creek, WI 54212
(414) 868-5468

Private charters and dive charters.

MILWAUKEE

Star of Milwaukee
Star Line Corp.
502 N. Harbor Dr.
Milwaukee, WI 53202
(414) 273-1933
(800) 782-7827

Brunch, lunch, dinner, cocktail and
dance cruises with live band.

DOOR COUNTY-GILLS ROCK

Voight's Marine Service, Ltd.
Route 1
Ellison Bay, WI 54210
(414) 854-2972

Concert Cruises Ltd.
10055 Hwy. 57
Sister Bay, WI 54234
(414) 854-2986

Live concerts (mostly classical music)
with buffet supper while at anchor.

Emerald Isle Cruise Line
P.O. Box 13251
Milwaukee, WI 53213
(414) 786-6886

Evening, dinner and Sunday brunch
cruises.

Iroquois Boat Line
3225 N. Shepard Ave.
Milwaukee, WI 53211
(414) 332-4194

Cruises of the port and harbor, views of
Milwaukee skyline from Lake Michigan.

DOOR COUNTY-STURGEON BAY

Lollipop Boat Tours
1729 Florida St.
Sturgeon Bay, WI 54231
(414) 743-4377

Charter fishing each morning, two tours
each afternoon.

Current Affairs
2217 Stonecroft Rd.
Grafton, WI 53024
(414) 377-8958

Private chartered excursions; no
scheduled daily trips.

APPENDIX 2: Excursion Boats (continued)

SUPERIOR-DULUTH

Flamingo Excursions &
Duluth-Superior Excursions
610 Missabe Bldg.
Duluth, MN 54802
(218) 722-1728 (Duluth dock)
(715) 394-6846 (Superior dock)

**Dinner and dancing cruises. Private
evening charters with dinner.**

Superior Shipping
826 Minnesota Ave.
Duluth, MN 55802
(218) 722-4089

**Creative charters. Party boat with hot
tub parties to be added in 1987.**

APPENDIX 3
Dive Charters

BAYFIELD

Dykstra Charters
c/o Pier Plaza
Bayfield, WI 54814
(715) 779-3330

Self-Propelled Shop
118 S. Third St.
Bayfield, WI 54814
(715) 779-5211

DOOR COUNTY-FISH CREEK

Door County Charter
P.O. Box 121
Fish Creek, WI 54212
(414) 868-3468

DOOR COUNTY-ELLISON BAY

Neptune Dive Charters
818 Wisconsin Bay Rd.
Ellison Bay, WI 54210
(414) 854-4678

KENOSHA

Nest Egg Fishing and
Diving Charters
Glenview, IL 60025
(312) 724-4360

MARINETTE-MENOMINEE

M+M Diving
1901 Tenth St.
Menominee, MI 49858
(906) 863-7330

MILWAUKEE

Bennett Academy
6509 W. North Ave.
Milwaukee, WI 53213
(414) 258-6440

MILWAUKEE (cont'd.)

Divemaster Charter Service
1719 Coachlight Dr.
New Berlin, WI 53151
(414) 784-4759

Pirate's Cove Diving, Inc.
("Len-Der" Dive Charters)
1103 W. Oklahoma Ave.
Milwaukee, WI 53215
(414) 482-1430

Rockin' Robin Dive Charters
5918 Lake Dr.
Oconomowoc, WI 53066
(414) 567-6576

PORT WASHINGTON

Diver's Delight
200 W. Grand Ave.
Port Washington, WI 53074
(414) 284-6494

West Bend Aqua Club
1829 N. Main St.
West Bend, WI 53095
(414) 334-5486

SHEBOYGAN

Cramer Dive Charters
P.O. Box 1131
Sheboygan, WI 53081
(414) 452-1668

Diver Charter Service
716 N. Thirteenth St.
Sheboygan, WI 53081
(414) 458-7312

Endeavor Dive Charters
2622 Wilgers Ave.
Sheboygan, WI 53081
(414) 452-5725

APPENDIX 4
Dive Clubs

Aqua Center
2680 S. Ashland Ave.
Green Bay, WI 54304
(414) 468-8080

Badger State Diving Club
P.O. Box 505
Waukesha, WI 53187
(414) 547-4976 (Carol Grace-Bauer)

Beloit Scuba Center
1206 Dearborn Ave.
South Beloit, IL 61080
(815) 389-1211

Black Magic Dive Shop
202 E. Main St.
Round Lake Park, IL 60073
(312) 546-4664

Blue Horizons
Oconomowoc, WI 53066
(414) 569-9997

Dive USA
184 S. Main St.
Thiensville, WI 53092
(414) 242-3483

Divemaster Scuba Center
2779 W. Ramsey St.
Milwaukee, WI 53211
(414) 281-3240 (Randy Widstrand)

Diver Dan's Scuba Center
2921 Twenty-Fourth St.
Kenosha, WI 53140
(414) 652-9399

Down Under Diving
3405 Douglas Ave.
Racine, WI 53402
(414) 639-9344

Four Lakes Scuba Club
P.O. Box 6112
Madison, WI 53716
(608) 655-4488 (George Socha)

Great Lakes Divers Service
Port Washington, WI 53074
(414) 284-0969

Hoofers Diving Club
Memorial Union
Wisconsin Union
University of Wisconsin-Madison
Madison, WI 53706
(608) 262-1630

Inland Seas Diving Academy
310 N. Commercial St.
Neenah, WI 54956
(414) 722-0051

Midwest Divers Assn.
P.O. Box 453
Green Lake, WI 54941
(414) 623-2970 (John Pratt)

Midwest Mudpuppies
c/o 8019 Eighteenth Ave.
Kenosha, WI 53140
(414) 654-8680 (Carol Stanley)

Northern Wisconsin Divers Assn.
c/o 1724 N. Clairemont Ave.
Eau Claire, WI 54703
(715) 832-4737 (Brian Van Zutten)

Oconomowoc Scuba Club
Oconomowoc, WI 53066
(414) 567-3711 (Jerome Frey)

Petries Sports
West Towne Mall
P.O. Box 9570
Madison, WI 53715
(608) 833-9009 (Dick Boyd)

Scuba Club
University of Wisconsin-Milwaukee
2320 E. Bradford Ave.
Milwaukee, WI 53211
(414) 964-6832 (Richard Kiehl)

APPENDIX 4: Dive Clubs (continued)

Scuba-Do's Dive Club
3405 Douglas Ave.
Racine, WI 53402
(414) 634-7002 (Tim Anderegg)

Trekker Scuba Club
Physical Education Dept.
University of Wisconsin-LaCrosse
La Crosse, WI 54601
(414) 785-8164 (Bill Van Atta)

Underwater Connection
N87 W16459 Appleton Ave.
Menominee Falls, WI 53051
(414) 251-8283 (Paul Lohmiller)

Waterworld Inc.
5027 Sixth Ave.
Kenosha, WI 53140
(414) 654-4434

APPENDIX 5
Small Boat Rentals

BAILEYS HARBOR

Nelson Shopping Center
8124 Hwy. 57
Baileys Harbor, WI 54202
(414) 839-2326

4 fishing boats (14 feet).

ELLISON BAY

Stonewing Charters
P.O. Box 37
Ellison Bay, WI 54210
(414) 854-4718

4 sailboards; 2 sailboats (14 feet).

Wagon Trail Resort
Route 1, Hwy. Z
Ellison Bay, WI 54210
(414) 854-2385

11 fishing boats (12-18 feet), 3 canoes.

EPHRAIM

Ephraim Yacht Club
Ephraim, WI 54211
(414) 854-9947

7 sailboats; lessons.

Sailboard Specialists
Ephraim, WI 54211
(414) 868-2373

8 sailboards; windsurfing lessons,
demonstrations.

EPHRAIM (cont'd.)

South Shore Pier
Hwy. 42
Ephraim, WI 54211
(414) 854-4324

5 sailboards; 8 sailboats (12 feet); 2
fishing boats (14 feet); 12 pontoon
boats; 9 paddleboats; 2 canoes; lessons,
sailboat rides, sail charters.

Windsurf Door Co., Inc.
P.O. Box 286
Ephraim, WI 54211
(414) 854-4071

15 sailboards; windsurfing lessons.

FISH CREEK

Nan and Jerry's Sporting Goods
4084 Main St.
Fish Creek, WI 54212
(414) 868-3402

7 fishing boats (14 feet); 2 canoes.

Penninsula State Park
Concessionaire
Tatman Foundation
Fish Creek, WI 54212
(414) 868-3258 (park office)
(414) 854-4738 (Chris Bungener)

8 sailboards; 14 sailboats (12-16 feet); 1
fishing boat; 4 canoes; lessons.

The Boat House
P.O. Box 152
Fish Creek, WI 54212
(414) 868-3745

5 paddleboats.

APPENDIX 5: Small Boat Rentals (continued)

GREEN BAY

Taylor Rental Center
707 N. Military Ave.
Green Bay, WI 54304
(414) 498-1620

11 canoes.

Sailing Club & Outdoor Program
Facilities Management
University of Wisconsin-Green Bay
Green Bay, WI 54301
(414) 465-2394

16 sailboats, 13-20 feet; lessons.

MANITOWOC

Ecology Sports
712 Chicago St.
Manitowoc, WI 54220
(414) 684-4061

5 sailboards; 3 sailboats;
6 canoes.

MILWAUKEE

ABC Supply
3201 W. Burnham
Milwaukee, WI 53215
(414) 383-1200

2 fishing boats (2-14 feet); 4 canoes.

Competition Sports
5729 W. North Ave.
Milwaukee, WI 53218
(414) 781-1982

3 sailboards; windsurfing lessons.

MILWAUKEE (cont'd.)

Milwaukee Community Sailing Center
1450 N. Lincoln Memorial Dr.
Milwaukee, WI 53202
(414) 277-9094

25 sailboards; 50 sailboats (8-19 feet); 8
waterbugs; lessons, memberships.

Panther Sport
University of Wisconsin-Milwaukee
2200 E. Kenwood Blvd.
Milwaukee, WI 53201
(414) 963-5256
(414) 963-5513

10 canoes.

Russell's Boat Livery
SW140 S9329 Boxhorn Dr.
Milwaukee, WI 53130
(414) 425-1246

13 fishing boats 12-14 feet.

Rutabaga
5315 N. Lovers Lane Rd.
Milwaukee, WI 53225
(414) 466-6566

8 canoes, 2 kayaks.

Sailing Club
Union Box 84
University of Wisconsin-Milwaukee
P.O. Box 413
Milwaukee, WI 53201
(414) 271-6695 (dock)
(414) 332-0924 (memberships)
(414) 963-4561

6 sailboats (13-15 feet); lessons.

APPENDIX 5: Small Boat Rentals (continued)

MILWAUKEE (cont'd.)

Sailboard Specialists
333 W. Brown Deer Rd.
Milwaukee, WI 53217
(414) 228-9815

5 sailboards; lessons.

Wheel and Sprocket, Inc.
10549 W. Forest Home Ave.
Hales Corners, WI 53130
(414) 425-7930

12 kayaks; lessons, trips.

PESHTIGO

Wilderness Voyageur, Inc.
Rt. 2, Hale Rd.
Peshtigo, WI 54157
(715) 582-3295

7 canoes; lessons.

SISTER BAY

Ecology Sports
Country Walk
Sister Bay, WI 54234
(414) 854-5724

5 sailboards; 3 sailboats (10 feet); 2 canoes; lessons.

STURGEON BAY

Murphy Rental
410 N. Fourteenth St.
Sturgeon Bay, WI 54231
(414) 743-3288

2 fishing boats (16 feet).

Sand Bay Beach Resort
3798 Sand Bay Point Rd.
Sturgeon Bay, WI 54235
(414) 743-5731

7 fishing boats (14 feet).

WASHINGTON ISLAND

Shipyard Island Marina
166 S. Shore Dr.
Washington Island, WI 54246
(414) 847-2533

1 fishing boat (16 feet).

APPENDIX 6
Motor Yacht Charters

BAYFIELD

Sailboats, Inc.
Barkers Island
Superior, WI 54880
(715) 392-7131

1 Grand Banks trawler (36 feet).

DOOR COUNTY-STURGEON BAY

Sturgeon Bay Yacht Harbor, Inc.
Nautical Drive
Sturgeon Bay, WI 54235
(414) 743-3311

2 Island Gypsies (36 feet); 1 Alexander
ocean yacht (40 feet).

APPENDIX 7
Sailing and Windsurfing Schools

BAYFIELD

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

Three-day courses on large sailboats (25-43 feet); also private lessons.

**St. Croix Charter and
Sailing School**
P.O. Box 14195
St. Paul, MN 55114
(612) 378-1150

Instruction on large sailboats (26-31 feet).

Superior Charters, Inc.
P.O. Box 719
Bayfield, WI 54814
(715) 779-5124
(612) 474-2451

Instruction on large sailboats (27-44 feet); number of days varies with skill level; special classes for women.

Voyageur Performance Sailing
P.O. Box H
30 Wisconsin Ave.
Montreal, WI 54550
(715) 561-3181

Three- and five-day courses on large sailboats (24-41 feet) at 4 levels (basic/advanced/cruising/racing) with room & board. Most lessons on 24-foot boats are racing lessons.

EPHRAIM

Ephraim Yacht Club
Ephraim, WI 54211
(414) 854-9947

Instruction on small sailboats (12-19 feet).

Sailboard Specialists
Ephraim, WI 54211
(414) 868-2373

Windsurfing instruction.

South Shore Pier
Hwy. 42
Ephraim, WI 54211
(414) 854-4324

Instruction on sailboards and small sailboats (12 feet).

Windsurf Door Co., Inc.
P.O. Box 286
Ephraim, WI 54211
(414) 854-4071

Windsurfing lessons and racing clinics.

FISH CREEK

**Penninsula State Park
Concessionaire**
Tatman Foundation
Fish Creek, WI 54212
(414) 868-3252 (park)
(414) 854-4738 (Chris Bungener)

Instruction on sailboards and small sailboats (12-16 feet)

APPENDIX 7: Sailing and Windsurfing Schools (continued)

GREEN BAY

Sailing Club & Outdoor Program
Facilities Management
University of Wisconsin-Green Bay
Green Bay, WI 54301
(414) 465-2394

Two-week classes offered on small sailboats (13-20 feet) for credit during summer and fall; public can use the boats after taking the class.

LA POINTE

Apostle Islands Yacht Charter Assn.
P.O. Box 188
La Pointe, WI 54850
(715) 747-2983
(800) 472-7115 (Wisconsin)
(800) 821-3480 (other states)

Three-day courses on large sailboats (25-45 feet); also private lessons.

Blue Water Sailing School
2337 W. Medicine Lake Dr.
Minneapolis, MN 55441
(612) 559-5649

Instruction on large sailboats (27-42 feet).

MANITOWOC

Ecology Sports
Manitowoc, WI 54220
(414) 684-4061

Instruction on sailboards and small sailboats (10 feet).

MANITOWOC (cont'd.)

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

Three-day courses on large sailboats (25-43 feet); also private lessons.

MARINETTE

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

Three-day courses on large sailboats (25-43 feet); also private lessons.

MILWAUKEE

Competition Sports
5729 W. North Ave.
Milwaukee, WI 53218
(414) 781-1982

Windsurfing lessons.

Milwaukee Community Sailing Center
1450 N. Lincoln Memorial Dr.
Milwaukee, WI 53202
(414) 277-9094

Instruction on sailing sailboards, small sailboats (8-19 feet) and large sailboats (30 feet); lessons on boatbuilding, navigation; membership required.

APPENDIX 7: Sailing and Windsurfing Schools (continued)

MILWAUKEE (cont'd.)

Sailing Club
LTV, Union Box 84
University of Wisconsin-Milwaukee
P.O. Box 413
Milwaukee, WI 53201
(414) 271-6695 (dock)
(414) 332-0924 (memberships)
(414) 963-4561

Instruction on small (13-15 feet) and
large (21-26 feet) sailboats; membership
required.

Sailboard Specialists
333 W. Brown Deer Rd.
Milwaukee, WI 53217
(414) 228-9815

Windsurfing lessons.

SISTER BAY

Ecology Sports
Country Walk
Sister Bay, WI 54234
(414) 854-5724

Instruction on sailboards and small
sailboats (10 feet).

STURGEON BAY

Wis. Charters and Sailing School
501 S. Main St.
Oshkosh, WI 54901
(414) 231-2628

Two-day courses on large sailboats (31-
40 feet), or 18 hours of instruction in
evening classes.

SUPERIOR

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

Three-day courses on large sailboats
(25- 43 feet); private lessons.

APPENDIX 8
Sailboat Charters

BAILEYS HARBOR

Peninsula Yacht Charter
P.O. Box 442
Sister Bay, WI 54234
(312) 664-7824

1 boat; skippered charters.

BAYFIELD

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

52 boats (25-41 feet); bareboat charters.

St. Croix Charter and
Sailing School
P.O. Box 14195
St. Paul, MN 55114
(612) 377-7631

4 boats (26-31 feet); bareboat charters.

Superior Charters, Inc.
P.O. Box 719
Bayfield, WI 54814
(715) 779-5124
(612) 474-2451

82 boats (27-44 feet); bareboat charters.

Voyageur Performance Sailing
P.O. Box H
30 Wisconsin Ave.
Montreal, WI 54550
(715) 779-5150

4 boats (30-41 feet); bareboat charters.

EPHRAIM

Bella Sailing Cruises
P.O. Box 166
Ephraim, WI 54211
(414) 854-4324

1 boat (24 feet); skippered charters
(South Shore Pier).

Tradewinds Charter Yachts Ltd.
611 E. Wisconsin Ave.
Milwaukee, WI 53202
(414) 271-7447

1 boat (30 feet); bareboat charters.

FISH CREEK

Krakjen
P.O. Box 236
Fish Creek, WI 54212
(414) 868-3414

1 boat (36 feet); bareboat charters.

Sail Boat Rides of Door Co., Inc.
P.O. Box 152
Fish Creek, WI 54212
(414) 868-3745

2 boats (27 feet); catamarans; rides,
Fish Creek-Ephraim.

Tradewinds Charter Yachts Ltd.
611 E. Wisconsin Ave.
Milwaukee, WI 53202
(414) 271-7447

1 boat (30 feet); bareboat charters.

APPENDIX 8: Sailboat Charters (continued)

LA POINTE

Apostle Islands Yacht Charter Assn.
P.O. Box 188
La Pointe, WI 54850
(715) 747-2963 (La Pointe),
(800) 472-7115 (Wisconsin)
(800) 821-3480 (other states)

39 boats (24-45 feet); bareboat charters.

Blue Water Sailing School
2337 W. Medicine Lake Dr.
Minneapolis, MN 55441
(612) 559-5649

7 boats (27-42 feet); bareboat charters.

MARINETTE

Sailboats, Inc.
P.O. Box 658
Marinette, WI 54143
(715) 732-2003

16 boats (25-43 feet); bareboat charters.

Tradewinds Charter Yachts, Ltd.
611 E. Wisconsin Ave.
Milwaukee, WI 53202
(414) 271-7447

1 boat (37 feet); bareboat charters.

MANITOWOC

Sailboats, Inc.
Manitowoc Marina
Manitowoc, WI 54220
(414) 682-5117

5 boats (25-43 feet); bareboat charters.

MILWAUKEE

Dockside Marine and
Sailing Charters, Inc.
532 N.W. Barstow
Waukesha, WI 53188
(414) 542-0806
(414) 542-8245

1 boat (27 feet); bareboat charters.

Milwaukee Community Sailing Center
1450 N. Lincoln Memorial Dr.
Milwaukee, WI 53202
(414) 277-9094

2 boats (30 feet); bareboat charters
(day use only).

Pat's Sailboat Rides and Charters
922 W. Eula Ct.
Milwaukee, WI 53209
(414) 962-5537

1 boat (30 feet); rides; skippered
charters.

Sailing Club
LTV, Union Box 84
University of Wisconsin-Milwaukee
P.O. Box 413
Milwaukee, WI 53201
(414) 271-6695 (dock)
(414) 332-0924 (memberships)

8 boats (21-26 feet); bareboat charters
(day use only).

SISTER BAY

Door County Sailing
(Anchor Marine, Inc.)
10967 N. Bayshore Dr.
Sister Bay, WI 54234
(414) 854-2124

5 boats (24-32 feet); bareboat charters.

APPENDIX 8: Sailboat Charters (continued)

SISTER BAY (cont'd.)

Mariah Charters (Anchor Marine)
P.O. Box 7
Sister Bay 54234
(414) 854-2124 (Anchor Marine)

1 boat (36 feet); skippered charters.

New Wind Charters, Inc.
(Anchor Marine)
2224 Champlain St.
Arlington Hts., IL 60004
(414) 854-4740
(312) 392-6075

1 boat (38 feet); skippered charters.

STURGEON BAY

Florida-Wisconsin Charters
501 S. Main St.
Oshkosh, WI 54901
(414) 235-2340
(414) 231-2628

3 boats (31-34 feet); bareboat charters.

Tradewinds Charter Yachts, Ltd.
611 E. Wisconsin Ave.
Milwaukee, WI 53202
(414) 271-7447

4 boats (18-41 feet); bareboat charters.

SUPERIOR

Sailing, Inc.
2709 Minnesota Ave.
Duluth, MN 55802
(218) 722-0934

1 boat (35 feet); skippered charters.

SUPERIOR (cont'd.)

Sailboats, Inc.
Barkers Island Marina
Superior, WI 54880
(715) 392-7131

20 boats (24-43 feet); bareboat charters.

Sloop Elusive
3575 Lexington Ave. S., #311
Eagan, MN 55123
(612) 452-9372

1 boat (38 feet); bareboat charters.

WASHBURN

Apostle Islands Yacht Charter Assn.
P.O. Box 188
La Pointe, WI 54850
(715) 373-5545 (Washburn Marine)
(800) 472-7115 (Wisconsin)
(800) 821-3480 (other states)

3 boats (30-40 feet); bareboat charters.

Art Pond Charters
566 Avery Ave.
Park Falls, WI 54552
(715) 762-2461 (work);

1 boats (27 feet); skippered charters.