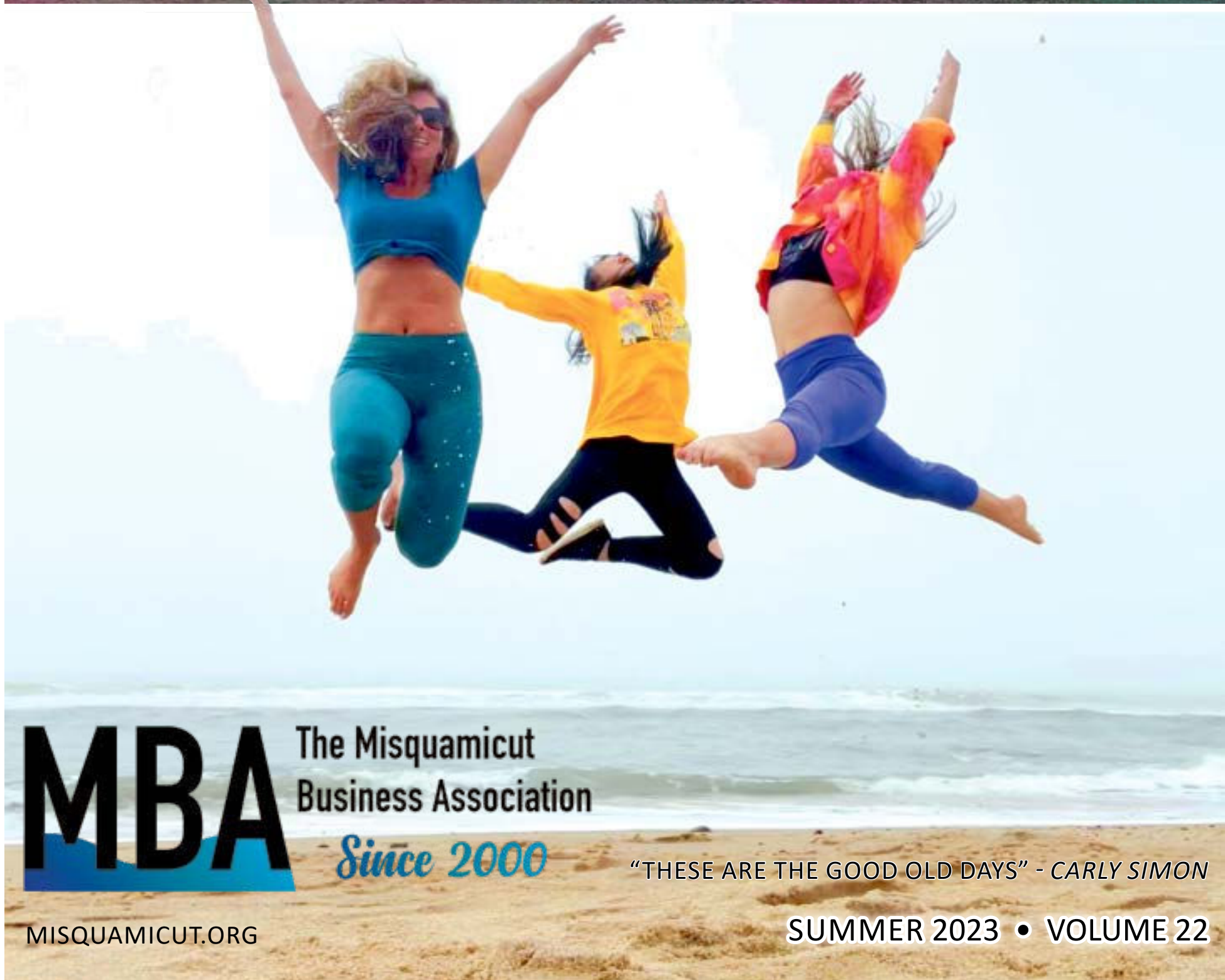




MISQUAMICUT TIMES

SURF, SUN & SAND



MBA

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Since 2000

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SUMMER 2023 • VOLUME 22



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SCAN ME

Layout By





MISQUAMICUT

TOURIST & VISITORS CENTER

Information Center and Public Restrooms
Located at 316 Atlantic Avenue, Misquamicut.
Open daily
Memorial Day Weekend – Labor Day Weekend
9AM – 6PM

Join our email list when you visit misquamicut.org.
We send out weekly updates all season long with
events, activities and discounts.

To contact the Misquamicut Business Association:
EMAIL: Misquamicut2000@gmail.com
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MBA Board of Directors 2022-2023

President: Charles Trefes - Atlantic Beach Park
Vice President: Tim Brennan - Two Little Fish
Secretary: Robert L. Barber - Seafood Haven
Treasurer: Garry Algieri - Bayview Fun Park

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Associate Board Member: Mike Granieri - Del's of Westerly
Associate Board Alternate: Rachel Doyle - Westerly Education Center
Associate Board Alternate: Walter Pawelkiewicz - WMP Consultants

Committee Appointments

Executive Committee: Charles Trefes, Rebecca Greene, Garry Algieri, Tim Brennan, Rebecca Colucci
Membership/Nominating Committee: Garry Algieri, Tim Brennan, Rebecca Greene, Charles Trefes
Finance Committee: Charles Trefes, Rebecca Green, Tim Brennan, Garry Algieri, Rebecca Colucci

MBA Staff (Non-Elected)

Executive Director: Caswell Cooke, Jr. *Festival Director:* Amanda Reese *MBA Executive Assistant:* Rebecca Greene
Tourist Center: Linda Ravinelle *Road Crew:* Dave Pasqualicchio, Kevin Martin, Ron Ultsch, Bob Thompson
Car Show Director: Domenic "The Doc" Cardillo *Drive-In:* Valerie Knowles
Manager, Liz Miner Assistant Manager, Luis Lopez, Mike Land, Haley Carmella, Jayden Fagre, Roger Walsh, Bella McGlinsey
Promotions/Distribution: JJ McDade

LETTER FROM THE EDITOR

It has been my pleasure to be able to welcome you to the beach on behalf of the Misquamicut Business Association for the last 23 years. We have spent the winter months planning all kinds of great events and happenings for you to enjoy all season. I invite you to check out the local hotels, shops, restaurants, night spots, concerts, Drive-In and amusements. In this guide you will find all the information you need to enjoy your stay. Our job is to help create memories for you and your family! Enjoy the beaches and the village of Misquamicut and help us keep them clean!

– *Caswell Cooke*
Executive Director,
Misquamicut Business
Association



misquamicut.org
MBA MISQUAMICUT SUMMER GUIDE 2023 • 5

SUMMER 2023

EVENTS AT MISQUAMICUT

MONDAY NIGHT JAMS

Live Bands Every Monday.
July 10 - August 14, 6 PM - 8 PM.
FREE!!

Westerly Town Beach,
337 Atlantic Ave.
Presented by the Town of Westerly.

July 10 Never Enough and The Peel N. Eat All Star Band

July 17 John Ford Coley with The Cryers

July 24 The Fake Experience

July 31 John Cafferty and the Beaver Brown Band

August 7 David Tessier's All-Star Band of All-Stars

August 14 Souls on Fire

July 19 Roomful of Blues

July 26 The Blues Beatles

August 2 Jeff Pitchell & Texas Flood

August 9 Swinging Blues from Texas f/ Johnny Nicolas and Katie Shore with Special Guest Greg Picollo



KATIE SHORE AND JOHNNY NICOLAS

August 16 Carl Ricci & 706 Union Ave.

CLASSIC CAR CRUISE NIGHTS

with The DOC and 102.3 The Wolf

Every Tuesday, July 11 - August 29.
5:30 PM - Dusk.

Windjammer East lot, Atlantic Ave.
All specialty cars are welcome!

misquamicut.org

TOM MCCOY FAMILY FUN RUN SERIES

45th Season! Every Wednesday.
May 31 - August 2, 6PM.

Bottone Mile August 9th 6PM

Pleasant View (lot across street)
65 Atlantic Ave.

westerlytrackclub.org

BLUES ON THE BEACH

Every Wednesday night,
July 12 - August 16. 6PM - 8PM.

Westerly Town Beach.
337 Atlantic Avenue.

July 12 Ed Peabody and the Big Blue Thang

Running along the ocean front streets of Misquamicut Beach and Watch Hill, RI - the Surftown Half Marathon is a spectacular beach run featuring stunning ocean views! Fast and flat, the 13.1-mile course is a great destination race. Also try out the 5K! A fast 5K run through the Misquamicut beach community.



hartfordmarathon.com

MISQUAMICUT FALLFEST WEEKEND

Friday, September 15. 5PM - 11PM.

Saturday, September 16. 11AM - 11PM.

Sunday, September 17. 11AM - 5PM.

World Class Carnival and Amusements, Food Truck Rodeo, Classic Car Show, Beer Tent, games and more. International Music Headliners.

Misquamicut State Beach.
misquamicutfestivals.org

ATLANTIS RISING: International Sand Sculpture Competition

October 6 - 9.



Misquamicut State Beach.

26th ANNUAL GUY FAWKES BONFIRE NIGHT

Saturday, October 14. 7 PM.

Complete with comedic (Monty Python) re-enactment of the 1605 trial for treason of Guy Fawkes by the "Misquamicut Players". Music, Bonfire, Dancers, Actors, Fife and Drum and more.

The Windjammer.
321 Atlantic Ave.

guyfawkesusa.com

TOWN BEACH PROGRAMS

Surf lessons, yoga, Zumba, summer schedule for events for Rotary Park as well as "Night Tennis" available by contacting the Recreation Department, Town of Westerly.

westerlyrec.com

MISQUAMICUT TOURIST CENTER

Located at 316 Atlantic Ave.
Open daily Memorial Day - Labor Day, and weekends in September.
6AM - 9PM.

ANNUAL ALOHA LUAU

Friday, February 2, 2024. 6:30 PM.
Windjammer 321 Atlantic Ave.

Live Band, Grand Buffet, Silent Auction & Raffle.

Eventbrite.com for tickets.

THE MBA

CREATING A DESTINATION FOR GENERATIONS OF FAMILIES

The Misquamicut Business Association (MBA)'s official address – 271 Post Rd – is a small, nondescript office in Spindrift Plaza. But the organization's behind-the-scenes work is felt throughout New England and beyond.

The nonprofit is a group of Misquamicut businesses (as well as some that service the area) dedicated to the maintenance, event planning, and promotion that make the area a destination for thousands of families every season.

Stronger Together

MBA board member Rebecca Colucci, co-owner of The Andrea Beach Bar, started the organization in 2000 with executive director Caswell Cooke after a previous iteration disbanded in the early 1990s.

“Our initial objective was simply to join together to afford advertising space,” says Colucci. “Your only choices back then were print, radio or TV – and it was all super expensive. 20 businesses chipping in made the price for a full-page ad in the NY Post reasonable.”

Eventually, the organization expanded its ambitions. “Summer is traditionally considered Memorial Day to Labor Day, and we were looking for ways to bring more tourism to Misquamicut during our shoulder seasons (Spring and Fall),” says Colucci.

In 2010, the MBA launched the Springfest and Fallfest weekend festivals featuring food, rides, vendors, classic car shows, and a wide array of entertainment from Christopher Cross to 10,000 Maniacs. The events draw considerable crowds and remain major successes to this day.



REBECCA COLUCCI

According to Colucci – a third-generation business owner – a deep sense of history is what makes Misquamicut unique. “So many families have been coming to this area for generations, and most of the businesses are family-owned,” she says. “It creates an environment in which everyone looks out for each other, and people are very friendly and respectful.”

Charles Trefes, MBA president and third-generation owner of the Windjammer and Atlantic Beach Park, cites the ability of the businesses to work together as central to the MBA's success. “Most of our members aren't owned by corporations or out-of-state conglomerates, so we're much stronger together negotiating as one on certain issues,” says Trefes.

He cites the 100% participation rate among businesses within the district as proof of the commitment to the MBA's mission. “It's a fantastic thing, and very unique for a business association,” he says. “Usually, it's hard enough to get business owners to agree on anything.”

Other MBA officers and board members operate nearby businesses like The Haven Express at Dunes Park, Bayview Fun Park, Pleasant View Inn, and Purple Ape.

Probably the biggest aspect of the MBA's activities, according to Trefes, is beautification. The MBA handles trash pickup, sidewalk sweeping, planting, putting up signage, and maintaining roads.

More Than a Beach

According to Caswell Cooke, one of the MBA's biggest challenges is correcting the common misconception that Misquamicut is just a state beach in Westerly. “It's our mission to spread the word: In addition to a world-class beach, Misquamicut includes the entire surrounding village and fire district with 52 businesses, nearly 500 cottages, hotels, parking lots, and more.”

Thanks in part to the work of the MBA, Misquamicut has grown into an important economic engine for Rhode Island – it's the state's highest revenue-generating state beach and contributes heavily to the tourism revenue for the South Country region.

According to MBA vice president and



AMY AND CHARLES TREFES WITH RI GOVERNOR DAN MCKEE

Two Little Fish owner Tim Brennan, attendance at the beach continues to climb each year. “Each season, we work hard to kind of reinvent ourselves as a unique family destination, and the state has taken note – we have senators and governors that visit us regularly, recognizing the tremendous amount of tax revenue this area generates,” says Brennan.

And the appreciation comes straight from the top. “Tourism is a key sector of our economy, and the MBA has been a cornerstone in the community as we've worked to help local businesses not only recover from the COVID-19 pandemic, but expand and thrive,” says Governor Dan McKee.

“From the drive-in theater to the annual Spring and Fall fests, the MBA is always creating new and innovative ways to bring this area of our state alive. I look forward to continued partnership with the MBA in the years ahead.”

In addition to the businesses and programming, Brennan highlighted the community's unique terrain as a differentiator. “It's such a naturally beautiful environment – on one side we have miles of barrier beaches (in addition to Misquamicut). On the other side we have what I call an ‘undiscovered gem’ in Winnapaug Pond where people can sail, jetski, fish, and do all

kinds of activities,” says Brennan.

Making Memories

In his 23rd year with the organization, Cooke says launching the Misquamicut Drive-In movie theater in 2010 is his proudest moment to date. “We had a drive-in in Westerly (as many towns did) when I was a kid that abutted my back yard and closed when I was 13,” he says. “It's been great to create a sense of nostalgia and share it with the community.”

The theater had humble origins, with movies first projected from the back of a jeep onto a screen of storage containers. A rare modern success story for drive-in movies, the Misquamicut Drive-In now packs the parking lot with a full roster of films. This year, moviegoers can look forward to *JAWS*, *Top Gun Maverick*, *Grease*, and *Jurassic World Dominion*.

“Ultimately, the great thing to me about the MBA and this area is that we're helping to make cherished memories for other people,” says Cooke. “Everybody talks about the good old days. I always think of the Carly Simon song – ‘These are the good old days.’”

Visit misquamicut.org for up to the minute updates and schedules.

THE MISQUAMICUT BEACH FOUNDATION

BY: VINCENT SCARAMUZZO

In this issue it is my honor to introduce our readers to the Misquamicut Beach Foundation. The Foundation is a 501(c)(3) that was established in 2022. Its mission is to enhance, beautify, protect, and clean greater Misquamicut Beach and surrounding areas and any other lawful purpose of a non-profit corporation in Rhode Island.

Because of its 501(c)(3) status the foundation can accept donations and be eligible for many grants to help make our favorite place in the world, better than ever.

The Board of Directors is made up of a passionate group of beach loving individuals who are part of the fabric of Misquamicut Beach, and love everything about our special corner of the world. They include:

- Tim Brennan (President): Owner, Two Little Fish
- Geoff Maynard (Vice President): Co-Owner, NorthSwell
- Rebecca Colucci (Secretary/Treasurer): Co-Owner, Andrea Seaside Restaurant
- Scarlett Driscoll: Store Manager, The Home Depot Westerly
- Vincent Scaramuzzo: President, Ed-Exec, Inc.
- Lydia Shell: Director of Philanthropy, Mystic Aquarium
- Holly Sisco: Co-Owner, Shorecrest Store

The Foundation will be participating in many exciting initiatives and beach cleanup days throughout the year. Stay Tuned for more announcements.

This spring, with assistance from the Misquamicut Business Association, and a generous donation from The Westerly Home Depot, the foundation will be installing over 30 fresh planters throughout Misquamicut Beach in the coming weeks. This season they will also have educational opportunities available with the support of Mystic Aquarium – and other events coming soon.

If you have a great idea for the foundation, would like to donate your time, or make a generous contribution, please contact Rebecca Colucci at rebeccaalcolucci@gmail.com.



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GETTING TO KNOW:

CHARLES TREFES

PRESIDENT OF THE MISQUAMICUT BUSINESS ASSOCIATION

Charles with his wife Amy are the owners of Atlantic Beach Park and the Windjammer Surf Bar located on Misquamicut Beach. Atlantic Beach Park has been a staple on Misquamicut Beach since 1921. The Windjammer is known for being the best music venue in the area as well as being a great place to dine with family and friends. Charles is also the tirelessly devoted President of the Misquamicut Business Association for almost a decade.



GETTING TO KNOW:

TIM BRENNAN

VICE PRESIDENT OF THE MISQUAMICUT BUSINESS ASSOCIATION

Tim Brennan is co-owner (with his wife Jennifer, and his brother Kevin and his wife, Nancy) of Two Little Fish, a family run Misquamicut clam shack known for serving ONLY delicious fresh, local, wild caught and sustainable (non-endangered) seafood and uses NO single use plastics to promote and preserve ocean health. Tim is Vice President of the Misquamicut Business Association and President of the Misquamicut Beach Foundation, which is dedicated to the beautification, conservation and preservation of our beach and surrounding areas.



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Some strange things are ready to happen in our coastal waters. Creatures, now considered to be living fossils, are moving from deep ocean waters to our shallow shorelines. Here they come...HORSESHOE CRABS!

After spending much of the year in deep water, these animals come near the shore to lay their eggs. When they swim, they swim upside down with their little legs and long tail waving wildly. Once near shore they crawl along the sand.

Horseshoe crabs often scare folks when they come near. They have a dark colored shell that looks like an overturned bowl. Their shell, the carapace, is not hard like a turtle shell, but a bit more flexible. Flip the animal over and the outer rim of the shell looks just like a horseshoe. Under the carapace are ten short legs, gills, and a mouth. Sticking out from the back of the animal is a hard, long, pointed tail, the telson. This tail looks pretty scary, but it is NOT used to stab or sting. It is a potentially life-saving device.

If a horseshoe crab is flipped upside down, it is in big trouble. It lays on its carapace uselessly flailing its short little legs. If a gull or a sea turtle finds this feast lying in shallow water or on the sand, the horseshoe crab will be easily killed and eaten. The frantic creature uses the long-pointed tail to flip itself over. SAVED!

Nature has created special ways for egg-laying events to occur. During May and June, horseshoe crabs respond to the very high tides which happen during full moons and new moons. The males move near shore and await the arrival of the much larger females. When the ladies arrive, some lucky males grab hold of the shell of a passing female and then they are pulled along until she stops to deposit her eggs in the damp sand. She pushes a depression in the sand and leaves a cluster of 4000 greenish eggs at the high tide mark. The eggs take about a month to develop and hatch. At the next very high monthly tide, the emerging baby horseshoe crabs do not have to travel far to reach the water. A number of species of shorebirds depend upon the enormous amount of eggs left in the sand. They arrive on the same tidal timetable as the horseshoe crabs. They eat huge numbers of eggs to get enough energy to continue their migration north to the distant regions of Canada where they will lay their own eggs and raise their young. Amazing.

Let's think about these very strange looking creatures. There are ten eyes which see in different ways. Two large eyes protrude from the top of the carapace. The other eyes which are very small only sense light which is helpful when they come to lay eggs under moonlight. There are even little eyes on the belly and the tail.

Having no teeth, the horseshoe crabs grab

little worms and small shellfish with their small front claws and crush them up before eating them.

As they grow they must crawl out of their old body covering. This process is called molting. Often you can find this empty husk near shore. A new shell is ready underneath, and it hardens up rapidly. These creatures can grow up to two feet long and can live for 30 years. Behind the ten little legs are BOOK gills which wave back and forth getting oxygen from the water.

Here in Westerly horseshoe crabs do not often lay their eggs where the surf is high. Instead, many move through the Weekapaug Breachway to reach the quieter waters of Winnapaug Pond.

Horseshoe crabs have existed longer than the dinosaurs seen in movies like Jurassic Park. They must be doing something right!

If you find a horseshoe crab stranded on the sand, please gently put it back in

the water. Do not grab it by the tail. If the tail breaks off the animal will probably die before it can grow a new one.

We call them crabs, but they are not crabs at all. They are much more closely related to spiders. Check out these curious creatures. Nature offers this spectacle only for a very short time.

Horseshoe crabs are important because their slightly blue-colored blood is used to help develop new medicines for people. Nature is amazing.

They are coming soon.



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The Wolf
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For more information email us at misquamicut2000@gmail.com



THE TOWN OF WESTERLY PRESENTS

2023

TUNES *on the* DUNES

at the Westerly *old* Town Beach

MONDAY NIGHT JAMS

July 10	Never Enough and The Peel N' Eat All Star Band
July 17	John Ford Coley with The Cryers
July 24	The Fake Experience
July 31	John Cafferty and the Beaver Brown Band
August 7	David Tessier's All-Star Band of All-Stars
August 14	Souls on Fire



Wednesday BLUES *on the* BEACH

July 12	Ed Peabody and the Big Blue Thang
July 19	Roomful of Blues
July 26	The Blues Beatles
August 2	Jeff Pitchell and Texas Flood
August 9	Swinging Blues from Texas f/ Johnny Nicolas & Katie Shore with Special Guest Greg Piccolo
August 16	Carl Ricci & 706 Union Ave.



In the event of rain, concerts will be moved to the Windjammer

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OCTOBER 6-9

SAND SCULPTURE COMPETITION RETURNS FOR SECOND YEAR!



Atlantis Rising International Sand Sculpture Competition returns for the second year to Misquamicut State Beach over Columbus Day Weekend 2023 (October 6-9). Produced by the South County Tourism Council this family friendly event brings artists from all over the world to South County to compete for a cash prize and bragging rights for the best sand sculpture. The event also features live music, vendors, food trucks, sand sculpting lessons, amusements for the kids, photo opportunities, a spectacular drone light show and more. Visit southcountyrhi.com/atlantis-rising/ for more information.

The South County Tourism Council is a non-profit organization dedicated to promoting the towns of Charlestown, Coventry, East Greenwich, Exeter, Hopkinton, Narragansett, North Kingstown, Richmond, South Kingstown, West Greenwich and Westerly as a single leisure travel destination known as "South County". For more information, please visit southcountyrhi.com.



MISQUAMI-KIDS ARE MORE THAN KIDS

BY: EMILY MITCHELL

Your beach time relies on our kids as civil servants, safety guardians, & environment ambassadors... this has always been more than a clean place to unfold your chair and French fries with no wait.

You finally gather all of your beach towels, blankets, sunscreen, and books,

then begin to head off to splashing waves and intense sun. You settle down, and hopefully, you are blissfully unaware how much work is going on around you. However, if we take a moment to consider the effort and community spirit necessary to ensure this blissful day, it is as inspiring as the beach in front of you.

Your children and elderly and yes, YOU, need to be safe, we do get riptides here! The beaches have to remain clean and who is preventing all that single-stream waste from getting into our ocean? Life is easier when the snack shack is open, and when a gatekeeper is making sure that no one parks behind your car so you can leave later without a hassle.

The youth that must step up and work so the rest can play is staggering. Hundreds of local teens are stepping up and getting trained and returning to work at the beach, even if they may be able to get a better paying job and at times a less dangerous one elsewhere.

Misquamicut is limitless and every visitor should be aware of the incredible opportunities

to explore the area. The beach workers are a big family looking out for your family. The amount of high school students and college students that have worked at these establishments for years is staggering.

Julia Beasley, Westerly's Recreation Director, truly understands just how important working at Misquamicut beach is.

"Many businesses on Atlantic Avenue provide fun activities and conveniences for the public. But if you look just at our two town beaches, we rely on the high school students to step up and take these jobs. It's really important. Your gate worker? They are the first line of defense—the barrier if you will—between all of the single stream waste from getting into our ocean! You can see the conveyor belt of trash getting faster and our staff have to stop it from ruining the cherished experience here.

"Keep in mind also, these students aren't done with school until late June but the beaches open in May. So remember citizens, please do your part to reduce the trash you bring to the beach and help keep trash out of the ocean."

"And public safety..." Beasley continues. "...is a BIG part of our job.



ANGELA THOMAN-MILLER, BUSINESS MANAGER OF PADDY'S BEACH CLUB

There's a lot of private lots that rely on our public employees too," she says. It's the nature of being neighbors. But it is approximately \$500 to get lifeguard certification and not everyone who wants to be a guard, put their life at risk for safety, sit in the hot sun all day, can even do so because of the cost of training."

Beasley says RIRPA and the YMCA are making it a big priority to create opportunities for guards to get Red Cross certified. Local business Timbercreek Resort also notably started a scholarship fund to help support our Guards and Staff.

"The staff at the town beach runs like a family. We can't operate without our returning guards. We work on robust relationships, so they want to come back. We make it a positive place to be. Westerly DPW and our Lifeguard Supervisor Brian Skorupski, built the first Lifeguard Tower in the area, to make visibility better and to allow some time out of the constant sun.

The truth is local teens are helping elderly over the dunes, coping with unruly bad actors who may not be sober, keeping an eye on the little kids...and taking public safety seriously.

Then there are the conveniences of



hunger and getting out of the sun for a moment!

Part of the comfort and happiness you will feel at the beach stems from the incredible stores and restaurants this small town has to offer.

The relationship between the workers and owners at these establishments creates the perfect environment.

Michael Banks, a former employee of Seafood Haven, spoke about the feeling of being a worker by the beach and what that family was like – "The great thing about the Haven was that everyone had their jobs, but everyone did what was needed and helped out with all the jobs. As all employees were professional cleaners and that was priority number one."

He then discussed how his working experience as a teenager

led him to join the US Military, then return home, get married and have children where he is now – "it gave me the opportunity to be held accountable and learn a little about everything from customer service to professionalism at a young age." These are life skills that he takes with him

Business manager of Paddy's Beach Club, Angela Thoman-Miller, provided some insight on what it is like working in the management industry at Misquamicut Beach and exactly how she feels about teenage employees. After asking a few questions, Thoman-Miller responded very thoroughly – "high schoolers that begin working for us continue working summers through graduating. Most of those who attend local colleges & who return home for summers also continue employment throughout their college career. Those students are easily

motivated and follow our practices and procedures to ensure their successful employment."

Rebecca Colucci, owner of the Andrea Beach Bar, spoke more about what it means to regulars and tourists visiting the Misquamicut area. She emphasized the importance of how their beach is very important to them – "This is my family business, but I did work at other locations to gain alternative perspectives to the tourist industry. People are loyal to the area. If this is their beach, this is their beach, and they return year after year if for a month, a week, or a day. They always say hello and remind you of their last visit."

Hundreds of KIDS are making this day great. Being a good citizen at the beach is easy because of the good citizens around us. Says Beasley, "We applaud their efforts!"



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f in y o



“From the upper decks there are ocean views and views of Winnapaug Pond. When the sun rises in the morning it comes right up onto the back of the house; from any of the units, it’s the most beautiful sunrise,” says Tom Jasulavic, owner of Purple Ape Escape, a multi-unit vacation rental within walking distance of Misquamicut State Beach and conveniently located next to Jasulavic’s two other businesses, Misquamicut Jet Ski Rental and Purple Ape.

Jasulavic grew up in Waterbury, Connecticut and visited Misquamicut Beach as a child.

“I remember coming here as a kid. It was always my favorite beach... Misquamicut is a seven-mile stretch of beach, and with all the shops and dining and restaurants, it’s a great area. You can catch a flight to Block Island and Watch Hill is a couple miles down the street. There are drive-in movies happening nearby that we do 4–5 days a week, there are free concerts, and we have our

spring and fall festivals. A lot of people and families come back year after year; it’s a great place with a lot to offer.”

Growing up in Connecticut, Jasulavic was really into dirt bikes and jet skis, and remembers getting his first jet ski at the age of 12. Decades later, he returned to Misquamicut and opened Misquamicut Jet Ski Rental on Winnapaug Pond. Eventually, he purchased the adjacent property and opened Purple Ape, a water sport rentals and beach shop.

“It used to be called Barefoot Man and when I took it over I wanted something catchy, something different and unique, so I came up with the name Purple Ape. It used to be a rundown store on the beach, but I redid it. Now it’s a clothing store and more. It has everything you need for the beach -- bathing suits, T-shirts, hats, sunblock, footwear, along with jewelry, toys, souvenirs, keychains, magnets, glitter tattoos, just everything.”

The Purple Ape exterior creates the illusion of a Polynesian structure. Faux palm trees dot the property, artificial palm fronds rustle in the breeze. Faux vines creep along the faux stone walls where a gorilla mandala exhales smoke through its nostrils. At night, colored lights intensify the structure to strengthen the illusion that you’re not in Westerly, but somewhere in the Pacific.

Jasulavic’s island theme extends across his properties, to Purple Ape Escape, the adjacent multi-unit vacation rental. Purple Ape Escape has an artificial thatched roof with custom-made bamboo siding, and its own set of faux palm trees with rustling fronds.

“I purchased the [Purple Ape Escape] property in January 2022 and worked on it throughout the winter. It’s prime location with it being right on the water. I wanted to make it an island-themed resort, like a Tiki house. I used to go to Florida in the winter, but now I just work on making the property better

and better.

When I took it over I went through all the units and put in all new countertops and appliances, brand new bedding: Everything’s new. It’s a unique place. I try to keep it fun for people.”

Guests of Purple Ape Escape may rent the entire 4-unit property or choose between 1, 2, and 3 bedroom apartments, each equipped with its own private kitchen.

“It’s a place for everybody. It’s definitely a family-friendly place and, if they wanted to rent all four units, it’s a great place for somebody to have a wedding or a big party.”

Each unit includes its own private beach pass, complimentary water sports and games, a discount at Purple Ape – which includes discounts on jet ski rentals as well as beach equipment and supplies such as beach chairs, umbrellas, boogie boards, and skimboards. Each unit has full access to the waterfront backyard, complete with picnic tables for outdoor dining and a fire

pit with firewood. The upper units have the added bonus of their own private deck.

“It’s definitely a unique place. It’s like a tropical paradise with unbeatable views located at the epicenter of fun,” says Jasulavic.

In addition to jet ski rentals, Purple Ape rents hydro-bikes. What’s that, you may ask.

“A hydro-bike is like a bicycle with two pontoons on it. They’re really stable and it’s like driving a bicycle on the water. People like them to go out and sightsee; some people bring fishing poles and go out there and fish.”

Purple Ape also rents paddle boats, paddle boards, and their most popular rental: kayaks.

“We offer single-seat and two-seat kayaks. People kayak in Winnapaug Pond, it’s just the perfect area. It’s a secure body of water, it’s intracoastal, and there’s a lot of wildlife so people can just

relax and enjoy the sights of nature like the loons and the cranes and osprey, which are the birds that fly around then dive down and pull fish out of the pond.”

Asked about how Misquamicut has changed over the years, Jasulavic says, “The area has definitely changed for the better. I feel like over the years, it has cleaned up to a certain degree and is attracting more families ... It was more of a party spot years ago. But every year all the local businesses get together and try to figure out ways to make the beach better, and ways to add more events and things to do.”

Jasulavic lives full-time in Misquamicut and the bit of advice he has for prospective visitors is as New England as it gets: Check the weather.

“Take a look at Misquamicut’s weather before you come here, because back in Connecticut it could be raining and people just automatically assume it’s raining

here but it’s not. A lot of times the ocean air keeps a storm pushed inland and the sun is shining over here.”

To learn more about Purple Ape Escape’s rental accommodations, contact Tom Jasulavic at 401-207-8699. Or, look for “Purple Ape Escape,

Westerly” on Airbnb and Vrbo. To rent a jet ski, kayak, hydro-bike or other piece of water sports equipment, stop by the Misquamicut Jet Ski Rental booth at 17 Winnapaug Rd., Westerly. And while you’re there, stop inside Purple Ape for all your beach essentials.



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For years it bothered former MBA President George Tattersall that there was no safe and well-lit way to go from the East End Business District past the state beach to the West End Business District of Misquamicut. So a decade ago he came up with an idea. It took years to permit and get approved.

In 2022 the dream became a reality thanks to the partnership of the Misquamicut Business Association, The Town of Westerly, RI DEM, Home Depot and the Governor's office. Now we have the Minnabaug Bike-Pedestrian Lane on Atlantic Ave. The lane was dedicated last September.

Minnabaug was the original name

given to the pond that was later known as Brightman's Pond and more recently as Winnapaug Pond. It was suggested by Caswell Cooke to give the connector back the name that Native Americans called it. This was approved by the Town Council in 2021.

We encourage you all to use and enjoy this lane when walking, biking, pushing a stroller or skateboarding along Atlantic Ave. There are benches, a historical marker and a kiosk with the history of our area. There is also a public kayak launching area. It is for all to enjoy!

Please help us keep the area clean and free of trash.



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[wblq.net](#)

WPRI Media

East Providence, RI 401-438-

7200

[wpri.com](#)

[misquamicut.org](#)

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MEDICAL & DENTAL SERVICES

Crestview Dental Associates

Westerly, RI

401-596-0319

[crestviewdentalassociates.com](#)

Dunn’s Corners Chiropractic

Center

Westerly, RI

401-322-8822

[dunnscornerschiro.com](#)

Wood River Health

Wood River Junction, RI

401-539-2461

[woodriverhealth.org](#)

Yale New Haven Health

Westerly Hospital

Westerly, RI

401-596-6000

[westerlyhospital.org](#)

South County Hospital

Healthcare System

Wakefield, RI

401-782-8000

[southcountyhealth.org](#)

MUSIC & ENTERTAINMENT

SERVICES

Caswell Cooke DJ Productions

Westerly, RI

401-932-3519

[caswellcooke.com](#)

Chris Walsh Video

Productions

Westerly, RI

401-596-0133

[chrispro.com](#)

KG Audio Systems

Dudley, MA

774-200-7505

[kgaudiosystems.com](#)

Power Posse Productions

Mystic, CT

212-489-5225

[powerposseproductions.com](#)

NON – PROFIT

ORGANIZATIONS

Frank Olean Center

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[granitephotoonline.com](#)

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401-425-2315

Gannon Marketing
Warwick, RI
401-732-3627

Printing Plus
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401-596-6970
[printingplusri.com](#)

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Consulting Government Relations
Westerly, RI
860-933-4405

Paul Larson, Architect, A.I.A.
Westerly, RI
401-871-5004

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[jmackstudios.com](#)

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Berkshire Hathaway Realtor
Westerly, RI 02891
401-932-3519
[caswellcooke.com](#)

Holdredge House & Cottage Rentals
Westerly, RI
401-596-5866

Lila Delman Real Estate
Watch Hill, RI
401-348-1999
[liladelman.com](#)

RESTAURANTS

B&B Dockside
Westerly, RI
401-315-2520
[bnbdockside.com](#)

Casa Della Luce
Westerly, RI
401-637-4575
[casadellaluce.net](#)

Cold Stone Creamery
Westerly, RI
401-596-COLD
[coldstonecreamery.com](#)

Del's Lemonade of Westerly
Westerly, RI
401-315-0184

Guytanno's International Restaurant
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thehaversham.com

Voc’s Dunns Corners Pizza

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401-322-0221
dunnscornerspizza.com

Weekapaug Innlet

Weekapaug, RI
401-322-1154

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Westerly, RI
ivoryella.com

Lilly Pulitzer

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401-596-4369
lillypulitzer.com

Seaside Pharmacy

Westerly, RI
401-637-4577
seasidepharmacywesterly.com

South County Cabinets

Westerly, RI
401-596-7070
southcountycabinets.com

The Home Depot

Westerly, RI
401-596-4440
homedepot.com

SUPPLIERS

City Fish Market

Weathersfield, CT
860-522-3129



The Southern RI Conservation District’s Fresh Harvest Kitchen at 9 East Ave. in Westerly is a place where the community can purchase locally harvested farm-fresh produce and local seafood directly from local farmers and fishermen.

Fresh Harvest Kitchen sells local salt pond clams to many of Misquamicut’s restaurants. The Fresh Harvest Kitchen has a retail storefront where you can find

locally harvested food as well as RI-made food products.

Fresh Harvest Kitchen also offers events, educational classes, and opportunities to taste a variety of RI harvested products.

Find them on Facebook or check their website, freshharvestkitchen.com, for hours of operation, special events and more!



misquamicut.org

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Coca-Cola Beverages

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Waterford, CT
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ConnRi Paper & Supply Co.

Pawcatuck, CT
860-599-3288
connripaper.com

Fresh Harvest Kitchen

Westerly, RI
401-326-9001
freshharvestkitchen.com

Mutual Sales Inc.

Derry, NH
603-421-0110
mutualsales.com

RI Distributing Company

West Greenwich, RI
401-822-6400
ridistributing.com

Riverhead Building Supply

Westerly, RI 800-874-9500
rbscorp.com

TOURIST INFORMATION CENTER

South County Tourism Council
Charlestown, RI
401-789-4422
southcountyri.com

TRANSPORTATION

New England Airlines
Westerly, RI
800-243-2460
newenglandairlines.com
block-island.com/nea

WASTE DISPOSAL

Shoreline Sanitation
Westerly, RI
401-596-8337
shorelinesanitationri.com

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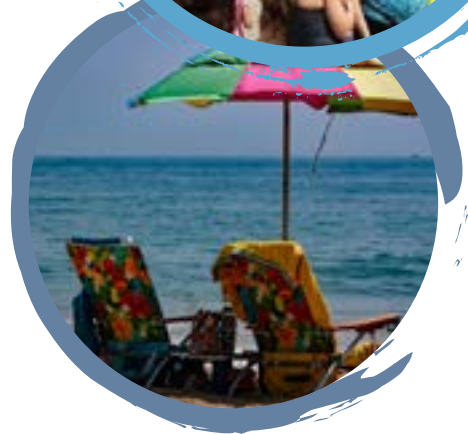
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