



SANTA ROSA COUNTY BOARD OF COMMISSIONERS

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JAYNE BELL, OMB Director

To: Board of County Commissioners

From: Tony Gomillion

Date: August 17, 2016

Subject: Navarre Chamber Foundation's Request to Waive Pier Fees for First Weekend of October

DISCUSSION

Discussion of Navarre Chamber Foundation's request to waive pier fees for the first weekend of October (October 1st and 2nd, 2016) to coincide with Take a Kid Fishing and the Navarre Fishing Rodeo.

BACKGROUND

Pier Fishing fees for children under age 12 and \$1.00 entrance fee for one parent were waived by the Board for the 2015 Kids Fish Free event. The event was held on Saturday, October 3, 2015 and was part of the Beaches to Woodlands Tour.

ACTION NEEDED

Board approval is needed to allow waiver of fees.



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Agenda Item Request for August 22, 2016

Discussion and decision of waiver of all fees for the Navarre Beach Fishing Pier for all residents and visitors the first weekend of October each year to coincide with "Take a Kid Fishing" and the "Navarre Fishing Rodeo" which is also held during Beaches to Woodlands tour. This waiver period would commencing at Midnight Saturday morning and ending at 11:59 p.m. Sunday night. The weekend will be denoted as "Fish Navarre Weekend."

Request: The Navarre Chamber Foundation requests that the first full weekend of October each year [Oct.1-2 for 2016 and Oct. 7-8 for 2017 and Oct. 6-7 for 2018 and so on] to be declared, "Fish Navarre Weekend" and that all fees to fish or walk the Navarre Beach Fishing Pier be lifted for two days each year. The first weekend in October also corresponds with the "Navarre Fishing Rodeo" and the "Take A Kid Fishing" event. Both events are funded and facilitated by non-profits.

Purpose: The purpose is to showcase the beauty and functionality of the Navarre Beach Fishing Pier and attract anglers from neighboring counties and visitors nationwide. October is considered a "shoulder season" and tourism director Julie Morgan and the Tourism Development Council are looking for ways to boost the shoulder season. The Beaches to Woodlands Tour is also held during the month of October in order to boost our tourism during this traditionally slower time of year.

Outcome: More children and adults will be inclined to fish during this weekend, many for the first time. New anglers will be "hooked" and will become frequent paying customers of The Pier. This will give a boost to the economy and the future economy due to increased future admissions on the pier. The county might consider giving a discount for annual passes during this weekend.

Precedence: The State of Florida has periodic free fishing days where a fishing license is not needed to "provide an excellent opportunity for parents who don't yet have licenses to take youth fishing, or avid anglers to introduce a friend to fishing without having to purchase a license. On these days, the fishing license requirement is waived for all recreational anglers (residents and non-residents)."

Emily Spencer

Subject: FW: Pier pass numbers

From: Sonja Lusk

Sent: Tuesday, August 23, 2016 2:13 PM

To: Roger Blaylock <RogerB@santarosa.fl.gov>

Cc: Terry Wallace <TerryW@santarosa.fl.gov>; Lynn Houston <lynnh@santarosa.fl.gov>

Subject: RE: Pier pass numbers

The numbers below are based on information we obtained from Coastal Concessions' monthly pier sales breakdowns. Passes are issued only for annual passes. Wristbands are provided to the Pier for daily fish sales.

2016 (January to July)

Annual walker – 11
Annual fishing – 225
Daily walker passes – 85,277
Daily fishing passes – 24,115
Weekly walker - 165
Weekly fishing - 46

2015

Annual walker - 16
Annual fishing - 449
Daily walker passes – 119,414
Daily fishing passes – 30,503
Weekly walker - 187
Weekly fishing - 86

Navarre Beach Pier Admission

Admission for disabled veterans and mobility & visually impaired is free. The pier has an accessible entrance ramp and 16 handicapped accessible railing locations.

Fishing:

Fishing license included in admission

- \$7 adults
- \$6 seniors & active duty military
- \$4 youth (15 & under)
- 5 & under free

Rod rental and bait available at the pier store.

Walkers:

- \$1
- 5 & under free

Weekly Passes:

- **Weekly Senior & Active Duty Military Fishing Pass \$40**
- **Weekly Adult Fishing Pass \$45**
- **Weekly Youth Fishing Pass \$25**
- **Weekly Walking Pass \$5**

Annual Passes:

- **Annual Adult Fishing Pass \$150**
- **Annual Senior Fishing Pass \$100 (65 years and older)**
- **Annual Youth Fishing Pass \$75 (Under 16 years old)**
- **Annual Active Duty Military Fishing Pass \$100**
- **Annual Family Fishing Pass \$300 (Immediate family defined as spouse and children)**
- **Annual Walking Pass \$60**

Passes can be purchased at the pier store.

Florida has a very broad Public Records Law. Virtually all written communications to or from Santa Rosa County Personnel are public records available to the public and media upon request. E-mail sent or received on the county system will be considered public and will only be withheld from disclosure if deemed confidential pursuant to State Law.