



SANTA ROSA COUNTY BOARD OF COMMISSIONERS

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MEMORANDUM

TO: Board of Commissioners

FROM: Tony Gomillion, County Administrator

DATE: August 26, 2016

SUBJECT: Annual Pass Discount

DISCUSSION

Discussion of offering a 10% discount on annual fishing passes at the Navarre Beach Gulf Pier on October 1-2, 2016.

BACKGROUND

The Navarre Fishing Rodeo and the Take a Kid Fishing event will be held on this weekend. Beach staff discussed the coordination and staffing for this event with the Pier operator and they are confident that they will have adequate staffing levels to provide the necessary support for this event. Included in the backup are the statistics and fee structure for the pier access.

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.

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