

**Wisconsin Department of Natural Resources
Natural Resources Board Agenda Item**

SUBJECT: Demand Based Pricing Review and Customer Service Updates

FOR: April 2019 Board meeting

TO BE PRESENTED BY: Chris Pedretti, Business Operations Section Chief

SUMMARY:

In the 2017-2019 State Budget, authority was given for the State Park System to have the flexibility to charge a range of fees for camping and daily admission at the properties. After one year of implementation, the program will be presenting an information item to review the first year revenue and demand statistics.

Information will also be given on the new electronic payment stations that have been placed at 14 properties throughout the state in the last 18 months. These payment stations allow for visitors to purchase daily or annual admission with credit cards where only cash or check purchases were allowed before with self-registration envelopes. These stations have greatly enhanced customer service by allowing for credit card purchases, easy access in all seasons, and reductions in wait times.

RECOMMENDATION: Information Only

LIST OF ATTACHED MATERIALS (check all that are applicable):

- Background memo
- PowerPoint Presentation

- Type name of attachment if applicable
- Type name of attachment if applicable

Approved by	Signature	Date
Ben Bergey, Director Bureau of Parks and Recreation	<i>Ben Bergey</i>	3/13/19
Scott Loomans, Administrator Division of Fish, Wildlife, and Parks	<i>Scott Loomans</i>	3/15/19
<i>m</i> Preston D. Cole, Secretary	<i>Elizabeth Kluesner</i>	3/15/19

by Elizabeth Kluesner

cc: Board Liaison – AD/8