

Planetarium Pricing Proposal: Due to slower off-season sales and new information on the economic state of Alpena and its surrounding region, it has come to light that the price for planetarium tickets should be adjusted during non-tourism season. Two prevalent ideas on how-to go about this adjustment are as follows:

Idea one: Offer a flat-rate discount on all planetarium tickets, reducing the price from \$5 to \$3. A rather straight-forward concept; reduction on price should increase demand for tickets.

Idea two: In lieu of a flat-rate discount, we could offer a planetarium/museum bundle for \$8 and present it as a seasonal special. Essentially, we would offer the same discount as idea one, but only to people who have already purchased museum entry.

This seasonal special on planetarium tickets would run January, February and March.