



**JACKSON TOWN COUNCIL
2008 STATEMENT OF STRATEGIC INTENT**

STRATEGIC OBJECTIVE: GOVERNMENTAL CONSOLIDATION

VISION STATEMENT: **Create the opportunity for citizens to choose the best form of local government for Jackson Hole.**

Definitions:

1. The community would vote on a forming a Charter Commission who would then work to produce a proposal for a unified government. The community would then vote on the unified form of government. The process could take several years.
2. Eliminate duplication of services and would provide for a more effective, efficient method for providing local government services.
3. What happens in the Town affects the County, and what happens in the County affects the Town, a consolidated government would enable decisions to be made in a way where all the relevant issues are considered.
4. We function as a single community economically and socially; a consolidated local government would enable everyone's concerns to be heard and addressed.

Strategies:

- Support Keith Gingery's bill in the legislative session.
- Discuss this initiative at WAM with other leaders and communities
- Work towards charter and legislation
- Development of Clear Vision Statements: Town and County
- Start Public Education process: Internal and External
- Work Towards Local Election to Establish local charter Study Group



JACKSON TOWN COUNCIL 2008 STATEMENT OF STRATEGIC INTENT

STRATEGIC OBJECTIVE: MAINTAIN THE UNIQUE CHARACTER OF JACKSON HOLE

VISION STATEMENT: Preserve the spectacular scenic beauty, bountiful environmental resources, abundant recreational opportunities, old western ambiance and personal values of individualism, fairness and hospitality.

Definitions:

1. The Town of Jackson is a community first and a resort second.
2. We are unique because of the proximity to the national parks, the elk refuge, and our important position in the greater Yellowstone ecosystem.
3. The Town of Jackson is a western town with a rich heritage that is reflected in our elk antler arches, our boardwalks and our western architecture.

Strategies:

- Regulatory strategies that foster clustered development and smart growth
- Foster economic development and sustainability of local businesses
- Quality of Life – Police and Fire Protection
- Create Pedestrian Amenities
- Dimensional Standards Designed to Maintain the Unique Character
- Shootout, Boardwalks, Police Escorts, Stagecoach, Special Events
- Maintain Public Access to Parks



JACKSON TOWN COUNCIL 2008 STATEMENT OF STRATEGIC INTENT

STRATEGIC OBJECTIVE: ECONOMIC SUSTAINABILITY

VISION STATEMENT: To encourage an environment in which businesses are successful and the economy generates sufficient revenues for the TOJ to maintain services and programs that support its mission.

Definitions:

1. The local economy is growing at a moderate rate.
2. Private businesses are successful and the economy generates sufficient tax revenues for the TOJ to provide services and programs that support its mission.
3. The Town of Jackson's role is to provide direct and indirect services that support private business, create a welcoming environment for guests and a high quality of life for residents.

Strategies:

- Make it possible for people who work here to live here – support workforce housing
- Business oriented local government
- Special Events (sales tax) recurring seed funding
- Encourage long term viability for rental apartments
- New Revenue streams – home rule
- Transportation (access): Alternative & commuter
- Support Commercial Airline service
- Comprehensive Plan Update
- Foster partnerships with the private sector and other governmental agencies to support economic sustainability
- Provide for public safety in a community oriented manner
- Provide for infrastructure to support the community, such as streets, water and sewer, pathways and parks
- Support the provision of daycare
- Provide for the provision and management of the town's parking inventory
- Enhance the guest experience in downtown Jackson
- Support economic diversification
- Businesses are healthy
- Clean and accessible downtown



JACKSON TOWN COUNCIL 2008 STATEMENT OF STRATEGIC INTENT

STRATEGIC OBJECTIVE: ENVIRONMENTAL STEWARDSHIP

VISION STATEMENT: *Responsibly manage our resources for the benefit of present and future generations.*

Definitions:

1. An approach to public policy that recognizes and responds to our responsibility to future generations through preserving and enhancing the natural environment and environmental resources.

Strategies:

- Purchasing policy including fleet vehicles
- Adopt the EEAB 10x10 Action Plan to reduce energy and emissions 10% by 2010
- Support and encourage the use of sustainable building practices and materials
- Support smart growth mixed use development in the Town Jackson
- Support, encourage and utilize recycling practices and purchasing recycled products
- Explore the Use of alternative fuels technology
- Manage the Town's water, wastewater and stormwater systems in a manner that emphasizes resource conservation and protects water quality.
- Develop partnerships with other agencies to maintain and improve air, water, land quality and animal habitat
- Support and promote public transit and non-motorized modes of transportation.
- Support Wildlife Migration corridors
- Support the use of more efficient vehicles including Plug In Hybrids



JACKSON TOWN COUNCIL 2008 STATEMENT OF STRATEGIC INTENT

STRATEGIC OBJECTIVE: TOWN IS HEART

VISION STATEMENT: *As the sole municipality Jackson is the community hub where people live, work and play.*

Definitions:

1. Town as Heart of Region is a planning policy that refers to the concentration of development within the Town of Jackson and immediately around the town. It is also an emotional, cultural, and values driven concept.
2. It promotes mixed-use development to allow people to live near where they work (Smart Growth).
3. This live-work environment minimizes dependence on automobiles and allows for alternative methods of transportation.

Strategies:

- Celebrate the elk refuge
- Pedestrian precincts: safety & amenities
- Education – “Buy local” campaign
- Support the arts
- Support smart growth mixed use development in the defined commercial core of Jackson
- Support and promote non motorized modes of transportation and public transit
- Provide sense of safety and security for businesses, residents and guests
- Provide public parking in appropriate locations
- Support, promote and develop Workforce Housing
- Work to create public spaces & park programming that foster engagement (e.g. Farmer’s Market)