



March 4, 2010
Joint Planning Commission
Meeting

Theme 5 Goals

- Guiding Principle #3

- *The intent of this Plan is to create conditions for a sustainable visitor-based economy not dependent upon growth, and an economy that reflects the unique small-town, Western commercial character of Jackson, and the outdoor recreational opportunities of Teton County as key components of the visitor experience.*

- Summary of Rocky Mountain Institute discussion of “Economic Sustainability”

- *Economic sustainability in Teton County will be focused on the development of our existing economy and businesses within our current physical and regulatory boundaries, not dependant on growth in land area or increase in development potential. More specifically, economic sustainability in Teton County will:*
- *Redefine prosperity weighing quality of life, community character and the environment alongside economic considerations*
- *Advocate the long-term stewardship of community resources including the natural environment, ensuring that present actions are considered in the context of not eroding the opportunity for future prosperity*
- *Pursue self-reliance through diversity within the local economy*
- *Stress balance, resilience and a conviction that many small efforts work better than a single one size fits all approach*

Discussion Questions

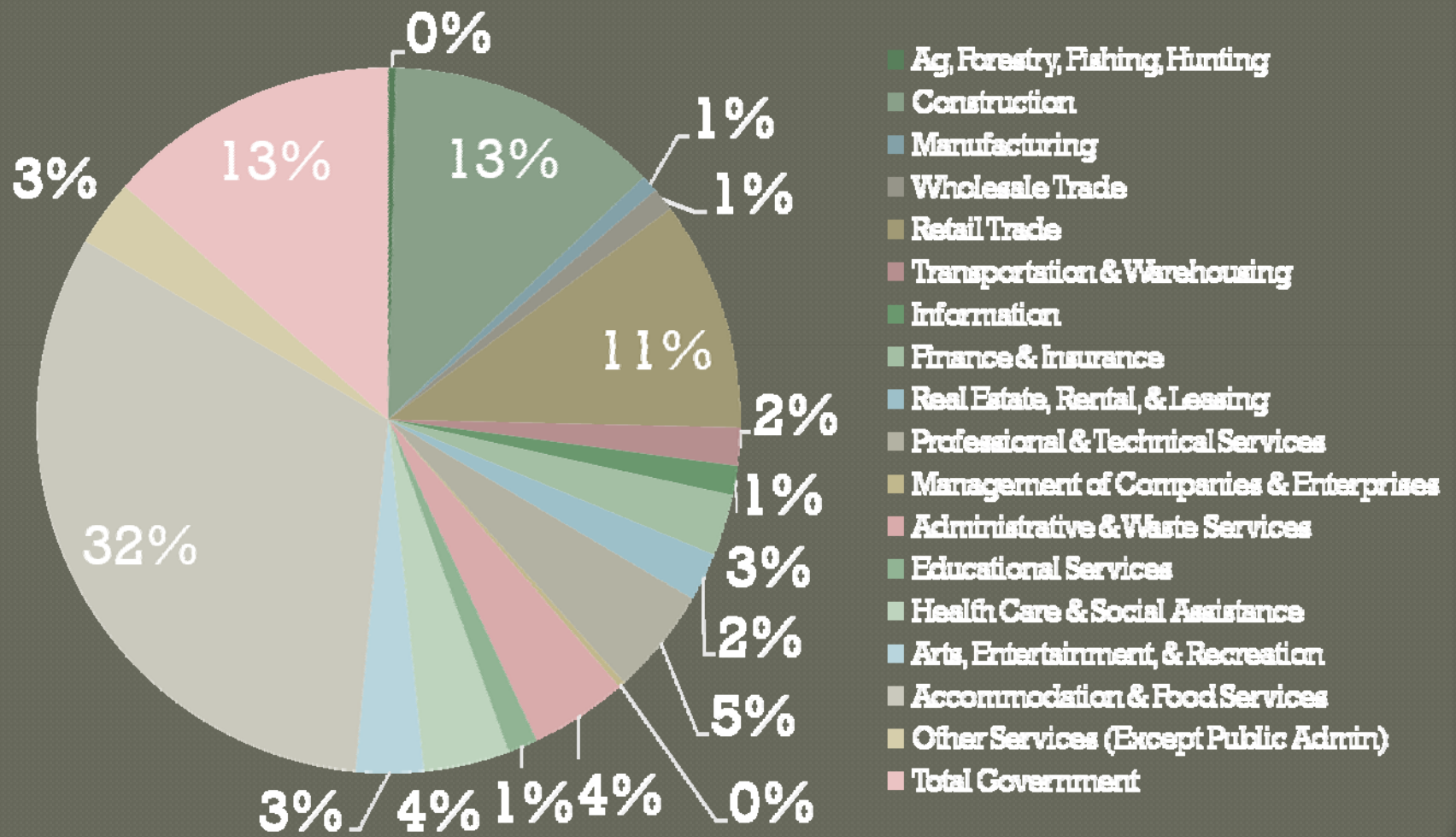
1. Do the Commissions generally agree with using the Rocky Mountain Institute concept of “economic sustainability” to evolve the 1994 Plan as a way of more clearly defining the community’s ideal economy (further clarification to follow)?
 - Yes
 - No, use the general structure of the current draft

Discussion Questions

2. The current draft promotes a strong, diverse, and balanced economy. In clarifying the community's ideal economic development strategy defining these terms is important.
- Should “strength” be a desired characteristic of our economy, and if so, how should it be defined:
 - Maintenance of a high quality of life
 - Maintenance of community character
 - Stability to endure through economic highs and lows
 - Year-round viability by addressing economic shoulder seasons
 - Low unemployment levels
 - Maintenance of a strong tax base
 - Any combination of the above
 - Other

Discussion Questions

- Should “diversity” be a desired characteristic of our economy, and if so, how should it be defined:
 - Available jobs providing a spectrum of incomes,
 - Maintenance of our current employment spectrum (to be presented at meeting)
 - Locally supplying a variety of goods at a variety of prices
 - Locally producing a variety of goods
 - Inclusion of both locally oriented and visitor oriented businesses
 - Encouragement of incremental economic development
 - Other



Discussion Questions

- Should “balance” be a desired characteristic of our economy and if so how should it be defined:
 - Visitor basis (1994 Plan)
 - Emphasis on outdoor recreation (1994 Plan)
 - As a “Gateway Community” with equal emphasis on both gateway and community aspects
 - Emphasis on full time employment
 - Equal employment distribution across all sectors
 - Equal distribution of wages
 - Discouragement of large scale development
 - Other

Discussion Questions

3. The 1994 Plan, this Plan, and the Rocky Mountain Institute all discuss the importance of ecological sustainability and the protection of natural resources as a key component to the local economy. What environmental policies should the community pursue related to the local economy?
- Pursuit of recognition as the country's first "green resort" as proposed by the STAG
 - Increased emphasis on eco-tourism
 - Pursuit of "green collar" jobs and industry
 - Encouragement of non-consumptive or lower consumption industries
 - Encouragement of reduce, reuse, recycle business practices
 - Limitation of the active recreational use of natural resources for economic gain
 - None

Discussion Questions

4. The April draft and the Rocky Mountain Institute both emphasize the importance of local ownership of businesses, local production and supply of goods, and local support of local businesses. What policies should be included with regard to this overall promotion of self-reliance of the local economy?
 - Support “buy local” campaigns
 - Explore funding for incubation, micro-credit, affordable leases or other programs that support local business
 - Other

5. Should a strategy be added to the Theme to explore the creation of an Economic Development organization to establish an economic development plan for the community?
 - Yes
 - No

Discussion Questions

6. The Strategies and Indicators sections of Theme 5 have not yet been directly addressed by the commissions. Possible courses of action include:
- Direct staff to amend the strategies and indicators sections to be consistent with the policy changes recommended by the commissions – with inclusion of the basis goals as indicators (Themes 2, 3 & 4 approach)
 - Discuss and compile additional indicators of successful realization of the commissions' vision for Theme 5, direct staff to amend the strategies accordingly
 - Discuss and compile additional indicators and a list of the appropriate Strategies for the realization of the commissions' vision for Theme 5.
 - Other