



Provide for a Diverse and Balanced Economy (Theme 5)

Statement of Ideal

The community will remain a community first and resort second by balancing its commercial, resort, and housing growth.

What does this theme address?

- 5.1 - Strong/Diverse Economy***
- 5.2 - Balance Economy and Housing***

Why is this theme addressed?

The intent of this theme is to create conditions that "maintain community first and resort second", and that support a sustainable economy. A sustainable economy can be defined as one that has a diversity of jobs, supports local businesses, and provides a predictable tax-base. The Jackson Hole economy will continue to be based on exporting vacation memories and experiences. If managed properly, this non-consumptive industry fits well with the key priority of the community: wildlife and natural resource stewardship.

The local economy is predominantly dependent on tourism-related service jobs and development-related construction and professional jobs. Both of these sectors are strongly dependant on commercial, resort and second home development; activities that are potentially in conflict with our ideal to maintain a "community first and resort second."



Aspens area businesses.

It will be essential to balance services and economic sectors that support visitors with our desire to maintain our sense of community and character. To maintain "community first and resort second" it will be important to foster local businesses and support workforce housing. Balancing external economic pressures with these community-based objectives will be critical to our future success as a community.



The community would like to support local businesses.



Workforce housing is part of the balanced economy.

Our local economy acts as the regional economic engine driving growth and development throughout the region. Population and commercial growth in the neighboring communities in Idaho and Wyoming are largely a result of the economic success of our local economy. Therefore, it is important to coordinate economic development issues in our community with our neighbors to achieve common goals.

What the community has said about this theme

During the Comprehensive Plan public outreach effort the community articulated a desire to maintain a vibrant economy but not at the expense of wildlife and natural resource preservation and community character. In addition, the community expressed concern over the impact of nonresidential growth (including lodging) generating demands for new employees, further adding to our workforce housing shortage. Furthermore, the community expressed concern that nonresidential growth, if it is primarily oriented to serving visitors, had little community benefit and may be compromising community character.

2008 polling indicated that:

- A large majority of the community agrees with putting a cap on resort development and allow only what is currently approved.
- Most of the community agrees that increasing the provision of deed restricted workforce housing is a priority over additional commercial or resort development.

Principles and Policies

Principle 5.1—Maintain a strong and diverse economy

In order to maintain the town and county as community first and resort second it will be important to limit resort growth and foster local businesses as an integral part of our community. Balancing external economic pressures to expand our tourism and lifestyle residential-based economy with these objectives will be critical to our future success.

Policy 5.1.a: Maintain current levels of approved Planned Resorts

Previously approved resort developments are estimated to have an approximately 20-year build out. As a result the county and town will not approve new Planned Resorts or expansions to Planned Resorts that are not designated on the Future Land Use Plan (FLUP). Exceptions to this would include community amenities necessary to support these areas as community mixed-use neighborhoods including workforce housing and local convenience commercial, if determined to be consistent with this Plan.



Maintain current levels of approved Planned Resorts.

Policy 5.1.b: Maintain lodging in the Lodging Overlay District and existing Planned Resorts

New lodging and short-term rentals will only occur in the Town Lodging Overlay District and the existing Planned Resorts. Lodging and short-term rentals serving locals will continue to support the local economy and provide jobs.

Policy 5.1.c: Encourage sustainable locally-owned and non-resource consumptive businesses

Maintaining local ownership of businesses is a key element of sustaining a community. The community should strive to promote businesses that compliment the unique amenities and qualities of Jackson Hole while maintaining the community's character. In particular, businesses that promote the non-consumptive enjoyment of the area's outdoor amenities and the community's western heritage should be encouraged.

Policy 5.1.d: Facilitate viability of locally-owned/operated businesses in downtown Jackson and other nodes

The community will introduce forward-thinking ideas for assisting or supporting locally owned businesses, such as affordable ground leases and small business incubators, to maintain community-orientated business in downtown and other centers. The town and county will promote opportunities for live-work units.

Policy 5.1.e: Provide suitable locations for light industry

Future industry is important in the balanced economy and mix of land uses. To encourage diversification of the local economy, the FLUP identifies areas suitable for light industry uses, including professional research and development opportunities. Such areas include in and near Jackson and south of town and including home businesses in Hog Island.

Principle 5.2—Balance economic development with workforce housing and community character

A strong, healthy economy is important to our region to support jobs and provide the revenues to fund services and amenities for our residents. However, the town and county must ensure that our land uses are balanced to ensure that we can meet the needs of our economy without compromising our values as a community. This means meeting our workforce housing needs in proportion to employment, and managing the amount, location, and mix of commercial development.

Policy 5.2.a: Balance workforce housing, commercial development, resorts, and civic uses

The Town of Jackson and Teton County will continue to actively monitor the levels of new development and balance uses to ensure that an adequate amount of housing for the workforce is provided in pace with job growth. The Future Land Use Plan (FLUP) provides for a diverse and integrated mix of uses, including a balance of mixed-use, non-residential and residential areas that support a sustainable land use pattern for the valley and region. The town and county will use the FLUP and policies of this Plan as the primary tools for guiding decisions about development and growth to maintain this balance.

Policy 5.2.b: Limit commercial development consistent with the Future Land Use Plan

A key component in creating a sustainable land use pattern is the location of commercial and mixed-use areas in the community. Such areas designated on the FLUP are strategically located to limit further proliferation of strip commercial development and sprawl while providing a walkable efficient land use pattern. The town and county will approve commercial development only where it is designated on the FLUP. They will also limit commercial growth

as a percent of total square footage allowed in mixed-use development projects.



Example of light industry

Policy 5.2.c: Maintain a strong economic base as basis for a high level of services and amenities

Our community is accustomed to being provided a high level of services and amenities by local government. The town and county's ability to maintain these services and amenities, and add to them as warranted, is directly related to the success and sustainability of our economy. Continued support and expansion of our local economy will be necessary to ensure the revenue stream needed to maintain and/or increase the services and amenities enjoyed by our community today.

Strategies

The Town of Jackson and Teton County will undertake the following strategies in initial implementation of the policies of this theme. The town and county should periodically update strategies as tasks are completed or when additional action is necessary, based on monitoring of the Theme's indicators.

Strategy 5.1: Update Land Development Regulations

- Amend the Lodging Overlay district.
- Allow Planned Resort (PR) expansion for restricted housing and local convenience commercial.
- Establish use mixes in Town non-residential districts based on the Future Land Use Plan.

Strategy 5.2: Promote Local Business

- Explore funding and development of a small business incubator.
- Explore an affordable retail/office lease program.

Indicators

The community will use the following indicators to monitor achievement of this theme's values.

Balanced Community and Economy Indicators	Goal	Review Period
1. Ratio of non-residential square footage to residential units	decrease	1 yr
2. Number of skier days	Maintain or increase	1 yr
3. National Park visitation	Maintain or increase	1 yr
4. Sales tax collected per capita	Maintain or increase	1 yr
5. Number of lodging units by district	monitor	1 yr
6. Percentage of workforce by industry type	monitor	1 yr
7. Lodging occupancy rates	Increase	1 yr

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