

SERVING
OUR COMMUNITY
Sustaining Our Lifestyle





Jackson Hole Community Pathways

PROMOTING A COMPLETE PATHWAYS SYSTEM, SAFER STREETS AND GREAT TRAILS FOR JACKSON HOLE.

USAGE: The Pathways Wayfinding Signage program will install improved directional signs, trailhead kiosks, pathway use guidelines, and informational signs to provide residents and visitors a safer, more convenient, and more enjoyable pathway experience. The signage is being designed and fabricated locally, with installation starting in spring 2013.

WHAT IS THE LODGING TAX?

Many of the public and visitor services enjoyed by the community are funded in part by the 2% lodging tax. Approved by the voters in 2010, the money is collected from tourists visiting the valley. Of these revenues, 40% are allocated to Teton County and the Town of Jackson Governments to sustain and maintain local and visitor amenities and offset additional visitor impacts and needs. The remaining 60% is allocated to the Jackson Hole Travel and Tourism Joint Powers Board, responsible for generating tourism to our community that is consistent with shared values in our community.

TOWN & COUNTY SUPPORTED PROJECTS - 40% FUNDED

The local governments of Teton County and the Town of Jackson are responsible for 40% of the funds collected through the lodging tax. The funds are designated by State statute requiring that 30% of funds are to be used to address visitor impact services while 10% of the funds may be used to support general government services.

VISITOR IMPACT SERVICES FUNDS (30%) are generally allocated to support local government services that are needed to support visitor amenities, but are also utilized by residents: Parks and Recreation, Pathways and Pathways maintenance, and START/public transit.

GENERAL FUNDS (10%) The remaining 10% of funds collected are controlled by the Town Council and County Commissioners and are used within their general funds, as they deem necessary.

JACKSON HOLE TRAVEL & TOURISM BOARD

The Jackson Hole Travel & Tourism Joint Powers board was established, and its members are appointed, by the Jackson Town Council and the Board of County Commissioners to carry out the statutory requirements to use 60% of lodging tax funds collected for marketing and promotion of the area. Their mandate is to focus their efforts on promoting visitation for the Spring, Fall and Winter seasons. Their efforts include the support of community events that will not only attract outside visitors, but engage our local community in arts, education, recreation and culture.



Parks & Recreation

SERVING THE COMMUNITY THE YOUTH AND ADULT RECREATION AND INSTRUCTIONAL OPPORTUNITIES.

USAGE: Lodging tax funds are being used by Teton County/Jackson Parks & Recreation for downtown services and beautification projects. Additionally, the department uses funds to purchase equipment to maintain area pathways and for snow removal efforts on town sidewalks. These services benefit visitors and residents alike. The use of lodging tax dollars to support these efforts reduces the amount of other government general revenue required for these services.



PROVIDING OUR LOCAL COMMUNITY AND VISITORS WITH SUSTAINABLE, COMFORTABLE, AND RELIABLE PUBLIC TRANSPORTATION SERVICE YEAR-ROUND.

USAGE: Public transit is an important service for residents, commuters and visitors. The use of lodging tax dollars has allowed START service to expand by adding new transit service within the Town of Jackson, between the Town and Teton Village, and to the National Museum of Wildlife Art and other locations on North Highway 89. Lodging Tax funds are also supporting the general operations of START, a service that provides public transit to over 850,000 riders each year.



Photo courtesy
Portis Group



Teton County & Town of Jackson

To learn more about how lodging
tax funds are being used, visit:

www.4Jacksonhole.org

