

JACKSON TOWN COUNCIL

STATEMENT OF STRATEGIC INTENT

2009

STRATEGIC OBJECTIVE: ECONOMIC SUSTAINABILITY

VISION STATEMENT:

To encourage an environment in which businesses are successful and the economy generates sufficient revenues for the Town of Jackson to maintain services and programs that support its mission.

Issues & Challenges:

- Sales Tax Growth
- Working people – economic
- Social aspect
- Budget can pay for all interests there are today
- Creating Partnerships
- The changing demographics of workforce and volunteers (challenges)
- Changing faces/Changing communities
- Commuters – outlying economies
- Clean and accessible downtown
- Local economy grows at a moderate rate

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
- Support economic diversification
- Clean and accessible downtown
- Provide direct and indirect services that support private businesses
- Create a welcoming environment for guests with emphasis on downtown Jackson
- Create a high quality of life for residents

Tactics/Action Plan

- Be proactive on special eventing
 - Form a committee
 - Develop Procedures
 - Create a master calendar
 - Dedicate funding
- Explore Partnerships with Employers to provide transportation for commuters with subsidized commuter routes for their employees
- Comp Plan Update – Ask the tough questions for example where is the funding going to come from, which of the conflicting alternatives do you want to pursue
- Research and encourage opportunities for industrial and technical oriented employers
- Continue to explore buy-down opportunities

