

**Year 1 Implementation Priorities: Completed (✓), In-Progress (✓), and Not Started (-)**

Priority Actions*	Q1	Q2	Q3	Q4	Key Implementation Organizations*
8.1.1 Design network structure and scope of work for the destination stewardship council.	✓				Jackson Hole Travel and Tourism Board
8.1.2 Form a destination stewardship council that builds on the existing SDMP Steering Committee.	✓				Jackson Hole Travel and Tourism Board, destination stewardship council organizations
8.3.2 Present SDMP to County Commissioners and Town Council Members and seek formal adoption of SDMP from County Commissioners and Town Council.	✓				Jackson Hole Travel and Tourism Board, elected officials
8.3.1 Implement a comprehensive SDMP launch campaign that engages tourism businesses, public-sector agencies, the NGO community, and the wider community.		✓			Jackson Hole Travel and Tourism Board
8.1.3 Destination stewardship council defines year one SDMP quick wins and guides implementation of priority actions. Action teams will need to be formed to oversee implementation of quick-win projects. Some quick win projects could include:		✓			Destination stewardship council organizations
1.3.3 Develop a “How to JH” guide that outlines “know before you go” trip planning, principles of responsible recreation and environmental stewardship, respectful interactions with the community including frontline workers, and general local etiquette and tips.		✓			1.3.3: Jackson Hole Travel and Tourism Board
3.1.1 Create industry-level workforce pipeline development programs.		-			3.1.1 & 3.1.3: Jackson Hole Chamber of Commerce, other key trade associations, Wyoming Department of Workforce Services in Jackson, universities
3.1.3 Advocate for immigration reform that enables the recruitment of immigrant and international workers.		-			
5.2.1 Support the first generation of a transit application being developed by START.		✓			5.2.1 & 5.3.1: Teton County Regional Transportation Planning Administrator START Bus Board of Directors and Program Administrator
5.3.1 Tourism representatives (representation from the JHCC and/or the destination stewardship council) monitor and participate as appropriate in the transit feasibility study commencing in late 2022 with JH Airport, Teton County, START, Grand Teton National Park, Wyoming Department of Transportation, and others.		✓			
2.1.1 Establish visitor management action team. First step will involve determining which sectors, organizations, and community stakeholders need to be represented on the action team and identify at least one representative from each group to participate in regularly scheduled meetings.		✓			2.1.1 & 2.1.2: Destination stewardship council organizations

Priority Actions*	Q1	Q2	Q3	Q4	Key Implementation Organizations*
<p>2.1.2 Coordinate initial meeting(s) to define the scope of the action team and collective agreements (e.g., governance, process agreement, and public.</p> <p>6.1.2 Support the development and implementation of the Jackson/Teton Climate Action Roadmap.</p>		-			6.1.2: JH Climate Action Collective, Teton Climate Action Partnership
1.1.3 Maintain the recently launched community engagement platform on tourism via Engage Teton County, developing this site as a hub for information releases.		✓			Jackson Hole Travel and Tourism Board
1.3.1 Establish a Responsible Visitor Education Taskforce of tourism stakeholders that will meet quarterly to oversee education programs and outreach campaigns and ensure education is integrated into destination marketing efforts targeting the community as well as tourists.		✓			Jackson Hole Travel and Tourism Board, GTNP, YNP, Bridger-Teton National Forest, Jackson AIR, Jackson Hole Mountain Resort
1.3.2 Develop content distribution strategies to ensure consistency and continuity of responsible visitor messaging and campaigns among frontline stakeholder groups, and use platforms that reach visitors throughout their experience (at the planning stage, pre-arrival, and while in the destination).		✓			Jackson Hole Travel and Tourism Board, Jackson Hole Chamber of Commerce, GTNP, YNP, Bridger-Teton National Forest, Jackson AIR, Jackson Hole Mountain Resort
8.2.2 Build capability and capacity of the JHTTB to oversee the change management process, including the interim and permanent governance structures.		✓			Jackson Hole Travel and Tourism Board
8.2.1 Design and implement a comprehensive change management process to establish a permanent destination management and management organization.					Jackson Hole Travel and Tourism Board, elected officials, destination stewardship council organizations