

## Give Town Leaders Some Credit

Snow King is an example of what we're faced with as a community. The owners claim they need more whiz-bang amenities to attract more users. It needs to get bigger and louder they say. And it has to happen fast or they'll lose out to the competition.

Sound familiar?

The ceaseless promotion of Jackson Hole follows much the same path. "If we're not growing we're dying" is the mantra preached by the Big Growth Coalition. We need to be Bigger and Grander or the tourists will stop coming and we'll starve.

It's nonsense.

The charm of Snow King is its quaintness. It's a small-town resort that feels local. It's not pretending to be Vail... That's why we love it. Jackson Hole is the Last of the Old West, and that's why tourists have been coming back for generations.

They come for the character, that's what makes us truly special. We're a "community first and a resort second." That's what the 1994 Comp Plan said. It seems we've lost our way and gotten a little too greedy.

Give Town leader's credit for making Snow King update its 17-year-old master plan before they would sign off on the Forest Service MOU.

Now is the time to get involved. Public Involvement is critical. If you want to keep our Town Hill, you need to weigh-in during the Forest Service scoping period, closing Sept. 13.

Snow King's expansion should happen without killing what we love. And if town makes expansion concessions, they need to get something back from the developer. For too long Snow King has been giving away expansion rights piecemeal with nothing in return, millions of commercial

square feet given away with no community payback.

Town leaders should hold firm on some things:

**Expansion east and west** including a new access road should not be allowed. These lands are critical winter wildlife habitat for mule deer, elk, mountain lions, and bear. The Forest Service knows better than to approve this.

**Zip-line:** It's a nonstarter. This unprecedented thrill ride has no place on our public lands. It's against USFS policy. There is no educational value; it is not "in harmony with nature" and does not complement the surrounding environment.

**Summit Restaurant:** This building is not necessary for Snow King Users. It's a sneaky way to build a fancy restaurant on 'free' public land.

**New gondola:** Placing this in the middle of Phil Baux Park is a terrible idea. Parks & Rec has already said, unanimously, they won't agree to this.

**Parking:** Town council should not waste time looking at any of the dozens of expansion plans unless they include adequate parking.

Snow King is under-parked now because they've been allowed to expand without providing parking. Any further expansion should include remedial parking to correct the existing parking problem.

**Workforce Housing:** Snow King has a dismal record of not housing its employees. They've abused J1 Visa workers and over-stuffed employees in illegal short-term rentals. Town leaders must hold their feet to the fire. The abuses have been ignored for too long.

**Bottom Line:** We need to see a better plan, a more complete plan, from Snow King Developers.

---

*The charm of Snow  
King is its quaintness*

---