

The other side of the story...

Don't Pour Gasoline on a Fire

Jackson Hole is over-promoted. Left unchecked, it will keep destroying our quality of life.

Too often Lodging Tax promoters tell half-truths and spread confusion. The facts don't support their claims.

CLAIM: 40% of lodging tax revenue goes toward mitigating visitor impacts.

FACT: Not true. It's really 30% that 'supposedly' goes toward mitigating visitor impact. The other 10% goes into the local general fund — spent any way they see fit, including spending on ads to sway voters to continue the Lodging Tax.

CLAIM: Tourists will continue coming whether we advertise Jackson Hole or not, so why not enjoy the extra revenue?

FACT: If tourism will happen anyway (and no one doubts it will), we don't need the tax. It's the epitome of greed, a tax we don't need.

"They are going to come anyway" is a reason to end unnecessary marketing.

CLAIM: "Without lodging tax revenues, our government-funded services will deteriorate, our taxes will go up" That's straight from the Chamber of Commerce's pro-tax advertising.

FACT: It's a scare tactic. Taxes didn't go up when we voted the lodging tax out years ago.

Local government services are funded by sales tax revenue, and that's going up at a rapid rate. It's been that way for more than a century. And tourists pay most of the sales tax, too.

Why the Vote-Yes promotion by the Chamber?
It gets a nice financial payout from the lodging tax; that's why it is fighting so hard to keep the

tax. They got along fine before the Lodging Tax and they will get along fine after voters say NO.

CLAIM: The 60% is spent on advertising for the off-season.

FACT: Not so. The Travel & Tourism Board (TTB) has used the 60% "advertising" portion for other things. They spent hundreds of thousands on a rock concert at JHMR. It was good for the Zac Brown Band, but was it advertising?

The TTB has done too much questionable spending. They got reined in by the State Attorney General and our county lawyers.

CLAIM: 30% (not 40%) mitigates tourist impact,

FACT: The money being spent on "mitigation" doesn't mitigate the tourist impact. It's fairy-tale.

START Bus gets the biggest \$\$\$ chunk, but tourists rarely ride it. Maybe some employees would use it if it ran when they needed it. But it doesn't.

WHAT'S REALLY GOING ON? This valley is staggering under the burden of over-promotion. We are over-commercialized and overcrowded. The Lodging Tax is not entirely to blame, but you throw water on a fire, not gasoline.

Our economy is superheated. Global travel has hit heights never seen before. The Lodging Tax doesn't offset the impact of over-visitation.

We are wiping out wildlife in record numbers. Our housing situation keeps getting worse. Truth is, we now have unsustainable commercialization of Jackson Hole.

Rejecting the Lodging Tax is a positive step. It sends a clear message to our electeds.

*Jackson, over-promoted
and over-crowded*
