

# Teton County/Town of Jackson Eclipse Business Engagement Policy

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## Purpose

The purpose of this policy is to outline the interactions between local government 2017 Total Solar Eclipse (TSE) planners and businesses that are stakeholders in the event.

## Mission Statement

It is the mission of the Teton County/Town of Jackson 2017 TSE Planning Team, made up of Public Safety Planning and Special Events Coordination, to provide support to local businesses that enables them to be successful during the 2017 TSE.

## Assumptions

- Jackson Hole Chamber of Commerce will be the lead agency that represents business interests in Teton County and will be an active participant in 2017 TSE planning with both Public Safety and Special Events Coordination.
- Businesses will be actively engaged in preparations for the 2017 TSE, to include their own internal contingency planning.

## 2017 TSE Special Events Coordinator Role

The role of the Town/County 2017 TSE Special Events Coordinator in relation to businesses is to support them by providing:

- Statistics on expected numbers of visitors for the 2017 TSE to include regions visiting from, average length of stay, and other information to help businesses develop their own 2017 TSE plans.
- Information on types and locations of special events being held around Teton County to assist with deconfliction and reduce duplication of events.
- Expected resource shortfalls.
- References to appropriate Town and County departments for special permits for events or temporary business activities in relation to the 2017 TSE.
- Arrange for presentations by appropriate Town and County departments on 2017 TSE issues to business groups.
- Route inquiries on 2017 TSE issues to the appropriate personnel at the Town and/or County.
- Connection with the JH Chamber of Commerce for businesses looking to promote their products and services.

## Business Promotion

The role of Teton County and the Town of Jackson is to provide information to the business community to help them make decisions regarding the 2017 TSE and to ensure a safe community that is conducive to a healthy business environment. Teton County and the Town of Jackson, and by extension the 2017 TSE Special Events Coordinator contracted by the Town and County, cannot in their official capacity assist in the sale of goods or services by permitting their endorsement of said goods or services to be used for advertising purposes (*Teton County Employee Handbook, 6-2. Endorsement of Products*). Teton County and the Town of Jackson may place on their eclipse website open-to-the-public special events that are deemed to be in line with the overall eclipse special event. These events will not be endorsed by the Town or County, and will simply provide the public a centralized location of events occurring in the area during the eclipse.