

# Looking Ahead to Parks' 75<sup>TH</sup> Anniversary: The Value of Parks for Communities

## The Forum

This free, public information forum was held the evening October 16, 2006 in Crowsnest Pass, Alberta and then again the following evening in Pincher Creek. Eighty people attended the Crowsnest Pass forum and a similar number attended in Pincher Creek, with some members of the public attending both.

Beth Towe with the Trail of the Great Bear tourism initiative gave the opening welcome and David Green, Manager of the Southwest Alberta Sustainable Communities Initiative (SASCI) moderated. A short biography of each of the three speakers is below and the handouts they brought along for the audience are attached and electronically accessible.

The forum was co-hosted by Sierra Club of Canada, <http://www.sierraclub.ca>; the "Trail of the Great Bear" tourism initiative, <http://www.trailofthegreatbear.com>; Southwest Alberta Sustainable Communities Initiative, <http://www.synergyalberta.ca>; Canadian Parks & Wilderness Society, <http://www.cpawscalgary.org>; Castle Crown Wilderness Coalition, <http://www.ccwc.ab.ca>; and Natural Resources Defense Council <http://www.savebiogems.org>. Chair of the organizing committee was Dianne Pachal, Alberta WILD Director, Sierra Club of Canada.

## The Topic

**Next year is the 75<sup>th</sup> anniversary of Alberta provincial parks.** What is the value of parks to neighboring communities?

The first park in Alberta's southwest was established in 1895 – Waterton Lakes National Park. Albertans added Beauvais Lake (1954) and Police Outpost (1970) provincial parks, three Historic Sites and the Westcastle Wetlands Ecological Reserve to the parks system of the southwest. In 1982 the Alberta Recreation and Parks Minister stated he recognized "the scarcity and sensitivity of the few remaining wildland and recreation areas of southern Alberta." How have parks benefited communities in western North America, including Alberta, and what about the future?

Current information on this topic will be presented by three speakers, each with a different set of expertise. Steve Duerr, former executive director of the Jackson Hole Wyoming Chamber of Commerce will share his experiences from a community next door to internationally renowned national parks. An Alberta government official, Scott Jones with the Community Development Department will share information on the contribution of parks within Alberta. An economist, Jim Johnson of Pacific Analytics Inc. will approach the topic from the view of economic assessments done here in Canada and abroad, including the new phenomena of people moving to live near parks.

## The Speakers & Handouts

**Steve Duerr** - presently in law and financial practice, and until this spring, for seven years was the executive director of the Jackson Hole Wyoming Chamber of Commerce. The Chamber's successful brand is, "Respecting the Power of Place." "The brand is designed to deliver these functional benefits: 1) it builds a sense of connection to the land; 2) it focuses the promotion of tourism; 3) it helps facilitate new economic development; 4) it enhances cooperation between commerce and conservation; and 5) it guides future planning decisions."

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Forum Handouts: *Power of Place*, speaking notes; *Sustaining Jackson Hole, Teton County Extremes*, <http://www.sustainingjacksonhole.org>; and *Respecting the Power of Place*, Jackson Hole, Wyoming, Chamber of Commerce brand promise.

**Scott Jones** - is Manager of Planning with the Parks and Protected Areas Program of Alberta Community Development, which is the provincial department responsible for human rights, historic resources, recreation and all provincially legislated protected areas in Alberta, including parks and historic sites. Within the Parks and Protected Areas Program, Scott's section is responsible for setting broad strategic direction for all of the Parks and Protected Areas, and has been involved in drafting new policy and legislation, as well as a new vision, mission and goals for the Parks program. Scott is a native Albertan, growing up on a small ranch in the foothills southwest of Okotoks.

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Forum Handouts: *What Attracts Wealth to Rural and Small Communities? Explaining "Amenity Migration"*

**Jim Johnson** - formerly with the BC Ministry of Finance, is the Managing Principal with Pacific Analytics Inc.; a consulting firm of economists formed in 1990. The firm has completed economic and financial impact analyses regarding tourism and communities for a number of clients in BC and abroad, including assessments of the economic value of wilderness tourism in BC for Tourism BC, the economic impacts of tourism in Jamaica, the economic impacts of expanding Waterton Lakes National Park into south-eastern BC, and various assessments for use in public land and resource management planning processes.

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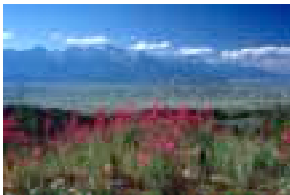
Forum Handouts: *The Value of Alberta Parks*, [http://www.cd.gov.ab.ca/enjoying\\_alberta/parks/planning/gateway/pubsandmedia/2006\\_value\\_of\\_alberta\\_parks.pdf](http://www.cd.gov.ab.ca/enjoying_alberta/parks/planning/gateway/pubsandmedia/2006_value_of_alberta_parks.pdf)



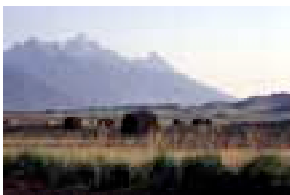
## *Respecting the Power of Place*



**Our brand promise:** The chamber will thoughtfully protect and leverage the majesty of this place for the benefit of residents and visitors alike. The consistency with which we demonstrate our commitment to this promise – internally and externally -- will shape our credibility for the foreseeable future.



The brand is designed to deliver these **functional benefits**: 1) it builds a sense of connection to the land; 2) it focuses the promotion of tourism; 3) it helps facilitate new economic development; 4) it enhances cooperation between commerce and conservation; and 5) it guides future planning decisions.



The **emotional benefits**: whether you live here or are a visitor, the brand will evoke such feelings as: 1) awe and reverence for the pristine beauty; 2) pride coupled with a sense of stewardship to preserve and protect these treasured natural resources; and 3) optimism that future generations can also enjoy what makes Jackson great today.

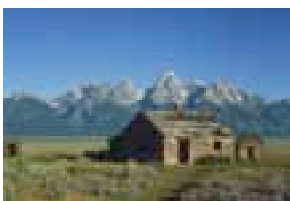


### *~ Resonance ... past, present, future ~*

**1894 - Teddy Roosevelt:** "There can be nothing in the world more beautiful than Yosemite...the Canyon of the Colorado, the Canyon of the Yellowstone, the Three Tetons; and our people should see to it that they are preserved for their children and children's children forever, with their majestic beauty all unmarred."



**1943 - Olaus Murie:** "But 'the something about Jackson Hole' how can we encompass it in words? I have heard residents try to pin it down in outbursts of enthusiasm, but they couldn't find the word...No, we can not describe the spirit of Jackson Hole, the 'Spirit of Place,' but many of us feel it."



**September 22, 1989 – New York Times:** "Jackson Hole by the reckoning of some visionaries here, may well be on its way to becoming a sort of **Geneva of the Rockies** where it is Nature's turn to influence issues of war and peace." This article described a summit at Jackson Lake Lodge, in the shadow of the Tetons, between USSR Foreign Minister Shevardnadze and US Secretary of State Baker. Where, inspired by "The Power of Place" they are alleged to have drafted a roadmap to end the cold war.

# SUSTAINING JACKSON HOLE

*2005-2006*



The Jackson Hole Almanac 2006

*The Proceedings of*  
The State of Our Community 2005

The Charture Institute  
The Northern Rockies Conservation Cooperative  
The Jackson Hole Chamber of Commerce

# Teton County Extremes

**P**erhaps the best way to understand Teton County is to realize it is a place of extremes: in topography; in climate; in beauty; in wealth. Here are some extreme things about an extreme place.

## Natural World

Highest point: Grand Teton, elevation 13,770 feet

Lowest point: Snake River as it leaves southern Teton County, elevation 5,800 feet

Highest recorded temperature: 98 Fahrenheit, August 19, 1981

Lowest recorded temperature: 63 below zero Fahrenheit, January 1, 1979

Greatest recorded snowfall at 9,000 feet during a ski season (December 1 to April 1): Roughly 500 inches, 1996-1997

1990 and 2000 estimated population counts for the Jackson Elk Herd, the largest elk herd in the world: 15,212; 14,179

Age of the Teton Range, the youngest range of mountains in the U.S.: No older than 10 million years, and perhaps as young as 3 million years

Percentage of Teton County land managed by the federal government: 97%

Distance from the nearest improved road to the Thorofare valley, located in northeast Teton County, the most remote spot in the lower 48 states (the place farthest from an improved road): approximately 26 miles

## Human World

1990 and 2000 Census count of Teton County residents: 11,172; 18,251

Number of vehicles registered in Teton County in 2000: 32,268

Number of recreational visits in 2000 to Grand Teton and Yellowstone National Parks: 2,603,068; 2,838,233

Members of the 1920 Jackson Town Council, the first all-women city government in America: Grace Miller (mayor), Mae Deloney, Rose Crabtree, Faustina Haight and Genevieve Van Vleck

First recorded party to ascend the Grand Teton: William Owen, Franklin Spalding, Frank Petersen, John Shive; August 11, 1898

First party to complete the Cathedral Traverse (Teewinot, Mount Owen and Grand Teton): Willi Unsoeld, Richard Pownall, Pete Schoening; summer 1959

First person to descend the Grand Teton on alpine skis: Bill Briggs; June 16, 1971

First person to descend the Grand Teton on telemark skis: Rick Wyatt; June 11, 1982

First person to descend the Grand Teton on snowboard: Stephen Koch; June 9, 1989

Vertical rise of the aerial tram at Jackson Hole Mountain Resort, which has the longest continual vertical rise of any ski lift in North America: 4,139 feet

First year of the Jackson Town Square Shoot-out Gang, the longest continuously running gunfight re-enactment in the world: 1957

Number of Jackson Hole restaurants recognized with a Wine Spectator award: 6  
Number of restaurants elsewhere in Wyoming so recognized: 1

Year of construction of Jackson's American Legion Post #43 building, the Legion building with the longest continuous use in the nation: 1929

## National Parks

Year that Yellowstone National Park, the world's first national park, was established: 1872 \*

Location of the largest concentration of geysers in the world: Upper Geyser Basin at Old Faithful in Yellowstone Park \*

Elevation of Yellowstone Lake, the largest high-altitude lake (higher than 7,000 feet) in the country: 7,733 feet \*

Site of the largest log structure in the world: Old Faithful Inn in Yellowstone Park \*

## Money

Teton County's 1999 through 2003 mean adjusted gross income per tax return: \$126,612; \$113,739; \$117,729; \$107,694; \$93,967

Teton County's annual rank among all 3,140 U.S. counties: 1, 1, 2, 1, 2

Teton County's 1999 through 2003 mean adjusted gross income per tax return exemption (i.e. per resident): \$73,690; \$67,003; \$69,269; \$63,048; \$54,408

Teton County's annual rank among all 3,140 U.S. counties: 1, 1, 1, 1, 1

Teton County's 1999 through 2003 mean exemptions per tax return: 1.72; 1.70; 1.70; 1.71; 1.73

Teton County's annual rank from the bottom among all 3,140 U.S. counties: 11, 8, 9, 12, 15

Teton County's 1999 through 2003 proportion of income from investments: 68%; 63%; 59%; 62%; 50%

Teton County's estimated annual rank among all 3,140 U.S. counties: 1, 2, 3, 1, 3

Amount of Teton County's per-capita charitable giving through the Community Foundation of Jackson Hole in 2000: \$442

Rank of Teton County's per-capita charitable giving among the 600-plus community foundations across the country in 2000: 1

Amount of per-capita charitable giving in 2000 through the Marin Community Foundation in Marin County, CA, which ranked second in per-capita donations: \$177

1990 and 2000 Teton County median single family home price and rank among all 3,140 U.S. counties: \$131,400; \$365,400; 99; 10

1990 to 2000 dollar increase in median single family home price and rank among all 3,140 U.S. counties: \$234,000; 4

1990 to 2000 percentage increase in median single family home price and rank among all 3,140 U.S. counties: 178%; 4

## Vital Statistics

1990 to 2000 percentage growth in population and rank among all 3,140 U.S. counties: 61%; 41

1990 and 2000 percentage of residents ages 25 and older with a bachelor's degree (or higher), and rank among all 3,140 U.S. counties: 30%; 46%; 104; 26

1990 to 2000 absolute increase in percentage of residents with a bachelor's degree (or higher), and rank among all 3,140 U.S. counties: 15.8%; 3

2000 Teton County marriage rate (per 100,000 population): 30.2

2000 U.S. and Wyoming marriage rates: 8.5; 10

Number of times greater Teton County's marriage rate was than U.S. and Wyoming rates: 3.6; 3

2000 Teton County suicides as percent of all deaths: 6.8%

2000 U.S. and Wyoming suicides as percent of all deaths: 1.2%; 2.1%

Number of times greater Teton County's suicide proportion was than U.S. and Wyoming proportions: 5.6; 3.2

2000 Teton County unintentional injury deaths (non-motor vehicle related) as percent of all deaths: 12.3%

2000 U.S. and Wyoming unintentional injury deaths as percent of all deaths: 2.3%; 2.1%

Number of times greater Teton County's unintentional injury deaths proportion was than U.S. and Wyoming proportions: 5.4; 5.8

\* The southern half of Yellowstone National Park is located in Teton County.

# **What Attracts Wealth to Rural and Small Communities? Explaining “Amenity Migration” Jim Johnson**

**Crowsnest Pass-Pincher Creek, October 16-17, 2006  
The Value of Parks to Community Forum**

Communities that embrace a sustainable, environmentally-sensitive development strategy outperform other communities in virtually all indices of economic, social and environmental well-being.

Amenity migration is a term describing the movement (seasonal or permanent but not as tourists) of relatively well-educated, well-off people from urban centres to rural or smaller town locations that offer high environmental qualities. These migrants come in large part for the recreational opportunities and the small town atmosphere, but generally are economically active and often bring with them business and entrepreneurial skills which, if strategically managed, can result in long-term economic, environmental and social sustainability.

At the same time that amenity migration has grown significantly in the last decade, particularly in the mountain regions of Alberta and British Columbia, there also has been increased marketing by communities to attract these migrants, and migrants themselves have become more knowledgeable and selective about alternative communities where they might re-locate.

Extensive research into amenity migration has shown that the most important factors influencing amenity migrants are:

- A community close to protected areas, with a social perspective of conservation that will assure new migrants that the landscape will remain more-or-less intact in future years.
- A community with a well-developed planning structure that incorporates direct collaboration of local residents, ensuring that the area will not continue to grow unchecked thereby endangering the very lifestyle that the migrant sought out in the first place. This is particularly important in areas that have water shortages.
- A location relatively close to an airport, linked by a reliable highway system, and offering a developed information and communications support system.
- A location with adequate health facilities and, to a lesser extent, educational facilities.

Communities that have embraced a more sustainable, environmentally-sensitive development strategy have been more successful in attracting amenity migrants and have experienced significantly higher economic growth than those communities that have maintained a traditional resource extractive strategy. More importantly, economic and social development in these amenity communities has led to higher per capita incomes, greater employment, higher educational levels, greater diversity of business and occupations, and less cyclical economic patterns.

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# **“Power of Place”**

## **Steve Duerr**

**Crowsnest Pass-Pincher Creek, October 16-17, 2006**  
**The Value of Parks to Community Forum**

### **1. The Power of Place**

- Mother Nature, Mother Earth
- Old West – A Legacy of Conquest

### **2. The Power to Shape Place**

- ***The Parks***: Yellowstone NP 1872; Grand Teton NP 1920+
- The National Elk Refuge 1912 – world class migration
- Forlorn Flats, Spring Gulch & The Big Ditch
- Chief Washakie, Senator Hansen & Mr. Rockefeller
- Aspenization, NIMBY & BANANA
- Economics 101 & Teton County “Money” Extremes
- Government – the limits of planning & process
- Beyond Government – where people meet
- Sustaining Jackson Hole

### **3. Practical Implications**

- Distinctiveness vs. Incremental Change
- Vision Statement, Mission and Branding
  - Brand Promise to ***Respect the Power of Place***
- New West Wealth - **A Legacy of Investment**
  - see **www. Sustaining Jackson Hole.org**
  - see list of distinctive JH Investments & NGOs

### **4. Impractical Implications**

- IF NOT here, us & now; THEN where, who & when
- Waking Up In Time.....50,000 years

**(over)**

### ***What's one to do?***

Individual & Community Commitment - Beyond the Law, Where People Meet

\*Examples of the New West Legacy of Investment

\*These examples assume your community has adopted a Comprehensive Land Use Plan & Regs and funds staff & enforcement

#### **> Distinctive Social Infrastructure:**

- JH Community Foundation & Old Bills Fun Run
- Sustaining JH & 1% for the Tetons
- Teton County Housing Trust
- Teton County Housing Authority
- The Latino Resource Center
- C-V Ranch & Community Entry Services
- Teton County Pathways
- START public transportation

#### **> Other distinctive if diverse associations:**

- JH Land Trust
- JH & Greater Yellowstone Visitor Center (Collaboration by 7 Organizations)
- Grand Teton National Park Foundation
- Yellowstone National Park Foundation
- JH Conservation Alliance
- JH Chamber of Commerce
- Greater Yellowstone Clean Cities Initiative
- Yellowstone Business Partnership
- Greater Yellowstone Coalition
- JH Center for Global Affairs
- JH AIR (Airline Improvement Resources)

#### **> Distinctive Education Entities:**

- The Teton Science School
- The Teton Journeys School
- The National Museum of Wildlife Art, Grand Teton Music Festival Orchestra
- JH Community Center for the Arts, JH Arts Association
- JH Fall Arts Festival, JH Film Institute & Festival
- The Wildlife Film Festival

#### **> Distinctive Funding Concepts (Wyoming has no income or estate tax):**

- Philanthropy – Mr. & Mrs. Old Bill – Community Foundations
- Real Estate Transfer Tax
- Lodging Tax
- Capital Facilities Tax
- 1% for the Tetons – 1% for the Planet
- Resort or Special District Tax

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