



# TOWN COUNCIL

## TOWN COUNCIL AGENDA DOCUMENTATION

**PREPARATION DATE:** May 1, 2008  
**MEETING DATE:** May 5, 2008

**SUBMITTING DEPARTMENT:** Administration  
**DEPARTMENT DIRECTOR:** Bob McLaurin  
**PRESENTER:** Bob McLaurin

**SUBJECT:** Memorandum of Understanding between the Town of Jackson, the Jackson Hole Center for Global Affairs, Shanxi Provincial Tourism Administration, Mt. Wutai Administrative Bureau, Xinzhou District and the Taiyuan Vocational Institute of Tourism

### PURPOSE OF ITEM

The purpose of this item is to review and approve a Memorandum of Understanding between the above referenced parties.

### BACKGROUND

Last October a delegation from Jackson traveled to Shanxi Province on a cultural exchange. The delegation included Mayor Mark Barron, David Wendt from the Center for Global Affairs, and Gene Bryant from the Wyoming Travel and Tourism Division. During this visit there were numerous meetings to discuss issues of mutual concern including cross marketing opportunities, cultural and governmental exchanges and opportunities for internships, and teaching opportunities in the hospitality industry.

The attached Memorandum of Understanding is the result of the various meetings held during this visit.

### FISCAL IMPACT

None

### STAFF IMPACT

Limited. We will need to place a hyperlink on the Town's website that links our site to Mt. Wutai. As time goes on, there may be limited impacts on staff to coordinate meetings and participate in discussions to implement this MOU. The Wyoming Tourism and Travel Division will perform most of the work to implement this effort. A separate agreement with the Wyoming Business Council is on this agenda and will formalize this relationship.

### LEGAL ISSUES

Complete.

### ATTACHMENTS

The Memorandum of Understanding is attached to this staff report

### RECOMMENDATION

I recommend the Council approve this MOU and authorize the Mayor to sign and execute it.

### SUGGESTED MOTION

I move to approve the Memorandum of Understanding between the Town of Jackson, the Jackson Hole Center for Global Affairs, Shanxi Provincial Tourism Administration, Mt. Wutai Administrative Bureau, Xinzhou District and the Taiyuan Vocational Institute of Tourism and authorize the Mayor to sign it.

## MEMORANDUM OF UNDERSTANDING

The Memorandum of Understanding (MOU) is entered into on the 5<sup>th</sup> day of May, 2008, between representatives of the Town Of Jackson, Jackson, Wyoming; Jackson Hole Center for Global Affairs, Jackson Hole, Wyoming; and representatives of the Shanxi Provincial Tourism Administration; Mt. Wutai Tourism Administrative Bureau, Xinzhou District; and the Taiyuan Vocational Institute of Tourism, referred to collectively as the "Parties" to this MOU.

WHEREAS, the parties intend to work within their governments, to accomplish the following mutually agreed initiatives to promote travel, tourism and tourism vocational education between Jackson Hole, Wyoming, Wutai Mountain, Shanxi and the Vocational Institute.

NOW THEREFORE, in consideration of the foregoing the Parties agree as follows:

1. Establish joint cross-marketing opportunities with an online web site focus;  
(responsibility – Jackson)
2. Identify and invite tour operators to both Wutai Mountain/Shanxi Province and Jackson Hole/Grand Teton National Park/Yellowstone National Park, Wyoming. The term, "tour operators", shall refer to service providers who offer complete packages (visa applications, itinerary and travel arrangements, meals and accommodations, travel and health insurance, etc.) to potential customers. This initiative will include tour operators who operate from the US to China, and from China to the US.  
(responsibility WTT)
3. Develop Cooperative Marketing Plan including asset and market research, and tour opportunities (media and travel consultants); (responsibility WTT)
4. Facilitate internship, teaching and other opportunities for training in hospitality resources management for interested and qualified (e.g., English-speaking) advanced professional students and teachers from either side; (responsibility Center for Global Affairs)
5. Exchange of other resources including:
  - a) Cultural resources including museums i.e. Buffalo Bill Historical Center and Museum of Wildlife Art. (responsibility TBD)
  - b) Government resources including an exchange between U.S. National Park and US Forest Service/Shanxi Forestry Services. (responsibility TBD)
6. Work with national governments to support improvements to visa application process approvals; (ongoing)
7. 5-Year outcomes with annual review.  
Evidence – increase in tourists from both Shanxi and Wyoming to Wutai/Jackson Hole and Shanxi/Wyoming.  
Increase student/teacher exchanges.  
(responsibility of all parties)

This MOU does not exclude any of the Parties from making other agreements with other organizations, or government agencies in China or the United States.

Mark Barron  
Mayor  
Town of Jackson

David Wendt  
President  
JH Center for Global Affairs

Guo Zhengyu  
Deputy-Director  
Shanxi Provincial Tourism  
Administration

Liang Yousheng  
Bureau Chief,  
Mt. Wutai Administrative  
Bureau Xinzhou

Wang Chun-Ling  
President  
Taiyuan Vocation Institute  
for Tourism