

**RESOLUTION NO. 2023-13
OF THE
JACKSON HOLE AIRPORT BOARD**

RE: TERMINAL MEDIA POLICY

September 25, 2023

The Jackson Hole Airport Board (the "Board"), a body corporate, organized under the laws of Wyoming, finds that:

WHEREAS, the Board is an airport board organized to operate, maintain and improve the Jackson Hole Airport (the "Airport") under W.S. §10-5-101 through §10-5-203, and Chapter 12.16 of the Ordinances of the Town of Jackson;

WHEREAS, the Board controls the placement of signs upon the Airport and the content to be depicted on multiple digital displays within the Airport passenger terminal and Jackson Hole Flights Services terminal ("Airport Terminals");

WHEREAS, the Board historically has used the digital displays to communicate air-travel-related information, Airport-related information, and limited information from the Airport's community partners;

WHEREAS, the Board historically has not permitted commercial advertising within the passenger terminal or on the Airport generally in order to maintain the aesthetic and strong sense of place conveyed by the passenger terminal and Airport;

WHEREAS, the Board wishes to articulate its policy on the content of messaging to be shown on the digital displays and other public areas of the Terminals.

NOW, THEREFORE, BE IT RESOLVED BY THE JACKSON HOLE AIRPORT BOARD AS FOLLOWS:

1. The Airport shall communicate information to passengers and other Airport users principally through the digital displays located within the Terminals, and minimize the number of wall-mounted and free-standing static displays.

2. The digital displays shall be used primarily to communicate information directly related to air travel of passengers, including flight information, baggage information, safety-related and emergency messages, and wayfinding.

3. Space permitting, the digital displays shall be used to communicate information that is generated by Airport Staff and Airport contractors concerning the Airport and the Jackson Hole region.

4. As the owner of the Airport property, the digital displays also may be made available for messaging generated by the National Park Service and Grand Teton National Park.

5. The brochure racks in the Terminals shall be available for businesses and individuals to communicate commercial and non-commercial messaging, subject to the rates established by Board resolution. The brochure racks may not be used for material that is profane, obscene, libelous, or illegal.

6. The distribution of literature, solicitation of funds, demonstration, and similar expressive activities shall be subject to the rules and permitting requirements presently contained within Airport Rules and Regulations Section 8.11 (Accommodation of First Amendment Activity).

7. This policy is not intended to limit signs (depicting names and logos) and wayfinding used by businesses and individuals conducting commercial activities at the Airport, which signs and wayfinding are subject to the approval of the Airport Executive Director or his designee.

8. Airport tenants, including airlines, rental car companies and concessionaires, may erect or affix limited advertising within their leased premises that relates to the tenant's business, subject to the approval of the Airport Executive Director. This may include, for example, communication about a new airline destination or an airline-branded credit card.

9. Except as otherwise provided in this Resolution, commercial and non-commercial advertising shall be prohibited at the Airport and within the Terminals.

10. No billboards of any kind shall be erected upon the Airport.

11. The foregoing policy shall remain in effect until repealed or amended.

Upon motion duly made and seconded, the foregoing Resolution was adopted by the Jackson Hole Airport Board on the 25th day of September, 2023.

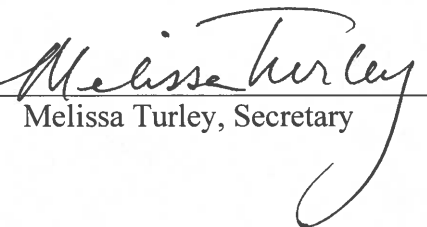
JACKSON HOLE AIRPORT BOARD

By:



Ed Liebrecht, President

Attest:

By: 
Melissa Turley, Secretary