



ALPINE TRAVEL & TOURISM BOARD MEETING

October 15, 2026 at 6:00 PM
250 River Circle - Alpine, WY 83128

AGENDA

Notice - The video and audio for this meeting are streamed live to the public via the internet and mobile devices with views that encompass all areas, participants, and audience members. Please silence all electronic devices during the meeting. Comments made on YouTube will not be answered. Please email clerk@alpinewy.gov with any questions or comments.

YouTube LINK FOR LIVE FEED:

<https://www.youtube.com/@townofalpine>

1. **CALL TO ORDER** - Jeremy Larsen
 - a. Jeremy Larsen - Dave Walters - Shannon Bowers
2. **ROLL CALL** – Melody Leseberg
 - a. Jeremy Larsen - Dave Walters - Shannon Bowers
3. **ANNOUNCEMENTS** – Jeremy Larsen
 - [a.](#) Financial Disclosure
 - b. Lodging Tax Education
4. **ACTION ITEMS**
 - a. Approve Agenda
 - [b.](#) Approval of Meeting Minutes from April 2026
 - [c.](#) Approval of Meeting Minutes May 2026
 - d. Wall that Heals - Final Report FY27
 - e. Friends of Bridger Teton - Final Report FY 27
 - [f.](#) Star Valley Arts Council - Final Report FY 27 - Art Festival
 - [g.](#) Star Valley Trout Unlimited Final Report FY26

- [h.](#) Teton Geological Services, LLC - Final Report FY 27
- [i.](#) Town of Alpine - Alpine Mtn Days Final Report FY 26
- [j.](#) Town of Alpine - Semi Quincentennial - Final Report FY27
- [k.](#) Town of Alpine - July 4th Fireworks - Final Report FY 27
- [l.](#) Music in the Mountain Series Summer 2026 Final Report FY27
- [m.](#) Out-of-Cycle Town of Alpine - Grant request for upgrades to the Audio Visual set up at civic center.
- [n.](#) Out-of-Cycle Town of Alpine - Grant Application - Music in the Mountains Summer 2027
- o. Motion to return the \$25,000 in unexpended Travel & Tourism grant funds previously awarded to the canceled Reggae in the Rockies event to the Travel & Tourism grant fund balance.
- p. Motion to return the \$7,750 in unexpended Travel & Tourism grant funds previously awarded to the Semi-quincentennial Mural concept to the Travel & Tourism grant fund balance.
- q. Motion to return the \$ 2,400 in unexpended Travel & Tourism grant funds previously awarded to Star Valley Arts Council for Shakespeare in the park to the Travel & Tourism grant fund balance.
- r. Motion to approve the reallocation of a portion of the unused grant funds to go towards the FY2027 Groomer Grant Request which was awarded out at 30,000 - ask 42,000.

5. DISCUSSION ITEMS:

- a. Next Meeting Date

6. ADJOURNMENT

TRAVEL & TOURISM			Income	Expense		
6/30/2024 Ending Balance Calcs		\$ 262,626.45		\$ 973.86	\$ 261,652.59	
7/1/2024 Beginning Balance	\$ 261,652.59					
FY 2025 Adwardees	Award Amount	End of Year Actual Distribution				
Alpine Fire Department, Ladder Truck Fundraiser	\$ 10,000.00	\$ 10,000.00				
Alpine Trails and Pathways, Winter Grooming	\$ 9,600.00	\$ 5,778.96				
Art Council, Alpine Art Festival	\$ 4,000.00	\$ 3,990.00				
Art Council, Oil Painting Portrait Workshop	\$ 2,000.00	\$ 3,996.12				
SVI, Geofencing/SVI Sports						
Commercial/SVIALpine.com/Digital Ads	\$ 25,000.00	\$ 20,000.00				
Town of Alpine, Information Center	\$ 30,000.00	\$ 27,005.94				
Town of Alpine, Muisic in the Mountains	\$ 16,000.00	\$ 16,000.00				
Town of Alpine, Welcome Signs	\$ 48,000.00	\$ 29,669.50				
Town of Alpine, Winter Jubilee	\$ 8,000.00	\$ 8,000.00				
Trout Unlimited, Film Fest	\$ 5,352.00	\$ 4,178.95				
			Balance			
Total 24/25 Awards	\$ 157,952.00	\$ 128,619.47	\$ 29,332.53			
			Income	Expense		
6/30/2025 Ending Balance Calcs		\$ 261,652.59	\$ 189,847.97	\$ 131,804.15	\$ 319,696.41	
		Supplies				
7/1/2025 Beginning Balance	\$ 319,696.41	Payroll				
FY 2026 Awardees	Award Amount	End of Year Actual Distribution				
Alpine Mtn Days	\$ 11,200.00	\$ 11,200.00				
Jubilee	\$ 8,000.00	\$ 7,179.20				
Music	\$ 20,000.00	\$ 15,750.00				
SVI	\$ 27,900.00	\$ 24,840.00				
Fire District	\$ 17,466.00	\$ 17,466.00				
Trail Groomer	\$ 41,900.00	\$ 39,900.00				
Reagea In the Rockies	\$ 25,000.00	\$ 25,000.00				
4th of July	\$ 8,000.00	\$ 8,000.00				
Trout Unlimited	\$ 5,352.00	\$ 4,846.19				
Shakespear						
Art Festival	\$ 4,000.00	\$ 4,000.00				
Art Auction	\$ 4,000.00	\$ 3,761.00				
FBT	\$ 11,074.54	\$ 11,074.54				
Marketing	\$ 10,000.00	\$ 10,000.00				
FY 2025 Remaining Grant - Welcome signs	\$ 18,330.50	\$ 18,330.50				
250th Semiquincentenial	\$ 25,000.00	\$ 25,000.00				
			Balance			
Total FY 2025/26 Awards	\$ 237,223.04	\$ 226,347.43	\$ 10,875.61			
			Income	Expense		

6/30/2026 Ending Balance Calcs		\$ 319,696.41	\$ 226,173.95	\$ 191,132.93	\$ 354,737.43	
7/1/2026 Beginning Balance	\$ 354,737.43		Payroll	991.22		
			Advertising	750		
			Supplies	1074.53		
FY 2027 Grant Applications	Approved	Actual Distribution to date				
Fire District	\$ 17,000.00					
FBT	\$ 18,675.00	\$ 17,455.00				
Art Festival	\$ 3,500.00	\$ 3,500.00				
Teton Geological Services	\$ 4,050.00	\$ 4,050.00				
Trout Unlimited	\$ 4,840.00	\$ 3,326.19				
The Wall that Heals	\$ 6,000.00	\$ 6,000.00				
ATAP	\$ 10,000.00					
Music - Town	\$ 20,000.00	\$ 20,000.00				
Jubilee - Town	\$ 8,000.00					
Alpine Mtn Days - Town	\$ 3,000.00					
Trail Groomer - Town	\$ 30,000.00					
4th of July	\$ 15,000.00	\$ 15,000.00				
Semi-Quincentennial Mural - Town		\$ -				
Trash Recepticales - Town	\$ 2,500.00					
Saftey upgrdae for Jersey Barriers - Town	\$ 5,000.00					
Reagae		\$ -				
Content Marketing	\$ 10,000.00	Moved to advertisingMarketing				
Total FY 2026/27	\$ 157,565.00	\$ 69,331.19	\$ 88,233.81			
Impacts to tourism 73,125						
Advertising 40,095 after moving funds from \$10,000 content and extra 5,095						
			Income	Expense	Current Balance	
7/1/2026 Beginning Balance		\$ 354,737.43	\$ 91,245.14	\$ 82,994.50	\$ 362,988.07	\$274,754.26 Uncommitted balance after returning previously funded grants to the grant fund balance
						moving additional funds to snow groomer will lower this uncommitted balance.



ALPINE TRAVEL & TOURISM BOARD MEETING

April 22, 2026 at 6:00 PM
250 River Circle - Alpine, WY 83128

MEETING MINUTES

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2. **ROLL CALL** – Melody Leseberg
 - a. Jeremy Larsen - Dave Walters - Shannon Bowers
3. **ANNOUNCEMENTS** – Jeremy Larsen
 - b. Financial Disclosure
4. **ACTION ITEMS**
 - a. Approve Agenda
1st Dave Walters – 2nd Shannon Bowers
 - b. Approval of Meeting Minutes December 4, 2025
1st Dave Walters – 2nd Shannon Bowers
 - c. Education for Lodging Tax
Jeremey Larson spoke on this topic.
 - d. Remove Money allotted for Interactive Touch Screens - Did not Use **\$15,000**
1st Dave Walters – 2nd Shannon Bowers – Removed

Remove Money allotted for Alpine Trails & Pathways - Did not use **\$8,000**

1st Dave Walters – 2nd Shannon Bowers – Removed

e. Budget for advertising, marketing & unexpected expenses FY26/27

1st Dave Walters – 2nd Shannon Bowers – Budget of \$25,000 for advertising approved.

f. 1st Reading Alpine Fire District \$17,700

Dave Walters recused himself

1st Shannon Bowers 2nd Jeremy Larsen continue to second reading

g. 1st Reading of Spur & Ski - Requested amount \$25,000

No Motion received – will continue forward to second reading.

h. 1st Reading Friends of the BT \$45,269 amended application submitted for \$21,902.

1st Shannon Bowers 2nd Dave Walters All in favor – continue to second reading

i. 1st Reading Alpine Craft Beer Festival - Requested Amount \$10,000

No Motion received – will not move forward to second reading.

j. 1st Reading Star Valley Arts Council - Art Festival - \$7,500

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

k. 1st Reading - Star Valley Arts Council- Mural- \$3,500

No Motion received – will not move forward to second reading.

l. 1st Reading - Melvin's Farmers Market \$25,000.

No Motion received – will not move forward to second reading.

m. 1st Reading Content Marketing Proposal

1st Dave Walters – 2nd Shannon Bowers - No discussion - All favor. Continues to second reading

n. 1st Reading - Teton Geological Services LLC - \$4,050

1st Dave Walters – 2nd Shannon Bowers - No discussion - All favor. Continues to second reading

o. 1st Reading Festival of Trees \$3,000

No Motion received – will not continue forward to second reading.

p. 1st Reading of Star Valley Trout Unlimited \$4,480

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

q. 1st Reading - Reggae in the Rockies \$30,000

Dave Walters recused himself.

1st Shannon Bowers 2nd Jeremy Larsen - All in Favor – continues to second reading.

r. 1st Reading - Wall that Heals 6,000

1st Dave Walters 2nd Shannon Bowers – Motion to approve for funding – All in favor.

s. 1st Reading Alpine Trails and Pathways \$ 10,000

Jeremy Larsen recused himself.

1st Dave Walters 2nd Shannon Bowers – No Discussion - All in favor. Continues to second reading

t. 1st Reading of Music in the Mountains - \$25,000

Dave Walter recuses himself.

1st Shannon Bowers 2nd Jeremy Larsen – No Discussion - All in Favor – continues to second reading.

u. 1st Reading of 4th of July Fireworks \$ 25,000.

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

v. 1st Reading - Winter Jubilee 2027 - Requested amount \$10,000

1st Shannon Bowers 2nd Dave Walters- No discussion - All in favor – continue to second reading

w. 1st Reading - Alpine Mountain Days 2027 - Request amount \$6,000

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

x. 1st Reading Grooming Lease - Requested Amount \$42,000

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

y. 1st Reading Christmas Lighting Project - \$30,000

No Motion received – will not move forward to second reading.

z. 1st Reading Emergency Mgmt Sign - Amount Requested \$ 40,000

No Motion received – will not move forward to second reading.

aa. 1st Reading Additional Trash Receptacles @ Town Parks - Request amount \$17,000

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

bb. 1st Reading - Caution Supplies for Bridge Jersey Barriers - Snowmobile Trail \$10,000

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

cc. 1st Reading Semi-Quincentennial Mural - \$7750

1st Dave Walters – 2nd Shannon Bowers – Approve for funding - All in favor.

5. DISCUSSION ITEMS:

a. Next Meeting Date

May 7th @ 6 pm

6. ADJOURNMENT

Motion to adjourn

1st Dave Walters 2nd Shannon Bowers



ALPINE TRAVEL & TOURISM BOARD MEETING

May 7, 2026 at 6:00 PM
250 River Circle - Alpine, WY 83128

MEETING MINUTES

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3. **ANNOUNCEMENTS** – Jeremy Larsen
 - b. Financial Disclosure
4. **ACTION ITEMS**
 - a. Approve Agenda
 - 1st Dave Walters – 2nd Shannon Bowers**
 - b. Approval of Meeting Minutes December 4, 2025
 - Move to next meeting**
 - c. **2nd Reading Alpine Fire District \$17,700**

Dave Walters recused himself

1st Shannon Bowers 2nd Jeremy Larsen

amended motion to approve for funding

1st Shannon Bowers 2nd Jeremy Larsen

- d. **2nd Reading Friends of the BT \$45,269 amended application submitted for \$21,902.**

Motion to approve for funding in the amount of **\$18,625**

1st Dave Walters 2nd Shannon Bowers All in favor

Approved for Funding

- e. **2nd Reading Star Valley Arts Council - Art Festival - \$3,500**

Motion to approve for funding in the amount of **\$3,500**

1st Dave Walters 2nd Shannon Bowers All in favor

Approved for Funding

- f. **2nd Reading Content Marketing Proposal**

No Motion received – will not move forward to second reading.

Motion to set aside an additional \$10,000 for advertising

1st Dave Walters – 2nd Shannon Bowers – small discussion about a public meeting with the board to discuss advertising needs - All favor.

- g. **2nd Reading - Teton Geological Services LLC - \$4,050**

Motion to approve for funding in the amount of \$4,050 with the caveat that group will meet with Travel & Tourism board about what to place on the map

1st Dave Walters – 2nd Shannon Bowers - All favor.

Approved for funding.

- h. **2nd Reading of Star Valley Trout Unlimited \$4,480**

Motion to approve for funding in the amount of **\$4,480**

1st Dave Walters 2nd Shannon Bowers - All in favor

Approved for Funding

- i. **2nd Reading - Reggae in the Rockies \$30,000**

Dave Walters recused himself.

Motion to approve for funding in the amount of **\$25,000**

1st Shannon Bowers 2nd Jeremy Larsen – All in favor

Approved for funding

j. 2nd Reading Alpine Trails and Pathways \$ 10,000

Jeremy Larsen recused himself.

Motion to approve for funding in the amount of **\$10,000**

1st Shannon Bowers 2nd Dave Walters - All in favor.

Approved for funding

k. 2nd Reading of Music in the Mountains - \$25,000

Dave Walter recuses himself.

Motion to approve for funding in the amount of **\$20,000**

1st Shannon Bowers 2nd Jeremy Larsen –All in Favor

Approved for funding

l. 2nd Reading of 4th of July Fireworks \$ 25,000.

Motion to approve for funding in the amount of **\$15,000**

1st Dave Walters – 2nd Shannon Bowers - All in favor.

Approved for funding

m. 2nd Reading - Winter Jubilee 2027 - Requested amount \$10,000

Motion to approve for funding in the amount of **\$8,000**

1st Dave Walters - 2nd Shannon Bowers - All in favor

Approved for funding

n. 2nd Reading - Alpine Mountain Days 2027 - Request amount \$6,000

Motion to approve for funding in the amount of **\$3,000**

1st Dave Walters – 2nd Shannon Bowers - All in favor.

Approved for Funding

o. 2nd Reading Grooming Lease - Requested Amount \$42,000

Motion to approve for funding in the amount of **\$ 30,000**

1st Dave Walters – 2nd Shannon Bowers - All in favor

Approved for funding

p. 2nd Reading Additional Trash Receptacles Town Parks - Request amount \$17,000

Motion to approve for funding in the amount of **2,500**

1st Dave Walters – 2nd Shannon Bowers

Approved for funding

q. 2nd Reading - Caution Supplies for Bridge Jersey Barriers - Snowmobile Trail \$10,000

Motion to approve for funding in the amount of **\$5,000**

1st Dave Walters – 2nd Shannon Bowers - All in favor.

Approved for Funding

Motion to approve moving the remaining 5,095 to add to the advertising budget t

5. DISCUSSION ITEMS:

Star Valley Trout Unlimited Final Report for 2026 Grant

- a. Next Meeting Date – After June 13th

6. ADJOURNMENT

Motion to adjourn

1st Dave Walters 2nd Shannon Bowers

Final report for Alpine Tourism Board - Alpine Art Festival 2026

Brief description of what the grant was for:

The third annual art festival, held in Alpine, on August 14-15, 2026. Grant funds were to be used for advertising, live music, and booth supplies.

Describe how these funds were used and the impact to your organization.

Having these funds, and specifically the funding for advertising, was vital to the success of this event. Because the Alpine Art Festival is still a relatively new event, we made a strong effort to reach potential vendors and attendees throughout the region through flyers, posters, social media, radio, and newspaper advertising. This funding allowed us to expand our reach and continue building awareness of the festival.

Because we have experienced inclement weather every year we have held this event, we also chose to invest in a larger canopy tent. This provided a protected space for our live bands and allowed the Arts Council to provide vendor hospitality and other festival needs regardless of the weather. This is something we will be able to use for this event for many years to come.

We exhibited the Shared Gallery again this year, which is our rotating gallery featuring artwork created entirely by local artists. Any Star Valley resident who would like to participate can pick up an 8"x8" canvas from the Arts Council, create whatever they'd like, and return the finished piece to us. We then display the collection at events throughout the valley and make the artwork available for purchase.

The Shared Gallery gives artists of all ages and experience levels an easy, accessible way to exhibit and sell their work. It also gives festival attendees an opportunity to see and purchase artwork created specifically by members of the Star Valley community.

We hired two live bands to perform during the afternoons and received very positive feedback about the music from both vendors and festival attendees. The live music adds significantly to the atmosphere and helps the event feel like an inclusive community festival rather than simply a group of vendors set up in the same location. It encourages people to stay longer, enjoy the atmosphere, and experience the festival as a whole.

How did your program support engagement between the communities and the performing arts/artists?

We received 21 vendor applications this year, with 19 vendors ultimately participating in the festival. We felt that these 19 booths filled the Bank of Jackson Hole lawn very well, while still leaving room for attendees to comfortably move through the festival. Based on the level of interest we received, we believe there is room to grow the event significantly in future years. By expanding onto the side lawns, we could potentially accommodate nearly twice as many vendors.

Vendor participation has remained strong and consistent since the festival began, with 18 vendors our first year, 21 vendors last year, and 19 vendors this year.

We also felt that the festival was very well attended. Holding it the same weekend as the Alpine Car Show continues to be a significant benefit, as many attendees walked over to the Art Festival after visiting the Car Show. The combination of these events helps create a lively atmosphere in Alpine and gives visitors more reasons to spend time in the area.

The festival also provided an opportunity for both visual and performing artists to come together, share their work, and engage with the community. Between the artist booths and live music, the event showcased a variety of creative work while providing an enjoyable community experience for both residents and visitors.

What might you do differently in future years?

In future years, we would like to consider adding more food vendors within the Art Festival area. Food options would encourage attendees to stay longer and would help create an even more complete festival atmosphere.

We also plan to continue creating pass-along cards to send with some of our participating artists to winter art fairs and other events. This gives us an opportunity to promote the Alpine Art Festival directly to artists who are already participating in similar events and may be a good fit for our festival.

Finally, we would like to increase our signage throughout the Town of Alpine during the week leading up to the festival. Larger and more visible signage will help build awareness among both residents and visitors and make it easier for people already in the area to know when and where the festival is taking place.

Attachments

- Documentation of how the Alpine Tourism Board was credited. (PDF showing a screenshot of a social media post, banner image, theater ad)

Budget

Total expenses: \$4,170.37

Total In-Kind: \$1,550.00

Star Valley Trout Unlimited

June 19, 2026

Post Project/Event Feedback Checklist:

- Recap of Project/Event:

The third annual Star Valley Trout Unlimited Chapter, (SVTU), Fly fishing Film Festival was held on May 2, 2026 at the Alpine Civic Center. The event was a huge success allowing SVTU to bring over 130 attendees into the Town of Alpine driving business and awareness, allowing us to raise badly needed funds for Stream Restoration projects as well as to allow numerous Alpine and greater Star Valley Businesses to showcase their products and services

- Number of Attendees: 130 +

- Documentation (adds or pics) showing ToATT was listed and promoted as a sponsor

ToATT was featured, (specifically named as a sponsor of our event), on our banner erected in front of the Broulims Grocery store, on more than 100 flyers posted all over Alpine, Star Valley, Jackson and Swan Valley, and on our Facebook and Instagram pages.

Soft copy is available.

- Explain how your project/event created tourism.

The SVTU Fly Fishing Festival again drew in excess of 130 attendees from Star Valley, Jackson and Swan Valley providing a greater awareness of the Town of Alpine and featured businesses. Local restaurants and bars hosted many of our attendees both before and after our event.

- Explain how your project/event positively impacted the Alpine community.

Our event highlighted dozens of businesses in Alpine and surroundings areas as well as driving business for local bars, restaurants, etc. More importantly, our event raised awareness levels regarding the value and current state of the Salt River which affects the Snake River and Palisades reservoir. This awareness creates immense value in terms of how people become invested in preserving and enhancing these waters, in turn driving watersports, fishing, boating, rentals, etc.

- Was/is the objective of your project/event been met?

Yes. In addition to all of the benefits listed above this event has provided visibility to our chapter, and the Town of Alpine, and we're excited to share an important update. In 2027, the

Star Valley Chapter of Trout Unlimited will host chapters from across Wyoming for the Wyoming Trout Unlimited Stewardship Conference during the last weekend of April.

We expect more than 50 volunteers and staff from across the state, all of whom will require local lodging and meals. The weekend will begin with a Friday evening meet-and-greet at a local restaurant. On Saturday, we will host a full day of programming, including board training, conservation presentations, and opportunities for meaningful community building. That evening, we will hold our 4th Annual “Save the Salt” Fundraiser, which we expect will draw nearly 200 attendees.

This event creates a valuable opportunity to strengthen partnerships with local hotels, restaurants, and outfitters while showcasing Alpine’s unique character to visitors from across the state. In addition, participation from Wyoming Game and Fish Department fisheries staff and Trout Unlimited’s national team in Jackson will further enhance the weekend’s impact.

Alpine Travel and Tourism’s ongoing support has played a vital role in the growth and success of Star Valley Trout Unlimited. By bringing together chapters from across Wyoming, this conference will highlight Alpine’s culture, drive business to local establishments, and deepen statewide connections.

Thank you for your continued support over the past several years. We look forward to building on this strong partnership.

- Will you have the project/event again?

Yes, already planned and submitted for ToATT funding.

- What changes would you make, if any?

This being our third film festival event, we have learned a great deal and streamlined the overall process. We will continue to perfect the following processes:

1. We started earlier and finished earlier. Last years event went till roughly 10:30 and some attendees left before its conclusion.
2. We focused on fewer but higher quality raffle and silent auction prizes. This allowed us to streamline the entire process saving time, but also allowed us to award some very expensive, high-quality prizes that attendees were VERY impressed with.
3. Other minor changes around how we accepted payments also sped up the entire event and simplified theses exchanges for our attendees.

- Did you make new connections to future partners for your project/event?

We had multiple repeat sponsors and several new sponsors. We also had TU representatives from Jackson in attendance and they have reached out to us and promised closer coordination

on future events such as stream restoration projects, willow plantings etc. 40 new SVTU members is also an exciting addition to this years event. Plus, the opportunity to host a Statewide TU event next year as mentioned above.

- Show your Budget: (here)

See spreadsheet.

Failure to file a final report and attend the Feedback meeting can result in ineligibility for future awards.

These grant dollars are generated with the lodging tax charge on overnight stays in the Town of Alpine. The board prioritizes dollars toward events that generate overnight stays and commerce amidst area businesses.

Signature

Ron Quinn

President SVTU

Alpine Points of Interest Brochure – Sponsorship Grant Final Report

Description of the Project: This project has created, printed, and will distribute 500 visitor-friendly brochures with maps highlighting points of interest in Alpine. The brochure will showcase recreational access points, including dispersed camping locations, fishing sites, trailheads, winter groomed trails, and other outdoor recreation opportunities available throughout the year. Both summer and winter activities will be featured to provide visitors with a comprehensive overview of the area's recreational offerings.

Financial Data: We requested \$4,050.00 for the project and used all of it very well. Additionally, hours were donated by the GIS specialist and Teton Geological Services in an effort to create the best product. ATaP will also continue to donate hours through brochure distribution and restocking around Alpine.

Project Accomplishments: 500 brochures were created that highlight summer and winter recreational opportunities as well as local amenities. Additionally, a digital version of the map was created that can be posted to the Town website and other visitor-facing platforms such as social media and the ATaP website.

Project Challenges: Delays at the printers took much longer than anticipated and we missed the 2026 summer season to see how quickly the brochures were used by the public. However, the brochures will be viable for many years and we are excited to see how visitors use them this winter and in summer 2027 and beyond.

Summary: 500 brochures will now be distributed around the Town of Alpine. Teton Geological Services and ATaP believe that this cost-effective product will enhance visitor stays locally and encourage longer stays in Alpine.

Local and Visitor Impact: We are unable to determine impact at this time; however, we will use restocking frequency around Town as a method of gauging impact and interest. Digital map downloads can also be tracked online.

Expenditure List:

- KT Geospatial Solutions, Brochure map and content creation, \$1,700.00
- Lakeview Printing, Printed and folded 500 brochures, \$1,188.25
- Teton Geological Services, Points of Interest selection, photographs, and general project management and coordination, \$1,161.75

Thank you,

Dominique Brough



2026 Alpine Mountain Days

Travel & Tourism Grant Final Report

Event: 36th Annual Alpine Mountain Days

Event Dates: June 26–28, 2026

Grant Award: \$11,200

Event Overview

The Town of Alpine held the 36th Annual Alpine Mountain Days June 26–28, 2026. Mountain Days is a longstanding Alpine tradition that brings residents, visitors, vendors, and local businesses together for a weekend of shopping, activities, entertainment, and community involvement.

The Alpine Travel & Tourism Board awarded \$11,200 in grant funding to support the 2026 event. This funding helped the Town continue an event that has been part of the Alpine community for more than three decades while also encouraging tourism and economic activity within the community.

Event Accomplishments

The 36th Annual Mountain Days was another successful year for the event. One of the most notable accomplishments was the success experienced by participating vendors. Several vendors who have attended Mountain Days for multiple years reported record-breaking sales in 2026.

This was particularly encouraging considering the weather challenges experienced during the event. The strong vendor sales demonstrate the continued popularity of Mountain Days and the economic activity generated by residents and visitors attending the event.

The continued success and longevity of Mountain Days are also significant accomplishments. After 36 years, the event continues to bring people together in Alpine and provide an opportunity for vendors and businesses to benefit from increased activity within the community.

Event Challenges

The primary challenge during the 2026 Mountain Days was weather. Because Mountain Days is primarily an outdoor event, changing and unfavorable weather conditions can directly affect vendors, activities, and overall participation.

Despite the weather challenges, the event remained successful. Vendors continued to experience strong sales, with several longtime participants reporting their highest sales during Mountain Days to date.

Attendance & Visitor Impact

Mountain Days is a free, open outdoor event with multiple access points and no ticketing or controlled entrance. Attendees are able to come and go freely throughout the event; therefore, an accurate attendance count or breakdown between local residents and visitors is not available.

Although exact attendance numbers cannot be tracked, Mountain Days continues to attract both local residents and visitors to the Alpine area. Vendor activity and sales provide another indication of the level of participation in the event. The record-breaking sales reported by several returning vendors in 2026 are particularly significant given the weather conditions experienced during the weekend.

Visitors attending Mountain Days also have the opportunity to spend money throughout Alpine at restaurants, lodging establishments, fuel stations, retail businesses, and other local establishments. This allows the economic impact of the event to extend beyond the Mountain Days grounds.

Marketing & Promotion

Mountain Days was promoted to both residents and visitors through a variety of advertising and outreach efforts, including **social media, the Town newsletter, text alerts, and newspaper articles**. These efforts helped increase awareness of the event throughout the community and surrounding areas and continued to strengthen the recognition of Mountain Days as an established annual event in Alpine.

Financial Summary

The Alpine Travel & Tourism Board awarded the Town of Alpine **\$11,200** for the 2026 Mountain Days event.

Grant funds were used for eligible expenses associated with producing and promoting Mountain Days. Supporting invoices, receipts, and proof of payment were maintained and submitted in accordance with the Travel & Tourism reimbursement requirements.

Total Travel & Tourism Grant Award: \$11,200

Final Summary

The 36th Annual Alpine Mountain Days continued the success of one of Alpine's longest-running community events. Despite weather challenges, the event provided a positive experience for residents, visitors, and participating vendors.

The fact that several returning vendors reported record-breaking sales is an especially positive measure of the event's success and demonstrates the economic activity Mountain Days generates within the community.

The Town of Alpine appreciates the \$11,200 in funding provided by the Alpine Travel & Tourism Board. The Board's continued support helps make Mountain Days possible and allows the Town to continue this 36-year tradition while promoting Alpine, supporting vendors and area businesses, and providing an event enjoyed by residents and visitors alike.



Town of Alpine America 250 Celebration

Travel and Tourism Post Event Report and Reimbursement Documentation

Submitted to Town of Alpine Travel and Tourism by Sarah Greenwald, Deputy Clerk

The Town of Alpine submits this report and selected supporting expense records for reimbursement under its previously awarded \$25,000 Travel and Tourism grant. The America 250 celebration was a major success, bringing residents and visitors together for a weekend of entertainment, family activities, and community pride. Attendees traveled from Utah, Idaho, Montana, and other locations, and Town staff reported out-of-town hotel use and additional visitor spending in Alpine.

Project and event recap

Planning began with Resolution No. 2025-030, adopted July 15, 2025, establishing the Town's Semiquincentennial Committee. The committee met approximately every two weeks throughout much of the planning period. All members were volunteers except for one Town staff member. Their sustained planning and coordination, together with the contributions of staff, businesses, and event providers, made the celebration possible.

The July 2–4 program included the Farmers Market and Music in the Mountains, the Red, White & Revved car show, the Great American Gala, vendors, family activities, and the Independence Day parade and concert. Richard Petty participated as the gala's special guest and parade grand marshal. Matthew and the Hope performed the July 4 concert at Marge Grover Park.

Attendance

Organizers reported substantial participation throughout the weekend, with visitors traveling from Utah, Idaho, Montana, and other locations. Local gas stations and restaurants reported high numbers of out-of-state customers who were in Alpine for the America 250 celebration, further demonstrating the event's tourism impact. A verified attendance total and numerical resident/visitor breakdown are unavailable. The application projected 1,500–2,500 participants; this range provides planning context rather than a measured post-event count.

Sponsor recognition

Town of Alpine Travel and Tourism was recognized through its logo on event banners and flyers. This recognition acknowledged the Board's support in the celebration's promotion and at the event. Event photographs follow this report; copies of the logo-bearing flyers and banner photographs should accompany the final submission as sponsor documentation.

Tourism outcomes

The celebration gave visitors a specific reason to travel to Alpine for Independence Day weekend. Richard Petty's participation, the car show, gala, parade, and live music created a program with regional appeal. The multi-day schedule offered several activities during one trip and encouraged visitors to spend more time in the community.

Town staff reported that many attendees were from out of town, utilized local hotels, and brought additional tourism spending into Alpine. These observations connect the celebration to lodging activity and local commerce. The weekend also created opportunities for restaurants, food vendors, and other businesses to serve visiting guests. Room nights and visitor spending were not quantified; these outcomes are based on staff observations and reported visitor origins.

Community impact and project objectives

The celebration successfully commemorated America's 250th anniversary, brought the community together, and attracted visitors from beyond Alpine. The parade, car show, concert, and family activities gave residents and guests several ways to participate. The gala also provided an opportunity to support charitable causes.

The volunteer committee's commitment and the collaboration of Town staff, businesses, performers, and service providers strengthened community relationships. Regional participation and reported hotel use support the conclusion that the celebration advanced the grant application's tourism objectives and showcased Alpine as a destination for special events.

Future events and improvements

America's 250th anniversary was a one-time milestone. Individual activities such as a car show, parade, concert, or gala may be considered for future celebrations, subject to Town decisions, funding, and partner participation. Future planning would benefit from early vendor coordination, clear volunteer assignments, attendance tracking by activity, and brief surveys of visitor origins and lodging use. Collecting sponsor photographs and payment documentation throughout planning would also improve future reporting.

Partner connections

The celebration developed working relationships with performers, production providers, vendors, and gala service providers. Matthew and the Hope, Gray Bear Productions, Richard Petty, and other participating providers represent connections that the Town can draw upon when planning future events. Future participation remains subject to agreement with those partners.

Expenses supporting reimbursement

The Town was awarded \$25,000 on a reimbursement basis. The schedule below identifies the selected expenses submitted to support payment of that award. The reimbursement allocation totals exactly \$25,000 and includes only the nine event expenses listed here.

Attachment	Vendor and event purpose	Requested
1	Matthew and the Hope — July 4 concert performance	\$3,000.00
2	Seasoned Catering — Gala meal service	\$13,327.79
3	Gray Bear Productions — Concert audio and production	\$1,800.00
4	Vinylart — Celebration banners	\$1,000.80
8	Little Bouncers — Water slide and bounce house	\$2,200.00
11	Laura Greenwald — Security for July 4 event vendors	\$750.00
15	High Country Linen — Event linen rental	\$587.41
21	Canvas Unlimited — Gala tables and dinnerware rental	\$1,734.00
22	Jewels and Stones LLC — Gala photo booth service	\$600.00
	Total reimbursement requested	\$25,000.00

Expense allocation

The selected cost basis is \$25,124.21. Only \$13,327.79 of the \$13,452 Seasoned Catering invoice is allocated to this reimbursement, leaving \$124.21 outside the claim. The deposit and balance are portions of the same invoice and are counted once. Canvas Unlimited is limited to its \$1,734 rental subtotal, excluding the \$148.40 damage waiver.

Vinylart is limited to celebration banner invoice 6333 at \$1,000.80. This schedule uses one supporting record per expense, with the payment method identified on each attachment.

Connection to the celebration

Entertainment and audio production delivered the concert; banners supported event promotion and identification; and the bounce house and vendor security supported public participation. Catering, tables, dinnerware, linens, and the photo booth enabled the gala, which formed part of the weekend program that attracted visitors to Alpine.

Supporting documentation

The following exhibits include event photographs and the selected expense records, labeled with their original attachment numbers. Reimbursement remains subject to the award terms and review of eligible, paid expenses. The payment methods shown on the selected attachments reflect the Town's payment information. Sponsor documentation accompanies the reimbursement records in the final submission.

Thank you to Town of Alpine Travel and Tourism for supporting a successful celebration that welcomed regional visitors, supported local lodging activity, and strengthened community pride.

2026 Fourth of July Fireworks

Travel & Tourism Grant Final Report

Event: Fourth of July Fireworks

Event Date: July 4, 2026

Grant Amount Requested: \$25,000

Grant Amount Awarded: \$15,000

Event Overview

The Town of Alpine held its annual Fourth of July fireworks display on the evening of July 4, 2026. The fireworks were part of Alpine's Fourth of July celebration and provided a community event for both residents and visitors to enjoy.

The Alpine Travel & Tourism Board awarded \$15,000 toward the fireworks display from the \$25,000 originally requested.

Attendance & Visitor Impact

Because the fireworks display is a free, open community event with no ticketing or controlled entrance, an exact attendance count is not available.

However, based on the strong attendance observed earlier in the day at the Fourth of July parade and free concert, we believe the evening fireworks display was also well attended by both residents and visitors.

The Fourth of July celebration encourages visitors to spend time in Alpine and supports increased activity at local restaurants, lodging establishments, fuel stations, retail businesses, and other area businesses.

Event Accomplishments & Challenges

The fireworks display was successfully held as planned on the evening of July 4 and provided a traditional conclusion to the Town's Independence Day activities.

The primary challenge was the extremely dry conditions in the area, which increased the risk of fire associated with the fireworks display. Several small spot fires occurred during the event and required attention. These conditions highlighted the additional safety considerations necessary when hosting a fireworks display during periods of dry weather.

Despite these challenges, the fireworks display was successfully completed and provided an enjoyable conclusion to the Fourth of July celebration for residents and visitors.

Financial Summary

The Town requested \$25,000 in Travel & Tourism funding and was awarded \$15,000 toward the cost of the Fourth of July fireworks.

Travel & Tourism Grant Award: \$15,000

Supporting financial documentation and proof of eligible expenditures were provided in accordance with the Travel & Tourism grant reimbursement requirements.

Final Summary

The 2026 Fourth of July fireworks display was successfully completed and served as the conclusion to a full day of Independence Day activities in Alpine. Although exact attendance numbers are not available due to the open nature of the event, the strong participation observed at the parade and free concert indicates significant community and visitor participation throughout the day.

The Town of Alpine appreciates the \$15,000 in funding provided by the Alpine Travel & Tourism Board to help support this annual community celebration.



Music in the Mountains 2026 – Final Report

Event Overview

The Town of Alpine hosted the 2026 Music in the Mountains summer series from July 1 through September 3, providing entertainment for residents and visitors and opportunities to gather as a community.

Attendance and Participation

Attendance was lower than in previous years, and the karaoke nights was not well attended. A verified total attendance count is not available.

The Town received some complaints about the 6:00 p.m. start time, as commuters had difficulty returning to Alpine in time to attend the beginning of the events.

Budget and Challenges

The Events Committee took over coordination of the series, and not all expenses were known at the time of the transition. This made it difficult to anticipate the full cost of the events. Sound engineering was also a separate expense from the sound equipment, contributing to the series exceeding its approved budget.

For future seasons, the Town will confirm all performer, sound, and production costs before finalizing the budget and making commitments.

Community and Tourism Impact

The series provided opportunities for residents and visitors to enjoy summer entertainment and gather in Alpine. Although the events offered opportunities for attendees to visit local businesses, their impact on business spending and overnight stays was not measured.

Recommendations for Future Seasons

The Town plans to continue the Music in the Mountains series. Future planning will consider a later start time to accommodate commuters and review entertainment choices based on attendance and community feedback. The low turnout for karaoke suggests that other entertainment options should be considered.

The Town will also seek donations and sponsorships to help offset costs and establish a complete budget before making commitments for the next season.

Financial Summary

Travel & Tourism grant award: \$20,000

Total event expenses: \$ 23,500

Other contributions: \$0.00

Amount over budget: \$3,500

Form

W-9(Rev. October 2018)
Department of the Treasury
Internal Revenue Service**Request for Taxpayer
Identification Number and Certification**► Go to www.irs.gov/FormW9 for instructions and the latest information.**Give Form to the
requester. Do not
send to the IRS.**Print or type.
See Specific Instructions on page 3.**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Town of Alpine

2 Business name/disregarded entity name, if different from above

Town of Alpine

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.☐ Individual/sole proprietor or single-member LLC☐ C Corporation☐ S Corporation☐ Partnership☐ Trust/estate☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.☒ Other (see instructions) ►**Government Entity****4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

250 River Circle - PO Box 3070

Requester's name and address (optional)

6 City, state, and ZIP code

Alpine, WY 83128

7 List account number(s) here (optional)**Part I Taxpayer Identification Number (TIN)**Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.**Social security number**

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or

Employer identification number

8	3	-	0	2	9	1	6	8	8
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.**Sign
Here**Signature of
U.S. person ►

Date ►

4/23/2026

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



Town of Alpine Travel and Tourism Grant Application

Mission. Town of Alpine Travel and Tourism Board’s mission is to help create positive experiences for visitors and residents by funding Lodging tax dollars for projects and/or events in Town of Alpine.

Purpose. The purpose of Town of Alpine Travel and Tourism Board is to provide for the promotion of travel and tourism within Town of Alpine and to administer the distribution of lodging tax revenue, ideally for the benefit to local businesses and residents of Town of Alpine.

Applicant Organization Name:

Town of Alpine.

Event or Project Name:

Civic Center Audio, Visual, and Streaming Setup.

Event or Project Location and Date:

Upgrades to the current audio, visual set up at the Alpine Civic Center.

Applicant Address:

PO Box 3070, Alpine. WY 83128

Applicant Phone and email:

307-654-7757 admin@alpinewy.gov

Organization Contact Name:

Melody Leseberg

Organization Contact Phone and Email:

307-654-7757 mleseberg@alpinewy.gov

Secondary Organization Contact name:

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

Alpine Town Council

Mayor Green

Councilmember Larsen

Councilmember Scaffide

Councilmember Burchard

Councilmember Wierda

Organization Structure: Non-Profit, Individual, Municipality?

Municipality.

Organization EIN:

83-0291688

Organization W-9 if applicable:

Attached

Organization board minutes approving grant Applications:

Amount of funds requested?

Up to \$6,000

Proposed Cost of Project?

Up to \$6,000 estimated. We have equipment installed onsite some upgrades may be necessary proposed funds to accommodate those needs.

List of other donors?

Town of Alpine if costs exceed \$6,000

Describe Project/Event; Purpose, Objective:

The Town proposes an audio and visual setup at the Civic Center that can support larger in-person gatherings and provide a reliable live-streaming option when an event requires it. The goal is to make the space more useful for visitor-facing events, performances, presentations, and other gatherings that bring people to Alpine. The Town seeks funding only for costs the Board determines are eligible under the grant guidelines; the request does not include capital construction or building improvements.

Where will the project/event take place?

At the Town of Alpine Civic Center in Alpine, Wyoming.

Give a timeline with project/event deadlines?

We would like to complete any upgrades before October 28, 2026

What is the expected impact of the project/event? How many tourists will it attract? How will it benefit overnight stays and local business impact? Will there be a benefit to our local population?

The upgraded setup would help the Civic Center host larger events that residents and visitors can attend in person. Those events may support lodging, restaurants, and retail when they draw out-of-town attendees. Streaming would extend access and promote future in-person participation, but online viewers alone would not be counted as overnight visitors. No reliable tourist attendance estimate is available yet; for supported events, the Town will track in-person attendance, visitor origin when practical, and business or organizer feedback.

How long will your Project/event benefit intended target market?

The equipment and streaming capability are intended for repeated use at Civic Center gatherings after setup, subject to upkeep and the availability of event operators.

How will ToATT grant money be used?

For Board-approved and documented audio, video, and streaming upgrade costs up to \$6,000.

Have you applied for other sources? If so, where?

No other funding application for this setup has been identified.

Will there be other funds available? If so, how much?

No additional amount is committed at this time. The Town may pursue other contributions or cover costs the Board determines are ineligible from an appropriately authorized non-grant source.

Will there be a need for future funding? If so, explain?

Routine operation, upkeep, replacement, and any future upgrades would be evaluated separately. This request is upgrades to current set up.

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan
- IRS EIN
- Bids, Contracts, Estimates, etc
- W-9

To be supplied: itemized \$6,000 budget, equipment and service specifications, vendor estimates, and a plan to promote eligible Civic Center events through Town channels and regional event listings. Event advertising will include “Support provided by Town of Alpine Travel and Tourism” wherever appropriate.

Post Project/Event Feedback Checklist:

- Recap of Project/Event
- Number of Attendees
- Documentation (ads or pics) showing ToATT was listed and promoted as a sponsor
- Explain how your project/event created tourism.
- Explain how your project/event made a positive impact on the Alpine community.
- Was/is the objective of your project/event been met?
- Will you have the project/event again?
- What changes would you make, if any?
- Did you make new connections to future partners for your project/event?
- Show your Budget

The Town will report on the setup, actual expenses, events supported, in-person attendance and visitor impact as information becomes available.

Failure to file a final report and attend the Feedback meeting can result in ineligibility for future awards.

These grant dollars are generated with the lodging tax charge on overnight stays in the Town of Alpine. The board prioritizes dollars toward events that generate overnight stays and commerce amidst area businesses.

Signature Authorization to seek funds:

Melody Leseberg

_____ Date: 10/2/2026



Town of Alpine Travel and Tourism Grant Application

Mission. Town of Alpine Travel and Tourism Board’s mission is to help create positive experiences for visitors and residents by funding Lodging tax dollars for projects and/or events in Town of Alpine.

Purpose. The purpose of Town of Alpine Travel and Tourism Board is to provide for the promotion of travel and tourism within Town of Alpine and to administer the distribution of lodging tax revenue, ideally for the benefit to local businesses and residents of Town of Alpine.

Applicant Organization Name:

Town of Alpine

Event or Project Name:

Music in the Mountains 2027 Summer Concert Series

Event or Project Location and Date:

Alpine, Wyoming; June 3 through September 2, 2027. 121 US Hwy 89, Alpine, WY

Applicant Address:

250 River Circle, Alpine, WY

Applicant Phone and email:

307-654-7757 mleseberg@alpinewy.gov

Organization Contact Name:

Melody Leseberg, Public Works Administrator

Organization Contact Phone and Email:

Town of Alpine admin@alpinewy.gov

Secondary Organization Contact name:

Sarah Greenwald

Secondary Organization Contact Phone and Email:

Sarah Greenwald

List of organizations Board Members and positions:

Mayor Green

Councilmember Larsen

Councilmember Burchard

Councilmember Scaffide

Councilmember Wierda

Organization Structure: Non-Profit, Individual, Municipality?

Municipality

Organization EIN:

83-0291688

Organization W-9 if applicable:

To be attached, if applicable.

Organization board minutes approving grant Applications:

Council authorization is pending. Approved minutes will be attached when available. Council’s action authorizes the request only; funding is subject to approval by the Travel & Tourism Board.

Amount of funds requested?

\$32,000, with out-of-cycle approval requested for \$8,000 in FY2027 for June band bookings and required deposits. The remaining \$24,000 is requested for FY2028. The \$8,000 is part of the total request.

Proposed Cost of Project?

\$32,000 for eight shows, averaging \$4,000 per show. This includes Grey Bear Production’s assistance at \$40 per hour for no more than 20 hours (\$800 maximum), added to the 2027 music series invoicing.

List of other donors?

Donations and local business sponsorships will be sought to reduce the funding needed from Travel & Tourism. No donors or amounts are committed. The current economy may make donations difficult to secure.

Describe Project/Event; Purpose, Objective:

Provide a summer concert series for residents and visitors, encourage travel to Alpine, and support local dining, shopping and overnight stays. Grey Bear Production has offered to negotiate band rates and coordinate bands already traveling through the area to obtain discounted rates.

Where will the project/event take place?

Marge Grover Park

Give a timeline with project/event deadlines?

Seek Council authorization and early Board funding approval before committing grant-funded expenses or paying deposits. Book bands and promote the series after approval. Show dates: June 3 and 17; July 1, 15 and 29; August 12 and 26; and September 2, 2027. The first seven shows are biweekly, with a closing show on September 2. Submit the final report and attend the October feedback meeting, unless another date is approved.

What is the expected impact of the project/event? How many tourists will it attract? How will it benefit overnight stays and local business impact? Will there be a benefit to our local population?

The series is intended to attract visitors and encourage repeat trips, overnight stays, and spending at Alpine restaurants, shops and lodging businesses. Residents will benefit from regular community entertainment. A reliable tourist attendance estimate is not yet available; attendance and available visitor information will be reported after the season.

How long will your Project/event benefit intended target market?

The series will provide entertainment from June through September 2027, with potential longer-term benefits from repeat visits and increased awareness of Alpine.

How will ToATT grant money be used?

Funds will support band bookings and deposits, sound and sound engineering, and Grey Bear Production's booking assistance within the \$32,000 budget. June's two shows fall in FY2027 (\$8,000); the six July–September shows fall in FY2028 (\$24,000). Early approval is needed to secure bands and make required deposits. Detailed estimates will support commitments.

Have you applied for other sources? If so, where?

No other funding applications have been identified. Donations and local business sponsorships will be pursued.

Will there be other funds available? If so, how much?

No additional funds are currently committed, so the amount is unknown. Contributions received will be accounted for and reduce the amount of grant funding needed. Current economic conditions may limit donations.

Will there be a need for future funding? If so, explain?

Future annual support may be requested based on the series' results, actual costs, and success in securing donations and sponsorships.

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan
- IRS EIN
- Bids, Contracts, Estimates, etc
- W-9

Provide a detailed budget and marketing plan, band and production estimates, applicable EIN and W-9 documentation, and Council authorization when available. Promotion will use Town channels, social media, regional calendars and local partners, with recognition of ToATT support.

Post Project/Event Feedback Checklist:

- Recap of Project/Event
- Number of Attendees
- Documentation (adds or pics) showing ToATT was listed and promoted as a sponsor
- Explain how your project/event created tourism.
- Explain how your project/event made a positive impact on the Alpine community.
- Was/is the objective of your project/event been met?
- Will you have the project/event again?
- What changes would you make, if any?
- Did you make new connections to future partners for your project/event?
- Show your Budget

Following the season, the Town will provide the required recap, attendance information, promotional examples, tourism and community impacts, outcomes, recommendations and partner connections. The final financial report will show actual revenue, expenses, donations and sponsorships, supported by invoices, receipts and required proof of payment. Available visitor and overnight-stay information will be included.

Failure to file a final report and attend the Feedback meeting can result in ineligibility for future awards. These grant dollars are generated with the lodging tax charge on overnight stays in the Town of Alpine. The board prioritizes dollars toward events that generate overnight stays and commerce amidst area businesses.

Signature Authorization to seek funds:

Name / Title: _____

Date: _____