



ALPINE TRAVEL & TOURISM BOARD MEETING

November 19, 2025 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

2. ROLL CALL – Melody Leseberg

a. Jeremy Larsen - Dave Walters - Shannon Bowers

3. ANNOUNCEMENTS – Jeremy Larsen

[a.](#) Financial Disclosure

4. ACTION ITEMS

[a.](#) 2nd Reading - Grant Submission by the Semi Quincentennial Committee on behalf if the Town of Alpine.

This grant submission will be for funds for entertainment on the 4th of July 2026.

[b.](#) Content Marketing Grant Application - 2nd Reading - Paul Lavold - Sam Cook

Initial amount requested \$4,500 per month. Guidance given to revise application to be from January 1st - June 30th 2025 not to exceed \$25,000.00

c. SVI Proposal

Here is the proposal requested for additional exposure for Alpine for the Winter Jubilee and the 250th celebration.

Because we have to work through a third party for geofencing, I can't do the 50% discount for geofencing. I can do it for social media however, since we are operating that in-house. To be honest, we are seeing better results with social media anyway.

So here is a \$2500 proposal valued at \$5,000.

SVI will create five posts for each event (in addition to the posts we would be creating as part of the current package) and boost the posts to eastern Idaho and northern Utah. Some of the posts will be graphics, some of the posts would include video such as a reel. All of the posts will include a redirect to the appropriate website for more details on the event.

I'm basically offering this package as a break-even for SVI, after the costs of content creation from my staff and also the costs of boosting and paying for ads for Meta. Happy to do it as a bonus for the tourism board and to help get more people to these two events.

Let me know if you have any questions before the meeting. I will be available to take a phone call if needed.

--

Duke Dance

General Manager

SVI Media

KRSV, KDWY, KMER, KVSJ

307-887-5726

- d. Budget set for an education campaign regarding the Election in 2026 for the lodging tax in Alpine.

[e.](#) Approval of Meeting Minutes November 6, 2025

- f. Next Meeting Date

5. DISCUSSION ITEMS:

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 Awardees	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			\$ 58,043.82
SVI, Geofencing/SVI Sports Commercial/SVIAlpine.com/Digital Ads	\$ 25,000.00	\$ 20,000.00			\$ 58,043.82
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
7/1/2025 Beginning Balance	\$ 319,696.41				
FY 2026 Awardees	Award Amount	End of Year Actual Distribution			
Alpine Mtn Days	\$ 11,200.00				
Jubilee	\$ 8,000.00				
Music	\$ 20,000.00	\$ 15,575.00			
SVI	\$ 27,900.00	\$ 24,840.00			
Fire District	\$ 17,466.00	\$ 17,466.00			
Trail Groomer	\$ 41,900.00				
Reagea In the Rockies	\$ 25,000.00				
Touch Screen	\$ 15,000.00				
4th of July	\$ 8,000.00	\$ 8,000.00			
Trout Unlimited	\$ 5,352.00				
Shakespear	\$ 2,400.00				
Art Festival	\$ 4,000.00	\$ 4,000.00			
Art Auction	\$ 4,000.00	\$ 3,761.00			
FBT	\$ 6,888.00	\$ 4,956.00			
ATAP	\$ 8,000.00				
FY 2025 Remaining Grant - Welcome signs	\$ 18,330.50	\$ 18,330.50			
			Balance		
Total FY 2025/26 Awards	\$ 223,436.50	\$ 96,928.50	\$ 126,508.00		
			Income	Expense	Current Balance
7/1/2025 Beginning Balance		\$ 319,696.41	\$ 108,267.22	\$ 96,928.50	\$ 331,035.13
					\$ 126,508.00
Uncommitted Balance					\$ 204,527.13

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: Town of Alpine Semiquincentennial Celebration

Event or Project Location and Date: July 4th, 2026

Applicant Address: 250 River Circle / PO Box 3070, Alpine, WY 83128

Applicant Phone and email: 307-654-7757 / mayor@alpinewy.gov / office@alpinewy.gov / clerk@alpinewy.gov

Organization Contact Name: Mayor Green, Monica Chenault

Organization Contact Phone and Email: 307-654-7757 / office@alpinewy.gov / mayor@alpinewy.gov

Secondary Organization Contact name:

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

Organization Structure: Non-Profit, Individual, Municipality? Municipality

Organization EIN: 83-0291688

Organization W-9 if applicable: Attached

Organization board minutes approving grant Applications: Resolution Attached

Amount of funds requested? \$25,000

Proposed Cost of Project? \$25,000

List of other donors? N/A

Describe Project/Event; Purpose, Objective:

The Town of Alpine is planning a Semiquincentennial Celebration to commemorate the 250th Anniversary of the United States on July 4, 2026. This milestone event will honor America's history, unity, and enduring spirit while showcasing Alpine's hospitality, community pride, and small-town charm.

To mark this historic occasion, the Town will host a large outdoor concert featuring a nationally recognized country artist on the evening of July 4th. This concert will be the main attraction of the weekend's festivities, drawing both residents and visitors from across the region to celebrate together in Alpine.

Mayor Eric Green established a "250th Committee", comprised of community members and local leaders, which has been meeting biweekly to plan this event. After careful research and discussion, the committee selected a country artist whose performance aligns with the celebration's patriotic vision. The artist requires a 100% deposit of \$25,000 to confirm the booking, which this grant request will help fund.

Objectives:

- Commemorate the 250th Anniversary of the United States with a meaningful community celebration.
- Promote tourism by attracting visitors to Alpine for Independence Day weekend.
- Support local businesses by increasing visitor spending in lodging, dining, and retail.
- Foster community unity and pride through shared cultural experiences.
- Enhance Alpine's visibility as a destination for recreation, events, and family-friendly gatherings.
- Enhance Alpine's visibility as a destination for music

Where will the project/event take place? Alpine, WY

Give a timeline with project/event deadlines?

November–December 2025:

- Submit grant application to the Alpine Travel & Tourism Board for initial phase funding.
- Receive notification of award and issue bond deposit payment upon grant approval.
- Finalize contract and confirm performance details for the July 4th, 2026, concert.

January–March 2026:

- Begin event coordination meetings with Town staff and local partners.
- Identify additional activities and vendors for the celebration.
- Prepare and submit separate grant applications for Phase 2 funding to support additional costs for the event.

April–June 2026:

- Launch marketing and advertising for the Semiquincentennial Celebration.
- Finalize logistics (stage setup, safety plans, vendors, volunteers).

July 4, 2026:

- Semiquincentennial Celebration Concert

July–August 2026:

- Post-event evaluation, financial reconciliation, and final grant reporting to the Alpine Travel & Tourism Board.

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 Semiquincentennial Celebration will have a significant economic and social impact on the Town of Alpine and the surrounding region.

Tourism and Attendance:

Based on past Independence Day attendance and comparable regional events, the Town anticipates 1,500–2,500 attendees, including visitors from neighboring communities such as all of Star Valley, Jackson, and Idaho Falls. The presence of a nationally recognized artist will increase Alpine's visibility and establish it as a regional destination for the 2026 Independence Day weekend.

Overnight Stays and Economic Benefits:

The event will boost overnight stays in local hotels, Airbnbs, and campgrounds. Visitors will dine at local restaurants, shop at nearby stores, and explore recreational opportunities in Alpine and the surrounding areas. This aligns directly with the Travel and Tourism Committee's goal of stimulating local economies through destination events.

Community Benefits:

For Alpine residents, the celebration will foster a sense of community pride, unity, and patriotism. It will also provide opportunities for local vendors, artists, and service organizations to participate and benefit economically. Long-term, the event will strengthen Alpine's reputation as a welcoming, event-friendly destination, encouraging continued tourism growth.

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

While the main concert will occur on July 4, 2026, the benefits will extend well beyond the single event.

The celebration will:

- Increase awareness of Alpine as a travel destination for large-scale community events.
- Encourage repeat visits from regional attendees who discover Alpine during the celebration.
- Strengthen partnerships between the Town, local businesses, and tourism organizations.
- Create long-term economic value through elevated visibility and sustained visitor interest.
- Inspire civic pride among residents, leaving a legacy of community spirit tied to America's 250th anniversary.

The celebration will therefore provide long-lasting promotional and economic benefits that extend into future years and events.

How will ToATT grant money be used?

The Travel and Tourism grant funds will be used to cover the artist deposit required to secure the headline performance for the Town of Alpine's Semiquincentennial Celebration Concert on July 4, 2026.

After extensive research and discussion, the 250th Committee selected a nationally recognized country artist whose music aligns with the event's patriotic and family-oriented theme. The artist's booking agency requires a 100% deposit of \$25,000 to finalize the contract and hold the performance date.

Securing the artist early is critical for the success of the overall event, as it allows the Town to:

- Confirm the concert and begin regional marketing and promotion well in advance.
- Include the artist in tourism materials, posters, and press releases leading up to the event.

- Attract visitors and overnight guests from across Wyoming and neighboring states. This use of ToATT funds directly supports tourism development, economic impact, and community engagement by enabling the Town to move forward with its headline attraction — the cornerstone of the 2026 Semiquincentennial Celebration weekend.

Have you applied for other sources? If so, where? No

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

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

Yes, additional funding requests are anticipated as planning for the full Semiquincentennial Celebration Weekend (July 3–4, 2026) progresses.

The attached flyer outlines the preliminary schedule, which includes:

- Friday, July 3: Classic Car Show, Vendors, Food, and a Gala & Auction featuring NASCAR legend Richard Petty as Grand Marshal
- Saturday, July 4: Parade, Concert, and Fireworks

Future funding requests will help support components such as:

- Sound technician and audio setup
- Stage rental and setup
- Lighting and visual production
- Fireworks display
- Kids’ activities and family entertainment
- Vendor coordination and community booths
- Marketing and event promotion

This current request focuses specifically on securing the concert artist deposit, which is essential to confirm the performer and begin regional marketing efforts well in advance. Confirming the artist early ensures a strong turnout and maximizes the economic and tourism impact for the Town of Alpine.

Attachment:

Draft Flyer – Town of Alpine “America’s 250th” Celebration (July 3–4, 2026)

Supporting Documentation:

- Budget Worksheet or Financial Plan – email attached
- Marketing Plan – Website, Newsletter, Social Media, SVI Alpine
- IRS EIN - 83-0291688
- Bids, Contracts, Estimates, etc. - \$25,000 amount confirmed for Jake Worthington
- W-9 - attached

Post Project/Event Feedback Checklist:

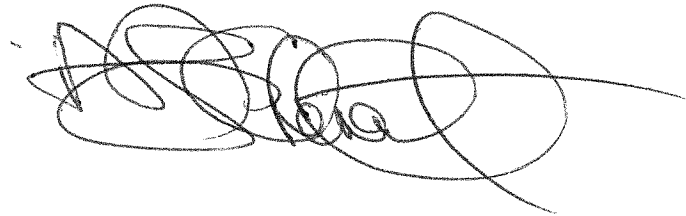
- Recap of Project/Event

- 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

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:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

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.

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

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) ►

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.

PO Box 3070

6 City, state, and ZIP code

Alpine, WY 83128

7 List account number(s) here (optional)

Requester's name and address (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

____ - ____ - ____

or

Employer identification number

8 3 - 0 2 9 1 6 8 8

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 ►

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.

Where rivers meet, freedom flows.

The Town of Alpine is planning a celebration July 2-4, 2026 for

America's 250th

The 3-day event will include music, a classic car show, food trucks, merchandise, a scavenger hunt, parade, fireworks and more.

But, we could use Alpine Airpark's help!

We would like to host a **gala** (dinner, entertainment and auction) **July 3rd from 6:00 - 9:00 p.m.** as a fundraiser to support a national and local charity. Long-time Alpine enthusiast and **NASCAR legend Richard Petty** and his family will be attending the festivities and he will be serving as grand marshal of the Town of Alpine's Fourth of July Parade.

Funds raised from the gala will support his 501(c)(3), Victory Junction (the goal is to raise \$10,000 to send 5 kids to camp) as well as Shriners Children's, The Senior Center and new charter school in Alpine.

We are looking for volunteers to offer their **hangar as a location for the gala** event (200-400 attendees). While still in the early planning stages, here are some considerations:

- Parking, security, insurance, portable restrooms, tables, chairs, decor, food and beverage, clean-up, etc. will be handled by the 250th planning committee and associated vendors.
- Hangar owner would only be responsible for granting access to the space all day on July 3rd and potentially the morning of July 4th for clean-up.
- We will likely have Wyomingite Kip Attaway as entertainment and auctioneer as well as a patriotic, inspirational speaker (potentially a former camper from Victory Junction - VictoryJunction.org). Richard Petty will make an appearance at the gala as well for VIP photos.
- If you are interested in flying Richard Petty and his family from Charlotte, NC to Alpine, WY on your aircraft we are open to discussing that as well.
- The town will also promote any other air park events that weekend as part of the official schedule of events should you request it.



Three rivers unite, engines ignite
and we celebrate the enduring
spirit of America.

Where rivers meet, freedom flows.

The Town of Alpine is planning a celebration July 2-4, 2026 for

America's 250th

Thursday, July 2nd

4:00 pm Farmer's Market @ Marge Grover Park

7:00 pm Music in the Mountains @ Marge Grover Park

Friday, July 3rd

10:00 am Car Show @ Town Hall

Vendors & Food @ Various Locations (TBD)

Patriotic Pets Contest @ Town Hall

Gala & Auction @ TBD

Saturday, July 4th

Scavenger Hunt @ Various Locations (TBD)

Vendors & Food @ Various Locations (TBD)

Alpine Airpark 4th of July event (TBD before 4:00)

7:00 pm Parade @ Main Street, Richard Petty Grand Marshal

9:00 pm Concert @ Ballfield

10:00 pm Fireworks @ Ballfield

Schedule and locations are in development and are subject to change. Proceeds from events to go towards the following:



Three rivers unite, engines ignite
and we celebrate the enduring
spirit of America.

ALPINE TRAVEL & TOURISM

CREATIVE PROMOTION OF THE ADVENTURE, OUTDOORS, AND LOCAL BUSINESS OF ALPINE, WY.

CREATED BY: SAM COOK & PAUL LAVOLD NOVEMBER 2025



THE CREATORS

SAM COOK AND PAUL LAVOLD HAVE LIVED IN ALPINE FOR OVER 15 YEARS. TOGETHER, THEY HAVE 15 YEARS OF EXPERIENCE IN PROFESSIONAL PHOTO AND VIDEO PRODUCTION.

WITH A VARIETY OF CLIENTELE RANGING FROM LIVE EVENT PRODUCTION WITH REDBULL MEDIA HOUSE AND THE NATURAL SELECTION TOUR, TO COMMERCIAL PHOTO AND VIDEO CAMPAIGNS FOR TROUT UNLIMITED, JACKSON HOLE HISTORICAL MUSEUM, SKI-DOO, POLARIS, AND A VARIETY OF LOCAL BUSINESSES THROUGHOUT THE REGION.

THIS PROJECT PROPOSAL FOCUSES ON CONTENT CREATION FOR THE ALPINE TRAVEL AND TOURISM BOARD WITH THE INTENT OF BUILDING A MORE COHESIVE BRAND IMAGE ACROSS SOCIAL MEDIA PLATFORMS BY SPECIFICALLY FOCUSING ON CREATIVE CONTENT AROUND LOCAL BUSINESSES, THE OUTDOORS, AND SURROUNDING ATTRACTIONS.





THE PLAN

CREATIVE MARKETING CONTENT FOR ALPINE TRAVEL AND TOURISM CHANNELS

- VISUALS OF OUTDOOR ACTIVITIES, NATURAL SURROUNDINGS, LOCAL BUSINESSES & EVENTS

CONTENT CREATION WITH A PURPOSE

- THROUGH CREATIVE IMAGERY AND CONSISTENT BRANDING ACROSS DIGITAL CHANNELS, WE CAN SPARK AN INTEREST AND ATTRACT VISITORS FOR THE BENEFIT OF LOCAL BUSINESSES AND RESIDENTS OF ALPINE.



COLLABORATION

MONTHLY CONTENT PLAN REVIEW & APPROVAL

- FLEXIBLE CONTENT PLAN SHARED MONTHLY WITH BOARD MEMBERS
- TAG LINE CAMPAIGN MESSAGING

OUR ASKS:

- CREATION & ACCESS FOR VISIT ALPINE, WYOMING CHANNELS (YOUTUBE, FACEBOOK, INSTAGRAM)
- LOGO FILES, COLOR PALETTE & FONT INFO.
- 3RD PARTY CONTENT USE/LICENSING







TARGETED APPROACH

AUTHENTIC STORYTELLING, EMOTIONAL CONNECTIONS, LASTING IMPRESSIONS,
TAILORED MESSAGING, CAPTIVATING VISUALS, FOCUSED DEMOGRAPHICS

DELIVERABLES

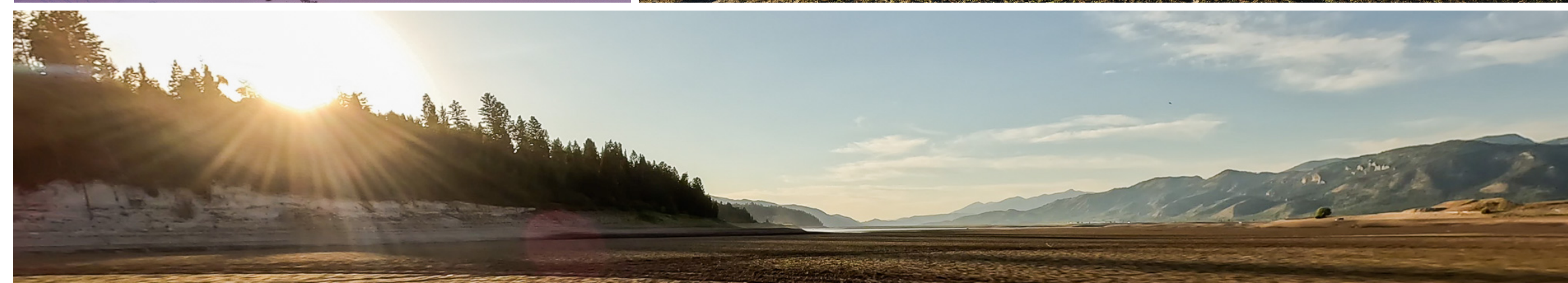
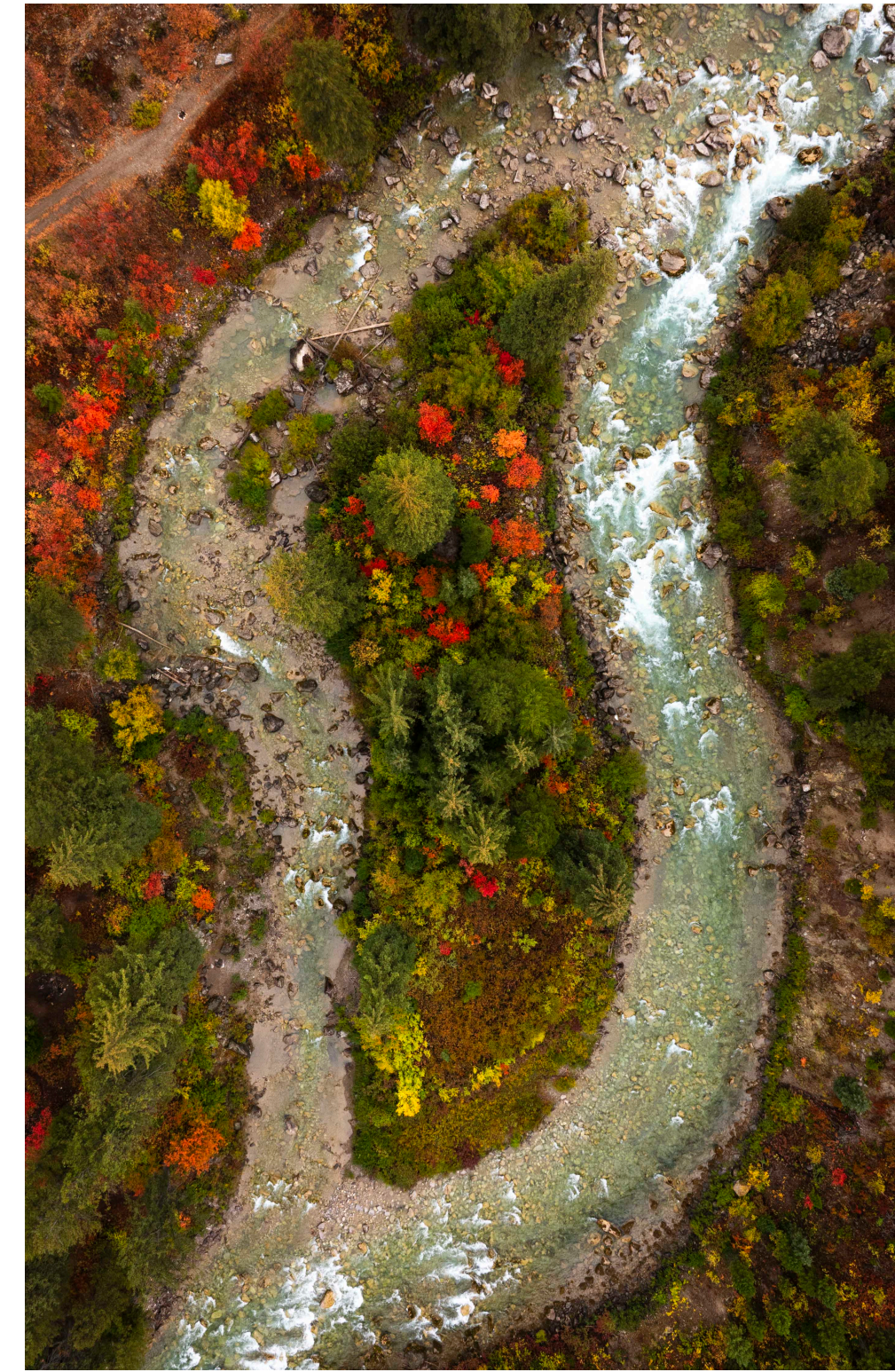
MONTHLY SOCIAL MEDIA POSTS:

INSTAGRAM | FACEBOOK | YOUTUBE

- 1 BUSINESS SPOTLIGHT
- TOURISM DOLLAR GENERATED FOCUS - SHORT VIDEO (YOUTUBE FOCUSED, WITH CROSS-POSTING POTENTIAL, ESPECIALLY FOR BUSINESSES WITH ALREADY STRONG SOCIAL PRESENCE)
- 4 ORIGINAL CONTENT POSTS (CAROUSEL/REELS/PHOTO - IG & FB FOCUS, POSSIBLY YT)

FOCUSED EVENTS:

- **WINTER JUBILEE** (JAN 31ST & FEB 1ST)
- LEAD-UP PROMOTIONAL POSTS/STORIES, PHOTO CAROUSEL FROM EVENT & 1 MINUTE VIDEO RECAP - ALL CHANNELS)
- **MOUNTAIN DAYS** (JUNE 20TH-22ND)
- LEAD-UP PROMOTIONAL POSTS/STORIES, PHOTO CAROUSEL FROM EVENT & 1 MINUTE VIDEO RECAP - ALL CHANNELS)
- PROFESSIONALLY CAPTURED, EDITED AND DELIVERED CONTENT.
- MONTHLY PERFORMANCE ANALYTICS
- **\$25,000** UNTIL END OF FISCAL YEAR 25/26



THANK YOU!

CONTACT:

SAM COOK - CONTOURAERIALS@GMAIL.COM
PAUL LAVOLD - PAUL@PAULLAVOLD.COM



Town of Alpine Travel and Tourism Board May 15, 2025, Board Meeting Minutes

Call to order: Jeremy Larsen made a motion to call the Travel & Tourism Board Meeting to Order. The motion was seconded by Dave Walters. The motion carried.

Roll Call: Melody Leseberg completed the Roll Call, Jeremy Larsen – Dave Walters -Shannon Bowers All members of the board were all present.

Action Items:

- Motion to approve previous meeting minutes. Approval of previous meeting minutes April 25, 2025

Dave Walters made a motion to approve April 24, 2025, meeting minutes. Second, by Shannon Bowers. Motion carried.

- Travel & Tourism Board Financials – Report by Jeremy Larsen and Melody Leseberg
- Final Grant Reports given by Winter Jubilee Star Valley Trout Unlimited, Music in the Mountains
- 3rd Reading of Friends of the Bridger Teton – Jennifer Ricupero-for Travel & Tourism Grant.

Amount \$ 9,008.14

Dave Walters made a motion to approve on 3rd Reading. Second by Shannon Bowers. Jennifer Ricupero requested to amend her grant to change the dates of financial needs to 11,074.54. Dave Made a motion to amend grant application to meet needs. Second by Shannon Bowers. All in Favor.

Motion carried.

Original Motion carried to approve on 3rd reading. All in Favor.

Approved for funding

- 3rd Reading by Town of Alpine (Interactive Touch Screen Kiosk) – Mayor Eric Green - for Travel & Tourism Grant

Amount \$ 40,000 over 5 years

Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.

Dave Walters made a motion to amend the motion to a maximum of \$15,000 for a 1 year lease contingent upon placement at Broulims, and approval from WYDOT for signage directing travelers to the Kiosk. Shannon Bowers



*Seconded. All in favor. Motion to accept 3rd reading made by Dave Walters
Seconded by Shannon Bowers. All in favor.
Approved for funding*

- 3rd Reading by **Town of Alpine** on Travel & Tourism Funding for Trail Groomer – Mayor Eric Green.
Amount \$ 36,000 for 5 years
Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.
Dave Walters made a motion to amend the motion to a max of \$41,900 for a 1-year lease for 37,900 to include drop off and pick up and \$4,000 directed for signs and misc.,. Shannon Bowers Seconded All in Favor. Motion to accept 3rd reading made by Dave Walters Seconded by Shannon Bowers. All in favor.
Approved for funding
- Report given by **Gray Bear Productions** on Travel & Tourism Funding for Reggae in the Rockies – Dave Walters.
Amount \$ 10,000
Dave Walters recused himself.
Shannon Bowers made a motion to approve on 3rd Reading. Second by Jeremy Larsen. Dave Walters requested to amend her grant to change amounts of financial needs to 25,000 for 2 days. Shannon Made a motion to amend grant application to meet needs. Second by Jeremy Larsen.
Motion carried.
Original Motion carried to approve on 3rd reading.
Approved for funding
- 3rd Reading by **SVI Media** on Travel & Tourism Funding for 2025-2026 Marketing Proposal – Duke Dance.
Amount \$ 27,600
Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.
Motion carried to approve on 3rd reading.
Approved for funding
- 3rd Reading by **Alpine Trails and Pathways** on Travel & Tourism Funding for Winter Grooming – Steve Dwyer.
Amount \$ 8,000
Jeremy recused himself.

