



ALPINE TRAVEL & TOURISM BOARD MEETING

November 06, 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
- b. Information about how the lodging tax works and benefits these projects.

4. ACTION ITEMS

- [a.](#) 1st 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. Report given by Music in the Mountains founder Shay Scaffide

Travel & Tourism Grant Amount approved funding amount \$20,000 amount funded \$15,750.

- [c.](#) Report given by Lexi Weber

Travel & Tourism grant award \$4000 - amount paid \$3,761

d. Report given by Lexi Weber

Travel & Tourism grant award \$4,000 - amount paid \$4,000.

e. Report to be given by SVI Staff

Travel & Tourism Grant approved funding amount \$27,600 - amount paid \$24,840.

f. Report given by Reggae in the Rockies founder Dave Walters

Travel & Tourism Grant approved funding amount \$25,000 - amount paid \$25,000

g. Report given by Jennifer Ricupero

Travel & Tourism grant award \$11,074.54 amount paid to date \$ 4,956.00.

h. Report given by staff member.

Travel & Tourism grant award \$ 8,000 - amount paid \$8,000.

i. Report given by Mike Vogt

Travel & Tourism grant award \$17,466 - Amount paid \$17,466

j. Report to be given by staff

Travel & Tourism Grant Award \$48,000 - Amount paid \$48,000

k. Updated Logo for advertising on banners.

l. Budget set for advertising & Supplies

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

n. Approval of Meeting Minutes May 2025

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 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 band 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:

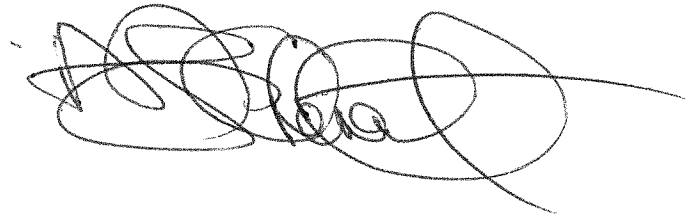
- Recap of Project/Event

- 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.

Final report for Alpine Tourism Board - Alpine Art Festival 2025

Brief description of what the grant was for:

The second annual art festival, held in Alpine, on August 15-16, 2025. 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, very specifically the advertising funds, was vital to the success of this event. Because this was only the second year for the Alpine Art Festival, we did all we could to reach potential vendors in the region through flyers, posters, social media, radio, and newspaper advertising. We also purchased reusable large banners that can be placed at the Civic Center each year.

We hired two live bands to play during the afternoons, and we received very positive feedback about this, both from the vendors and the festival attendees. The music helps it to feel like an inclusive “festival” rather than just a few vendors set up together.

We used a portion of these funds to purchase display racks, shelves, a table, and canvases to give more purpose to the Art Council’s booth as we created our first ever Shared Gallery Project. Other than the canvases, all of these supplies are reusable. The Shared Gallery consisted of pieces from Star Valley artists, with the sales benefiting both the Arts Council and the participating artists. Festival participants and customers loved getting to see local artists’ pieces displayed. Being able to support and display local art, the sales of which greatly benefited the artists, helped the Star Valley Arts Council follow its mission of promoting and supporting the arts in our community. The professional looking displays helped to enhance our booth and bring more attention to our non-profit organization and shine a light on our amazing local talent.

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

We had 23 applicants, and ended up with 21 vendors that actually attended. We feel that these 21 booths filled the space at the Bank of Jackson Hole very well, but if they allowed us to use the space again, we could probably double that amount of vendors using the side lawns. Last year we had 18 vendors, so we are glad to have had more this year and look forward to future years with even more vendors.

Vendors were surveyed during the festival. They expressed their enjoyment in being a part of the festival and they all reported that they were happy with their sales.

We feel that the Festival was very well attended. Being held the same weekend as the Car Show is very helpful. Many attendees walked over to our festival after viewing the Car Show. Scoopz Ice Cream truck was also kind enough to come and spend time at our festival each day, which drew in more attendees.

This event was an opportunity for both visual and performing artists to come together and show their craft to the community.

What might you do differently in future years?

We are going to consider more food vendors in our area of the festival.

We are creating pass-along cards to send to winter art fairs with some of our contacts.

We will have bigger/more signage in the Town of Alpine for the week leading up to the Festival.

We are also considering ending the fair an hour earlier each night because the wind has been an issue starting at 5:00 each day for the past two years.

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: \$3,761.00

Total In-Kind: \$1,200.00

Order Summary

Order placed July 1, 2025 Order # 111-2207909-9976202

Ship to	Payment method	Order Summary
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Mastercard ending in 9487 View related transactions	Item(s) Subtotal: \$161.46 Shipping & Handling: \$0.00 Total before tax: \$161.46 Estimated tax to be collected: \$8.08 Grand Total: \$169.54 Refund Total: \$148.78

Return complete

Your return is complete. Your refund has been issued.

[When will I get my refund?](#)



Handy Little Masters Washable Tempera Paint, 64 Fl Oz (Pack of 1), Black
Sold by: Amazon.com
Supplied by: Other
\$11.40

Return complete

Your return is complete. Your refund has been issued.

[When will I get my refund?](#)



Handy Little Masters Washable Tempera Paint, 64 Fl Oz (Pack of 1), Black
Sold by: Amazon.com
Supplied by: Other
\$11.40

Delivered July 7

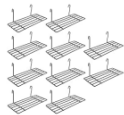
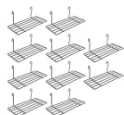


Halobios Professional Stretched Canvas Art Supplies, Acrylic, Oil, Watercolor, 20-Pack, 8x8 Inch, 5/8 Inch Profile, Cotton Canvas
Sold by: haipaiwenju
Return window closed on August 4, 2025
\$23.73

Order Summary

Order placed July 31, 2025 Order # 111-2451771-9854603

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Mastercard ending in 9487 View related transactions	Item(s) Subtotal:	\$51.28
		Shipping & Handling:	\$0.00
		Total before tax:	\$51.28
		Estimated tax to be collected:	\$2.56
		Grand Total:	\$53.84

Delivered August 5	
	Yaegoo 10 PCS Grid Wall Shelves, 9.8" L x 3.9" D Wire Straight Shelf with Hooks, Hanging Shelf for Wall Grid Panel Sold by: freebirdtrading fitness Return window closed on September 4, 2025 \$25.64
Delivered August 5	
	Yaegoo 10 PCS Grid Wall Shelves, 9.8" L x 3.9" D Wire Straight Shelf with Hooks, Hanging Shelf for Wall Grid Panel Sold by: freebirdtrading fitness Return window closed on September 4, 2025 \$25.64

Order Summary

Order placed June 24, 2025 Order # 111-8098129-0801013

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Prime Visa ending in 2528 Get 5% back, and additional rewards on select items charged to this card View related transactions	Item(s) Subtotal:	\$32.99
		Shipping & Handling:	\$0.00
		Total before tax:	\$32.99
		Estimated tax to be collected:	\$1.65
		Grand Total:	\$34.64

Delivered June 30	
	West Bay 60 Pcs Grid Hooks for Wall, Grid Wall Picture Hooks Gridwall Shelf Accessories Hangers Display Panels Slat Notch for Art Clothes Painting Photography Canvas Black Metal Commercial Sold by: WEST BAY Return window closed on July 27, 2025 \$32.99

Order Summary

Order placed June 24, 2025 Order # 111-7309521-1441061

Ship to

Lxi Weber723
300 North Forty Drive
THAYNE, WY 83127
United States

Payment method

Prime Visa ending in 2528
Earns 5% back

[View related transactions](#)

Order Summary

Item(s) Subtotal:	\$749.75
Shipping & Handling:	\$0.00
Total before tax:	\$749.75
Estimated tax to be collected:	\$37.50
Grand Total:	\$787.25

Delivered July 5



Only Hangers 2' x 6' Grid Wall Panel Floorstanding Display Fixture with Deluxe T-Style Base, Black or White. Three-Pack Combo. (BLACK WITH EZ SLIDE ON LEGS (NO HARDWARE REQUIRED))

Sold by: Garment Rack Store

5 Supplied by: Other

Return window closed on July 31, 2025

\$149.95

SVI Media

PO Box 129
Afton, WY 83110
+13078855727
office@svinews.com

Invoice 26452



BILL TO

Star Valley Arts Council *
PO Box 1082
Afton, WY 83110

DATE
07/31/2025

PLEASE PAY
\$221.50

DUE DATE
08/30/2025

DATE	ACCOUNT SUMMARY	AMOUNT
06/30/2025	Balance Forward	121.50
	Other payments and credits after 06/30/2025 through 07/30/2025	-121.50
07/31/2025	Other invoices from this date	0.00
	New charges (details below)	221.50
	Total Amount Due	221.50

DATE	ACTIVITY	QTY	RATE	AMOUNT
07/02/2025	Newspaper:Display Ads-Contract Color Art auction	18	6.75	121.50
07/31/2025	Radio:KRSV-FM Swift 98.7	1	100.00	100.00

Thank you for your business.

TOTAL OF NEW
CHARGES

221.50

TOTAL DUE

\$221.50

THANK YOU.

INVOICE

Dry Creek Enterprises, Inc
PO Box 844
Afton, WY 83110

drycreekpumping@gmail.com
+1 (307) 886-5636
drycreekenterprises.com



Bill to
Tim Hale
Star Valley Arts Council
150 S Washington St
Afton, WY 83110

Ship to
Tim Hale
Star Valley Arts Council
150 S Washington St
Afton, WY 83110

Invoice details

Invoice no.: M12262
Invoice date: 08/21/2025
Due date: 09/20/2025

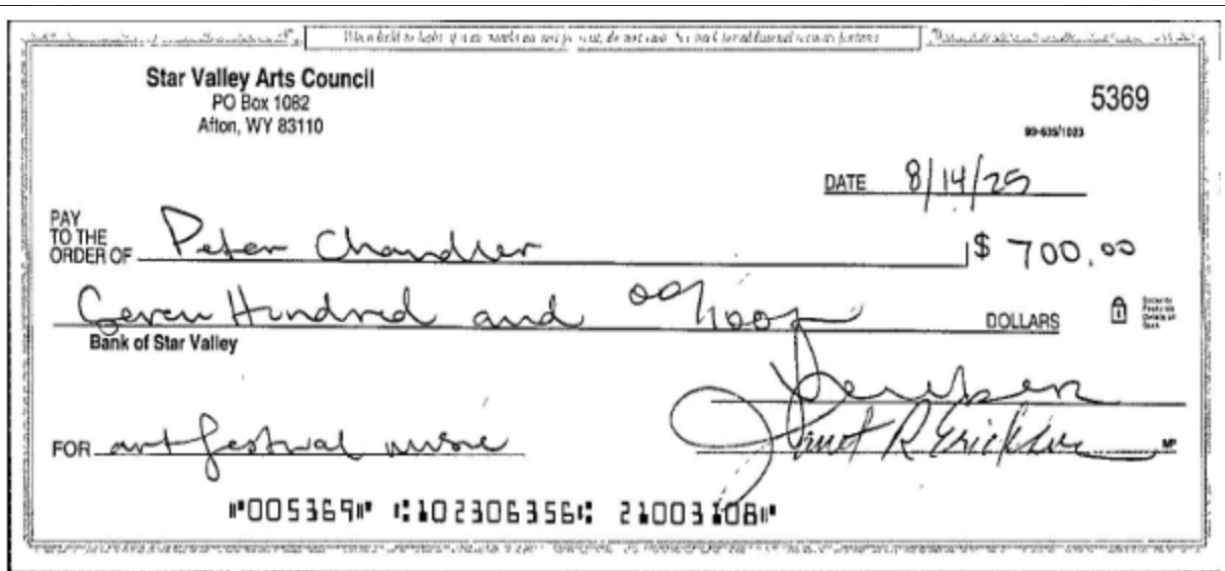
Product or service	Description	Qty	Rate	Amount
Standard Toilet - Short Term Rental	Dates: 8/15/2025 - 8/16/2025	1	\$100.00	\$100.00
Hand Wash Station - Short Term Rental	Dates: 8/15/2025 - 8/16/2025	1	\$100.00	\$100.00
Subtotal				\$200.00
Discount				-\$50.00
Total				\$150.00

Ways to pay**Note to customer**

Thank you for your business!

*Late fees will be applied to overdue invoices.

[View and pay](#)



Star Valley Arts Council
PO Box 1082
Afton, WY 83110

5371

DATE 8/14/25

PAY TO THE ORDER OF Kylee Dreyer \$ 500.00

Five Hundred Dollars 00/100 DOLLARS

Bank of Star Valley

FOR art festival lead

Janet R Erickson

⑈00537⑈ ⑆102306356⑆ 21003108⑈

Star Valley Arts Council
PO Box 1082
Afton, WY 83110

5372

DATE 8/14/25

PAY TO THE ORDER OF Abby Hyde \$ 200.00

Two Hundred Dollars 00/100 DOLLARS

Bank of Star Valley

FOR art festival

Janet R Erickson

⑈005372⑈ ⑆102306356⑆ 21003108⑈

Star Valley Arts Council
PO Box 1082
Afton, WY 83110

5370

DATE 8/14/25

PAY TO THE ORDER OF Jasen Wright \$ 500.00

Five Hundred Dollars 00/100 DOLLARS

Bank of Star Valley

FOR art festival music

Janet R Erickson

⑈005370⑈ ⑆102306356⑆ 21003108⑈



**desktop
design**

2804 Thayne Bedford Rd
Thayne, WY 83127
307-880-3825
annie@desktopdesignplus.com
www.desktopdesignplus.com

Invoice

Date	Invoice
08/18/25	3089

Bill To
Star Valley Arts Council Tim Hale Afton, WY 83110

P.O. Number	Terms
KyleeD	

Quantity	Item Code	Description	Price Each	Amount
1	Banners	Alpine Art Festival Shared Gallery 108" x 12"	57.00	57.00
2	Banners	Alpine Art Festival This Week 96" x 48"	106.00	212.00
6	Signs	Alpine Art Festival 3 This Week 4mm coroplast 22"x28"	22.00	132.00
50	Flyers	Alpine Art Festival 8.5 x 11 100# Gloss Text	1.25	62.50
			Subtotal	\$463.50
			Sales Tax (0.0%)	\$0.00
			Total	\$463.50

PLEASE PAY FROM THIS INVOICE. NO STATEMENT WILL BE SENT.

Payment due upon receipt. Please remit payment to Desktop Design.

Thank You!



1:04



Posts
starvalleyarts



starvalleyarts



AUGUST 15TH - 16TH

SEE YOU THERE!



ALPINE ART FESTIVAL

VISIT [STARVALLEYARTS.ORG](https://starvalleyarts.org)



8



4



Liked by monson.art and others

starvalleyarts We have over 20 vendors this year, showing off their skills in fine art, glass, furniture, jewelry, ceramics, and more... more



Alpine Arts Festival Budget					
Date	August 15th & 16th				
Location	Bank of Jackson Hole Lawn				
Expenses		Details		Actual Expenses	Notes
N/A		JACZ Food Truck		N/A	In-kind
\$40		Canvases		\$ 49.83	Had a few left over, ordered 40
\$750		Racks		\$ 787.25	Reusable
\$350		Porta Pottie & Handwashing Station		\$ 150.00	Dry Creek Plumbing
\$1,300	2 bands, \$600 & \$700	Music		\$ 1,200.00	Ended up being \$500 and \$700
\$100		Snacks		\$ 110.00	No receipt
\$50		Pass Along Cards		\$ 50.00	No receipt
\$750		Desktop Design		\$ 463.50	Gallery banner, other banners, flyers, sandwich board signs
		Radio Ads		\$ 100.00	
\$500		Event Lead		\$ 700.00	
\$60		Folding Table		\$ 61.94	Reusable
\$50		Rack Shelves		\$ 53.84	Reusable
		Hooks		\$ 34.64	Reusable
				\$ 3,761.00	

Final report for Alpine Tourism Board - Art Auction Fundraiser 2025

Brief description of what the grant was for:

The second annual Art Auction Fundraiser, held in Alpine, on July 5, 2025. Grant funds were to be used for advertising, live music, an auctioneer, and general supplies.

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

Having these funds, very specifically the advertising funds, was vital to the success of this event. Because we are in the early years of establishing this event, we did all we could to reach potential art collectors in the region through posters, signs, social media, radio, and newspaper advertising.

We hired a professional art auctioneer who also acted as MC, and we received very positive feedback about this from the attendees. We also hired a string quartet that helped bring a higher level of sophistication to the event.

We also needed some general supplies, which are all reusable for each fundraiser we host.

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

We had 24 artists participate this year, bringing in 70 art pieces. Those artists were mostly from Star Valley, but we did have a few from other areas in Wyoming. These artists were in attendance at the event, allowing for face-to-face conversations and personal stories behind the work to be shared. When someone sees a piece of art they love and learn the story behind it, or even gets to meet the artist, it makes the experience more personal. It's not just buying art, it's getting to know the person who made it.

A lot of people in the community might not realize how many amazing artists live right in their backyard. An auction gives those artists a chance to show off their work and get noticed.

Because the auction also raises money for something important (our upcoming season of art programs and events), it creates a shared sense of purpose. Artists and community members both feel like they're part of something bigger.

Financial Data

See included budget sheet.

Event Accomplishments

We estimate about 100 attendees at our fundraiser. We sold 14 pieces that night, bringing in \$23,645. That amount is split 50/50 between the Arts Council and the artist that sold the piece.

What might you do differently in future years?

We would like to eventually include more things like live painting, art demos, or a “People’s Choice” award where attendees vote on their favorite piece. It gets people more involved and makes the event feel more dynamic.

Not everyone has the budget for big-ticket art, so including a section for mini works or prints could let more people take something home, and support artists at different price points.

We might give repeat buyers or higher bidders early access to the artwork, or invite them to a special preview to make them feel appreciated and invested.

9 of the 24 participating artists were not local. We didn’t ask for an address on our website when people purchased tickets, so we don’t know how many attendees were local. We have added this to our list for next year so we can have accurate data.

Attachments

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

Budget

Total expenses \$7,975
Total in-kind for this project \$1300

Airpark Fundraiser**Budget**

Date July 5th
Location Alpine Airpark

Projected Income		Details	Projected Income	Actual Income
Auctions			\$20,000	\$23,645
Raffle		20 people buy 5 tickets	\$1,000	\$2,150
Donations			\$1,000	\$0
Ticket Sales		\$25 each x 50 tickets	\$1,250	\$1,000
Sponsors	BOSV	Food/Drinks	\$2,000	\$2,000
Sponsors	Ameriprise Financial	Bid Paddles/Auctioneer?	\$1,000	\$1,000
Grant	Alpine Tourism Board		\$4,000	\$4,000
Total Income			\$30,250	\$33,795

Category	Details	Projected Expenses	Actual Expenses
Administration	Compensation to event producers	\$1,000	\$1,000
Artists' Cut	50% of sales	\$10,000	\$11,783
Advertising*	See detailed breakdown below	\$1,580	\$1,580
Food		\$900	\$900
Chocolates		\$645	\$645
Drinks		\$1,000	\$1,000
Decorations		\$700	\$700
Raffle Items		\$450	450
Music		\$500	500
Auctioneer's Hotel		\$200	\$200
Auctioneer		\$1,000	\$1,000
Auction Online Site		\$0	
Bid Paddles		\$0	
Total Expenses		\$17,975	\$19,758

Net Income	\$12,275	\$14,038
-------------------	-----------------	-----------------

***Advertising**

Advertising Outlet	Details	Estimated Expenses	Actual Expenses
Facebook ads		\$250	\$250
SVI Media/Independent		\$125	\$125
Other Newspapers			
Printed Materials		\$150	\$150
Posters		\$100	\$100
Mailers			
Designer's Fees		\$305.00	\$305
Signage & Banners		\$650.00	\$650
Advertising Total		\$1,580	\$1,580



2804 Thayne Bedford Rd
Thayne, WY 83127
307-880-3825
annie@desktopdesignplus.com
www.desktopdesignplus.com

Section 4, Itemd.

Date	Invoice
07/04/25	3073

Bill To

Star Valley Arts Council
Tim Hale
Afton, WY 83110

P.O. Number	Terms
Kylee/Lxi	

Quantity	Item Code	Description	Price Each	Amount
2	Banners	Alpine Art Fundraiser 96" x 48" hems/grommets 2'	106.00	212.00
1	Banners	Alpine Art Fundraiser 108" x 30" hems/grommets 2'	120.00	120.00
1	Banners	Alpine Art Fundraiser 120" x 30" hems/grommets 2'	130.00	130.00
200	Flyers	Alpine Art Fundraiser 8.5" x 11", 4/0 100# Gloss Text 2 sets of 100 each	0.625	125.00
9	Tickets	Alpine Art Fundraiser VIP tickets 25 total 3 up 80# CCC	1.25	11.25
4	Signs	Alpine Art Fundraiser Sandwich board sign's 22" x 28" 4mm coroplast	13.375	53.50
			Subtotal	\$798.70

PLEASE PAY FROM THIS INVOICE. NO STATEMENT WILL BE SENT.

Payment due upon receipt. Please remit payment to Deskop Design.

Thank You!

Sales Tax (0.0%)	\$0.00
Total	



2804 Thayne Bedford Rd
Thayne, WY 83127
307-880-3825
annie@desktopdesignplus.com
www.desktopdesignplus.com

Section 4, Itemd.

Date	Invoice
07/04/25	3073

Bill To
Star Valley Arts Council Tim Hale Afton, WY 83110

P.O. Number	Terms
Kylee/Lxi	

Quantity	Item Code	Description	Price Each	Amount
100	Cards	Alpine Art Fundraiser Bid Sheets 4" x 6", 4/0 14 pt UV	0.63	63.00
50	Cards	Alpine Art Fundraiser Title Cards 39, Raffle Cards 2 Flower Cards 6, Bid Cards 3 8.5 x 11, 80# CCC	1.25	62.50
33	Cards	Alpine Art Fundraiser Name Tags 8.5 x 5.5, 80# CCC	0.65	21.45
			Subtotal	\$798.70
			Sales Tax (0.0%)	\$0.00
			Total	\$798.70

PLEASE PAY FROM THIS INVOICE. NO STATEMENT WILL BE SENT.
Payment due upon receipt. Please remit payment to Deskop Design.
Thank You!

SVI Media
PO Box 129
Afton, WY 83110
+13078855727
office@svinews.com

Invoice 26196



BILL TO Star Valley Arts Council * PO Box 1082 Afton, WY 83110	DATE	PLEASE PAY	DUE DATE
	06/30/2025	\$121.50	07/30/2025

DATE	ACCOUNT SUMMARY	AMOUNT
11/30/2024	Balance Forward	300.00
	Other payments and credits after 11/30/2024 through 06/29/2025	-300.00
06/30/2025	Other invoices from this date	0.00
	New charges (details below)	121.50
	Total Amount Due	121.50

DATE	ACTIVITY	QTY	RATE	AMOUNT
06/25/2025	Newspaper:Display Ads—Contract Color annual fundraiser	18	6.75	121.50

Thank you for your business.	TOTAL OF NEW CHARGES	121.50
------------------------------	----------------------	--------

TOTAL DUE	\$121.50
-----------	----------

THANK YOU.

From:
Abbie
Dear Abbie Design
Graphic Design
(208) 210-8886
hello@dearabbiedesign.com



Bill To:	Lxi Weber
	lxi@starvalleyarts.org
Project:	Art Auction Fundraiser
Type	Design
Date	TBD
Time	TBD
Location	TBD

PAYMENT CONFIRMATION

You've completed 1 of 1 payments / Retainer for "Star Valley Arts Council | Design Work"

INVOICE	#000047-001
TOTAL	\$110.00
CHARGE DATE	11:40 pm Jun 02, 2025
DUE DATE	Jun 05, 2025
PAYMENT METHOD	mastercard (XXXX-9487)

From:
Abbie
Dear Abbie Design
Graphic Design
(208) 210-8886
hello@dearabbiedesign.com



Bill To:	Lxi Weber
	lxi@starvalleyarts.org
Project:	Art Auction Fundraiser
Type	Graphic Design
Date	TBD
Time	TBD
Location	TBD

PAYMENT CONFIRMATION

You've completed 1 of 1 payments / Retainer for "Art Auction Fundraiser Hourly Design Work Invoice"

INVOICE	#000054-001
TOTAL	\$357.50
CHARGE DATE	08:42 pm Jul 02, 2025
DUE DATE	Jul 16, 2025
PAYMENT METHOD	mastercard (XXXX-9487)

Order Details

Order placed June 25, 2025 | Order # 111-0079941-7061812

Save Order Details

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Prime Visa ending in 2528 Earns 5% back	Item(s) Subtotal:	\$42.95
		Shipping & Handling:	\$0.00
		Total before tax:	\$42.95
		Estimated tax to be collected:	\$2.15
		Grand Total:	\$45.10

Delivered June 30



Katai - Galvanized Steel Drinks Bucket - Oval, 5.5 Gallon Rustic Style Drinks Tub, Carry Handles - with Bottle Opener
Sold by: [Katai Global USA](#)
Return or replace items: Eligible through July 30, 2025
\$42.95

Order Details

Order placed June 18, 2025 | Order # 111-5424823-9321064

Save Order Details

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Prime Visa ending in 2528 Earns 5% back	Item(s) Subtotal:	\$40.76
		Shipping & Handling:	\$0.00
		Total before tax:	\$40.76
		Estimated tax to be collected:	\$2.04
		Grand Total:	\$42.80

Delivered June 23



Fitable Black Tablecloths for Rectangle Tables, 6 Pack - 70 x 120 Inches - Reusable and Washable Table Clothes for 6-8 Ft Tables, Polyester Fabric Table Covers for Wedding, Party, Banquet

Sold by: [Fitable](#)

Return or replace items: Eligible through July 21, 2025

\$40.76

Order Details

Order placed June 13, 2025 | Order # 111-1548614-5397807

Save Order Details

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Prime Visa ending in 2528 Earns 5% back	Item(s) Subtotal:	\$459.96
		Shipping & Handling:	\$0.00
		Total before tax:	\$459.96
		Estimated tax to be collected:	\$23.00
		Grand Total:	\$482.96

Delivered June 21	
	Rose Home Fashion Room Divider, 6 ft Tall Room Dividers and Folding Privacy Screens, 16in Privacy Screen 6 Panel Dark Coffee Space Temporary Wall Foldable Partition Separation Sold by: TINGXING Supplied by: Other Return or replace items: Eligible through July 22, 2025 \$89.99
	Rose Home Fashion Room Divider, 6 ft Tall Room Dividers and Folding Privacy Screens, 16in Privacy Screen 8 Panel Dark Coffee Space Temporary Wall Foldable Partition Separation Sold by: TINGXING Supplied by: Other Return or replace items: Eligible through July 22, 2025 \$139.99

Order Details

Order placed June 13, 2025 | Order # 111-6730110-4406653

Save Order Details

Ship to	Payment method	Order Summary	
Lxi Weber723 300 North Forty Drive THAYNE, WY 83127 United States	Prime Visa ending in 2528 Earns 5% back	Item(s) Subtotal:	\$79.95
		Shipping & Handling:	\$0.00
		Total before tax:	\$79.95
		Estimated tax to be collected:	\$4.00
		Grand Total:	\$83.95

Delivered June 23



DoubleWood Artificial Baby's Breath Flowers, 10 Pcs Silk Flowers Gypsophila White
Flowers for Christmas Decoration, Floral Arrangements, Wedding Bouquets,
Centerpieces, Party Decor (10, White)
Sold by: DoubleWood Inc
3 Return or replace items: Eligible through July 18, 2025
\$15.99

Delivered June 23



DoubleWood Artificial Baby's Breath Flowers, 10 Pcs Silk Flowers Gypsophila White
Flowers for Christmas Decoration, Floral Arrangements, Wedding Bouquets,
Centerpieces, Party Decor (10, White)
Sold by: DoubleWood Inc
2 Supplied by: DoubleWood Inc , Other
Return or replace items: Eligible through July 18, 2025
\$15.99

Performance overview

Day ▾

Activity types: All ▾

 Customize

Link clicks ⓘ

643

--

Per Link Click ⓘ

\$0.39

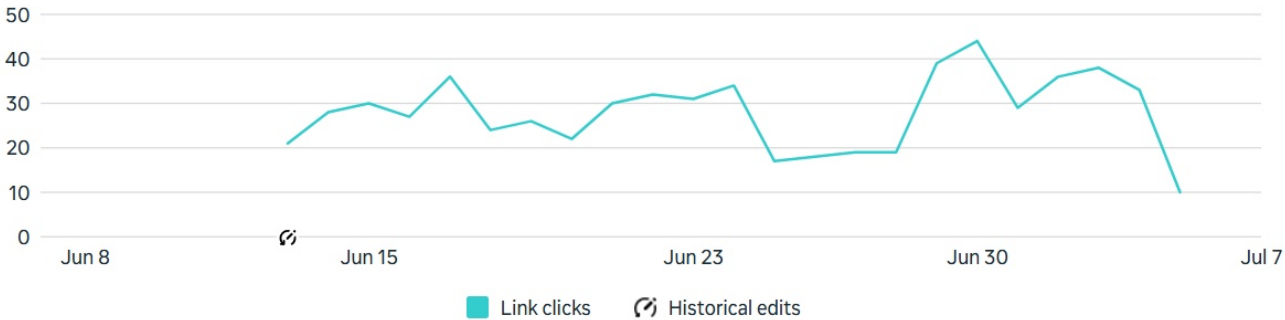
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Amount spent ⓘ

\$252.87

--

Link clicks





Confirmation Number: 120405

June 03, 2025

Arrival Date:	Jul 05 2025	Rate:	Only for Today
Arrival Time:	04:00 PM	Daily Cost:	\$205.00
Departure Date:	Jul 06 2025	Total Service Fees:	\$0.00
Departure Time:	11:00 AM	Stay Cost:	\$205.00
Room Type:	North View Queen 1st Floor	Taxes & Fees:	Incl.
Adults:	1	Amount Paid:	\$0.00
Children:	0	Amount Due:	\$205.00
Infants:	0		

RODEO RICK DARCY

Rodeo Rick's Benefit Auction Services, LLC.

1868 Jim Bridger Ave.
 Casper, Wyoming 82604
 rodeo.rick@icloud.com
 P: 307-631-7740

INVOICE / RECEIPT

Invoice No.: 250705
 Invoice Date: 07/05/2025
 Paid Date: 07/05/2025

BILL TO:

Lxi
 Star Valley Arts Council
 PO Box 1082
 Afton, WY 83110
 (307) 766-3443
 lxi@starvalleyarts.org

DESCRIPTION	AMOUNT
Auction Services for the 2025 Star Valley Arts Council Fundraiser - 250705	
7-05-25 // Auctioneer and Emcee for the 2025 Star Valley Arts Council Fundraiser	
Auctioneer and Emcee Services	\$1,000.00
End of Service	
SUBTOTAL	\$1,000.00
TOTAL (PAID IN FULL)	\$1,000.00

For your Convenience Cash, Check, Credit Card, PayPal and Venmo are all accepted.

Balance Paid by Check -
 #5357

A 3.9% Fee will be added to ALL Credit and Debit Card transactions.

Please make all checks payable to Rodeo Rick's Benefit Auction Services, LLC.

Thank you for choosing Rodeo Rick's Auction Services for your Emcee, Auction and Fundraising Services!



INVOICE

Town of Alpine Travel & Tourism Board

Invoice Date

Jul 9, 2025

Invoice Number

INV-0033

Star Valley Arts Council

PO Box 1082

AFTON WY 83110

UNITED STATES

Description	Quantity	Unit Price	Tax	Amount USD
Musicians for SVAC fundraiser (4 @ \$125 each)	4.00	125.00	Tax Exempt	500.00
Subtotal				500.00
TOTAL TAX				0.00
TOTAL USD				500.00

Due Date: Aug 8, 2025

The Star Valley Arts Council is a 501(c)(3) non-profit tax-exempt organization, Federal Tax ID #83-0329440. Your donations are tax deductible to the extent allowed by law.

PAYMENT ADVICE			
To: Star Valley Arts Council PO Box 1082 AFTON WY 83110 UNITED STATES			
Customer	Town of Alpine Travel & Tourism Board	Invoice Number	INV-0033
Amount Due	500.00	Due Date	Aug 8, 2025
Amount Enclosed			
		Enter the amount you are paying above	

This year, all of our bidding will be done through an online bidding platform. (Because of the nature of the Live Auction, online bidding is unavailable for those pieces.)
Bidding will open at 7:15pm and close at 8:50pm.

[CLICK HERE TO BID!](#)

Thank you to our sponsors!



Travis J. Ladner, CRPC[®]
Financial Advisor
TravisLadnerAlpine.com



41



**STAR VALLEY ARTS COUNCIL
ART AUCTION FUNDRAISER**

**JULY 5,
2025**

>> 7:00pm–9:00pm
Don Wooden Civic Center
Alpine, Wyoming

**SAVE
THE
DATE**

**GRAB YOUR TICKET AT
STARVALLEYARTS.ORG**





ANNUAL FUNDRAISER



**JULY 5,
2025**



**SUPPORT THE STAR VALLEY ARTS COUNCIL
WITH A \$25 ENTRY TICKET, THEN ENJOY HORS
D'OEUVRES, DRINKS, MUSIC, & ART AUCTIONS**



Gray Bear Productions

Reggae in the Rockies

September 5th and 6th, 2025

Final Report

1. Recap of Event:

Reggae in the Rockies was a 2-day music event/festival featuring top nationally known Reggae/Rock artists playing live at the Alpine 4H camp Sept. 5th and 6th, 2025. It included 10 professionally produced music sets on multiple stages set up indoor and outdoor and offered on-site food, drinks, vendors, and camping.

2. Number of attendees

Attendance exceeded our goals of 1000 on the first night and 250 on the second night. Actual attendance was 1273 tickets sold for night 1 and 259 tickets sold for night 2. This was a mix of local residents, regional visitors and attendees from places such as Florida, the East coast, West coast and Southwest who flew in or drove to the event.

3. -Art documentation attached-

4. How tourism was created

Due to an organized and consistent media campaign, we were able to reach many areas across the US to create awareness about this event. We had hundreds of guests travel by air or road, and utilize our local hotels, campgrounds, and restaurants. They spent money in gas stations, retail, and grocery stores. Many also made a vacation out of their travels by patronizing other local tourism businesses. Many of our local residents had guests and family who came to stay with them so they could come to our event.

5. Positive impact to our community

Many attendees reported seeing the Alpine area for the first time while attending the show. This will benefit our area in the long-term, as many shared beautiful pictures and praise online highlighting our unique and picturesque location. Many locals attended, from throughout Star Valley, Jackson, and even Victor and Driggs. This is a great way of promoting the Alpine area as an easy, beautiful, and relaxing place to return to. Local businesses were prioritized to provide food, staffing, and vending at the festival. The response from those businesses was universally positive. The feedback we received from attendees was overwhelmingly positive as well.

6. Objectives met

Our objectives were all met and generally exceeded our expectations. We provided two days of incredible live music in a beautiful setting, promoted our area and the local businesses, utilized our

local businesses to help with the event, brought in tourists who had never been here before, and conducted a large event on budget, with the help of our many sponsors and the Alpine tourism board.

7. Will we have the event again?

We do plan to have the event again. Not only was the event a great success, we received incredible positive feedback after the show from hundreds of people, all of them asking when the next one will be. We had such a great crew of volunteers, staff, management and community support leading up to, during and after the show. We believe the next show, with our supporters help, will be even bigger and better, and look forward to working hard to make that happen.

8. Changes for next time

*On the next round we will offer camping from day one. This year we got approved for camping well after the show announcement and having that approval from day one will allow visitors to make plans sooner and stay for 2-3 days.

*We also plan on having 2 stages playing music, so as one stage sets up for the next band the other stage will have a music set going.

*We would like to increase capacity of the show to 2000 people so we would move vendors to an area with the food trucks to allow additional space for more attendees. Both days will lower ticket prices to attract even more attendees.

Along with these goals we have and are having multiple post-show meetings on how to improve the venue, camping, parking and other aspects of the event.

9. Connections and future partnerships

This show really turned heads and brought attention to the love of live music, the beautiful area of Alpine, and the potential for bigger and better events in the future. Hundreds of people reached out to work, volunteer, and be part of this event and future events. Every year we have secured more sponsors and we expect this to continue in the future.

10. -Final expenses/budget attached-

Ticket Sales - Friday 9/5/25				
	Qty	Ticket Price	Total	Total after 5% sales tax
Tier 1 GA	492	\$45	\$22,140	\$21,086
Band GA	144	\$45	\$6,480	\$6,171
Presale GA	11	\$45	\$495	\$471
Venmo Tier 1 GA	4	\$45	\$180	\$171
Tier 2 GA	402	\$55	\$22,110	\$21,057
Tier 3 GA	77	\$60	\$4,620	\$4,400
Door GA CC	10	\$65	\$650	\$619
Door GA Cash	6	\$65	\$390	\$371
Door - late	1	\$40	\$40	\$38
VIP - Tier 1	96	\$150	\$14,400	\$13,714
VIP - Tier 2	30	\$160	\$4,800	\$4,571
VIP - upgrade	29	\$103	\$2,987	\$2,845
VIP - Upgrade venmo	2	\$110	\$220	\$210
Tent Camping	98	\$35	\$3,430	\$3,267
RV Camping	48	\$55	\$2,640	\$2,514
Camping Emilee Venmo	3	\$35	\$105	\$100
Camping EO Venmo	4	\$35	\$140	\$133
Camping Cash		\$125	\$125	\$119
Rebate	1137	\$2	\$2,274	\$2,166
<u>Total</u>	<u>1273</u>	<u>\$69</u>	<u>\$88,226</u>	<u>\$84,025</u>
		average ticket price		
Comps	50			
Total Capacity	1323			

Expenses - Friday 9/5/25

Production

Stage/Sound/Lights	\$13,108
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Marketing

Advertising	\$1,899
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Video Promo (Ryan Brim)	\$1,650
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Print/Poster	\$312
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Site

4H Site Rent	\$3,400 *3 days
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Ox Presents Staff	\$8,655
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GB Staff	\$525
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Insurance	\$989
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Toilets	\$4,370 *3 days
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Trash	\$781
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Permits	\$325
---------	-------

Internet (Starlink)	\$50
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Tents	\$1,110
-------	---------

Site Signage	\$251
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Indoor artist fee	\$2,500
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Indoor stage	\$2,864
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Transportation	\$840
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Misc.	\$2,854
-------	---------

EMT	\$320
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Local Costs Total	\$46,803
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Artist

Package	\$24,000 Tribal Seeds and The Movement
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1st of 3	\$3,500 Kbong & Johnny Cosmic
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Hospitality	\$2,735
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MC	\$500 Crazy Tom
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Total Artist Cost	\$30,735
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<u>Total Event Cost</u>	\$77,538
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P/L on Tickets ONLY	\$6,487
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Additional Income/Sponsorships

Vendor Fees

Vendors	\$350
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Alcohol Sales	\$3,561
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Sponsors

Sponsors	\$4,900
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Total Add'l Income	\$8,811
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Total Profit	\$15,298
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Ticket Sales - Saturday 9/6/25					
	Qty	Ticket Price	Total	Total after 5% sales tax	
ADV	252	\$95	\$23,940	\$22,800	
Venmo	4	\$95	\$380	\$362	
DOS CC	2	\$100	\$200	\$190	
DOS Cash	1	\$100	\$100	\$95	
Total				\$23,448	

Expenses - 9/6/25		
Production		
Stage	\$3,457	
Tent	\$2,466	
Hospitality	\$1,129	
Band/Staff Meals	\$1,000	
Staffing		
Staff pd Ox	\$2,986	
Shuttle Driver	\$840	split 50/50 between days
Merch Staff	\$500	
Event staff	\$525	
Transportation & Lodging		
Flights	\$3,102	
Vehicles	\$2,125	
Fuel	\$530	
Lodging	\$4,902	
General Expenses		
Advertising	\$350	
Radio	\$180	
Misc	\$1,427	
		\$25,519

Ticket Sales 9/6	\$23,448
Expenses 9/6	\$25,519
Profit/Loss	-\$2,071

Ox Presents
 PO Box 3701, Jackson, WY 83001
Phone (603) 582-4564
Email: ethan@oxpresents.com

INVOICE NO. 135

SEPTEMBER 12, 2025

BILL TO	SHIP CHECK	BANK INFO
Gray Bear Productions	<u>*US POST*</u>	Make Checks Payable to: Ox Presents LLC
ATTN: Dave Walters	PO Box 3701	Bank: Wells Fargo
	Jackson, WY 83001	AC#: 1215485523
	<u>*FedEx or UPS*</u>	Routing#: 102301092
	355 W. Deloney Ave.	Wire - Domestic: 121000248
	Unit A9	
	Jackson, WY 83001	

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	Artist Fees for Tribal Seeds, The Movement and KBong & Johnny Cosmic	\$27,500	\$27,500
1	Production: Stage, Sound, Lights, Power	\$13,108	\$13,108
1	Marketing	\$4,179	\$4,179
1	Staff	\$11,641	\$11,641
2	Tents	\$2,466	\$4,932

SUBTOTAL \$61,360

SALES TAX N/A

TOTAL DUE \$61,360

Thank you for your business!

City & State where Consumers are from

Total Tickets		1472	
City	State	Tickets	Percentage of Total
Afton	WY	28	1.90%
Alpine	WY	155	10.53%
Etna	WY	26	1.77%
Star Valley	WY	37	2.51%
Thayne	WY	19	1.29%
Jackson/Wilson	WY	205	13.93%
Victor/Driggs	ID	122	8.29%
Pinedale	WY	27	1.83%
Pocatello	ID	26	1.77%
Rexburg	ID	11	0.75%
Idaho Falls/Ammon/Blackfoot/Rigby	ID	204	13.86%
Arizona		11	0.75%
California		29	1.97%
Colorado		50	3.40%
Connecticut		10	0.68%
Florida		9	0.61%
Georgia		8	0.54%
*Not including: Victor, Driggs, Pocatello, Resburg, Idaho Falls, Ammon, Blackfoot, Rigby			
Idaho		87	5.91%
Montana		57	3.87%
Texas		10	0.68%
Utah		167	11.35%
Washington		19	1.29%
Wisconsin		9	0.61%
*Not including: Afton, Alpine, Etna, Star Valley, Thayne, Jackson, Wilson, Pinedale			
Wyoming		109	7.40%
*Combination of other states not shown above that each had under five tickets sold			
Other		37	2.51%

TRIBAL & THE SEEDS OF MOVEMENT

KBONG & JOHNNY COSMIC



SEPTEMBER 5 - 4-H RANCH - ALPINE, WY

REGGAE IN THE ROCKIES

GRAY BEAR
productions

OX PRESENTS



2025

PEACE IN THE ROCKIES AFTERPARTY

FORTUNATE YOUTH
KYLE SMITH ETHAN TUCKER
SUNSMITH HEAVEN ZEST CARRIES

SEP. 6, 2025
ALPINE, WY



Final Report: 4th of July Fireworks – Town of Alpine

Prepared for: Town of Alpine Travel & Tourism Board

Prepared by: Town of Alpine

Date: [Insert Date]

1. Project Overview

The Town of Alpine hosted its annual 4th of July Fireworks Celebration on July 4, 2025, at the American Legion Ballfield. The event was supported in part by a Travel & Tourism Grant in the amount of \$8,000, with the Town providing matching funds of approximately \$8,000–\$12,000 depending on final costs.

This event continues a long-standing community tradition and remains one of Alpine’s largest annual gatherings, drawing both residents and visitors to celebrate Independence Day.

2. Objectives & Grant Alignment

The project directly supported the Travel & Tourism Board’s mission to “help create positive experiences for visitors and residents” by:

- Community Engagement: Providing a safe, family-friendly celebration that reinforced community pride and unity.
- Tourism & Economic Impact: Attracting visitors from surrounding areas, which supported local restaurants, shops, lodging, and vendors.
- Cultural Heritage: Honoring a national holiday with a meaningful and visually impactful event.

3. Attendance & Community Impact

- Estimated Attendance: [Insert estimated number, e.g., 2,000–3,000 spectators].
- Visitor Breakdown: A mix of local residents and out-of-town visitors. Anecdotal reports and lodging feedback confirm an increase in overnight stays leading up to the event.
- Community Feedback: Overwhelmingly positive, with residents noting the importance of maintaining a high-quality fireworks display as a symbol of Alpine’s civic pride.

4. Economic & Tourism Benefits

- Increased foot traffic to local restaurants and bars before and after the display.
- Boost in retail and fuel sales due to visitors attending the show.
- Expanded exposure for Alpine through event marketing, including social media (Facebook, Instagram), posters, SVI coverage, Buckrail, and Star Valley Independent.
- Several local vendors and food trucks benefited from increased sales at or near the event site.

5. Budget & Funding

- Total Project Cost: \$16,000
- Grant Funds Used: \$8,000
- Town of Alpine Match: \$8,000 (final contribution adjusted to vendor invoice amount)
- Use of Funds: 100% of grant funds were applied directly to the cost of fireworks purchased from the licensed and insured vendor.

All required documentation (invoices, contracts, proof of payment) is attached for review.

6. Marketing & Recognition

The event was marketed through:

- Social Media: Town of Alpine Facebook and Instagram pages.
- Newspapers & Online Outlets: Star Valley Independent, SVI Alpine, Buckrail.
- Town Newsletter & Text Alerts: Distributed to residents and visitors.

All advertising credited the Travel & Tourism Board with the required statement:
"Support provided by Town of Alpine Travel and Tourism."

7. Challenges

- Rising costs of fireworks required increased Town contribution compared to prior years.
- Weather-related uncertainty created additional planning stress, but the show proceeded safely as scheduled.

8. Future Outlook

The Town intends to continue the 4th of July Fireworks Celebration annually. Future funding needs will depend on the Town's general budget and the continued partnership with the Travel & Tourism Board.

9. Attachments

1. Vendor invoices and proof of payment.
2. Photos of the fireworks show and spectators.
3. Marketing examples (ads, social media posts, posters).
4. Town Council minutes approving matching funds.

****Prepared by:****

Town of Alpine
250 River Circle
Alpine, WY 83128
admin@alpinewy.gov | (307) 654-7757



Town of Alpine Travel and Tourism
250 River Circle Drive
Alpine, WY 83128

March 6, 2025

Thank you for the opportunity to apply for your Grant. The Alpine Fire Department would appreciate the consideration of funding a Fire Blanket and two Portable Radios. The AFD has responded to the most calls of any Fire Department in Lincoln County. A vast majority of the calls are motor vehicle accidents. Alpine experiences an increase in Travelers either staying in Alpine or passing through, which increases the volume of accidents. Normal accidents scene times take about two hours of the volunteer's time. After caring for the victims and vehicles, time is spent controlling traffic and cleaning debris, keeping drivers moving safely and in a timely manner. Communication is the most important action in any fire scene safety. AFD provides members on each side of the accident with stop signs and must communicate with the member at the other end of the accident to provide for safe traffic flow. A few AFD members do not have a compatible radio to communicate.

The Alpine Fire Department is asking for two new programmed portable radios to provide a safe service to both the Drivers and the Firefighters. The AFD is also asking for a Fire Blanket to help mitigate an electric vehicle fire. If an electric vehicle catches fire, it will take at least 20,000 gallons of water to attempt to cool the batteries down. Providing that much water would cause long traffic congestion, a water shuttle evolution, and toxic water runoff. A Fire Blanket is a product to cover the vehicle and smother out the fire and intermittently cool down with minimal water. Eliminating smoke and toxic water runoff while keeping the roadway open and traffic flowing.

Thank you for your consideration and steady support.


Mike Vogt Fire Chief
Alpine Fire Department

Final Report: Town of Alpine Welcome Signs

1. Project Overview

The Town of Alpine, with funding support from the Travel and Tourism Grant, successfully completed the installation of three new Welcome Signs at the main entrances to Alpine. The project began after July 1, 2024, and was completed on [insert completion date].

The signs were designed and installed to reflect Alpine's unique identity, create a strong first impression, and promote both community pride and tourism.

2. Objectives & Grant Alignment

This project directly supports the Travel and Tourism Board's mission to "help create positive experiences for visitors and residents"

Town of Alpine Travel and Touri...

by:

- Creating visually appealing entry points that strengthen Alpine's image.
- Enhancing visitor impressions, encouraging longer stays, and supporting local businesses.
- Providing a lasting asset that will benefit the community for 20 years or more.

3. Locations

New Welcome Signs were installed at the following entrances:

1. U.S. Highway 26/89 (North entrance)
2. U.S. Highway 26 (East entrance)
3. US Highway 89 (South entrance)

4. Project Timeline

- **Grant Approved:** [Insert date]
- **Bid Process & RFP Issued:** [Insert date]
- **Council Approved Final Design/Contract Awarded:** [Insert date]
- **Installation Completed:** 09/12/2025

5. Budget & Funding

- **Total Project Cost:** \$60,000
- **Grant Award:** \$48,000
- **Town Match:** \$12,000 (20%)
- **Other Contributions:** [Insert any additional support if applicable]

All expenditures have been documented with invoices, bids, and contracts. Paid invoices and proof of payment are attached in compliance with reimbursement requirements

6. Outcomes & Impact

- **Tourism Impact:** The Welcome Signs provide clear, attractive gateways that influence visitor perception and improve Alpine's tourism branding. Research shows that signage contributes to memorable experiences and repeat visits
- **Community Impact:** Residents report increased pride and satisfaction with the Town's appearance. The signs have become a point of recognition for both visitors and locals.
- **Economic Impact:** By improving first impressions, the signs are expected to support local businesses by encouraging overnight stays and return visits.
- **Longevity:** The signage is built with durable materials and is expected to last 20+ years with routine maintenance.

7. Challenges

- Coordination with WYDOT on placement required additional time.
- Supply chain delays slightly extended the installation timeline.
- Adjustments were made to landscaping to fit within site conditions.

8. Marketing & Recognition

The project was promoted through:

- Town of Alpine website and newsletter.
- Social media posts highlighting installation progress.
- Signage and marketing materials credited the Travel and Tourism Board with the required acknowledgment: *"Support provided by Town of Alpine Travel and Tourism."*
- *A sticker with the Travel and tourism logo will be placed on each sign*

9. Attendance & Visitor Tracking

While signage is not a trackable item, we believe we will see positive feedback through our social media channels.

10. Next Steps

- Schedule routine inspections and cleaning.
- Seasonal decorations -lighting enhancements event banners
- Continue monitoring feedback.

11. Attachments

- Photos of completed signs.
- Paid invoices and proof of payment.
- Copy of bids/contracts.
- Marketing examples (social media posts, newsletters).

Prepared by:

Town of Alpine

250 River Circle

Alpine, WY 83128

307-654-7757 | admin@alpinewy.gov





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.

***Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. Motion carried.
Approved for funding***

- The Travel & Tourism Board reviewed Travel and Tourism Logo.
Dave Walters made a motion to approve the Travel and Tourism logo. Second, by Shannon Bowers. All in Favor. Motion carried

Discussion: No Discussion Items

Next meeting date October 16, 2025.

Adjourn:

Jeremy Larsen made a motion to adjourn the meeting. The motion was seconded by Dave Walters the motion carried.

Minutes recorded by:

Melody Leseberg - Treasurer

Date

Minutes approved at a legally advertised Travel & Tourism Board Meeting:

Jeremy Larsen Chairman

Date

Attest:

Melody Leseberg Secretary/Treasurer

Date _____