



ALPINE TRAVEL & TOURISM BOARD MEETING

July 23, 2026 at 5:00 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.](#) Travel & Tourism Historical Grant Award
4. **ACTION ITEMS**
 - a. Approve Agenda
5. **DISCUSSION ITEMS:**
 - a.
 - b. Next Meeting Date
6. **ADJOURNMENT**

TRAVEL & TOURISM			Income	Expense		
6/30/2024 Ending Balance Calcs		\$ 262,626.45		\$ 973.86	\$ 261,652.59	
7/1/2024 Beginning Balance	\$ 261,652.59					
FY 2025 Adwardees	Award Amount	End of Year Actual Distribution				
Alpine Fire Department, Ladder Truck Fundraiser	\$ 10,000.00	\$ 10,000.00				
Alpine Trails and Pathways, Winter Grooming	\$ 9,600.00	\$ 5,778.96				
Art Council, Alpine Art Festival	\$ 4,000.00	\$ 3,990.00				
Art Council, Oil Painting Portrait Workshop	\$ 2,000.00	\$ 3,996.12				
SVI, Geofencing/SVI Sports Commercial/SVIALpine.com/Digital Ads	\$ 25,000.00	\$ 20,000.00				
Town of Alpine, Information Center	\$ 30,000.00	\$ 27,005.94				
Town of Alpine, Muisic in the Mountains	\$ 16,000.00	\$ 16,000.00				
Town of Alpine, Welcome Signs	\$ 48,000.00	\$ 29,669.50				
Town of Alpine, Winter Jubilee	\$ 8,000.00	\$ 8,000.00				
Trout Unlimited, Film Fest	\$ 5,352.00	\$ 4,178.95				
			Balance			
Total 24/25 Awards	\$ 157,952.00	\$ 128,619.47	\$ 29,332.53			
			Income	Expense		
6/30/2025 Ending Balance Calcs		\$ 261,652.59	\$ 189,847.97	\$ 131,804.15	\$ 319,696.41	
		Supplies				
7/1/2025 Beginning Balance	\$ 319,696.41	Payroll				
FY 2026 Awardees	Award Amount	End of Year Actual Distribution				
Alpine Mtn Days	\$ 11,200.00	\$ 11,200.00				
Jubilee	\$ 8,000.00	\$ 7,179.20				
Music	\$ 20,000.00	\$ 15,750.00				
SVI	\$ 27,900.00	\$ 24,840.00				
Fire District	\$ 17,466.00	\$ 17,466.00				
Trail Groomer	\$ 41,900.00	\$ 39,900.00				
Reagea In the Rockies	\$ 25,000.00	\$ 25,000.00				
4th of July	\$ 8,000.00	\$ 8,000.00				
Trout Unlimited	\$ 5,352.00	\$ 4,846.19				
Shakespear	\$ 2,400.00					
Art Festival	\$ 4,000.00	\$ 4,000.00				
Art Auction	\$ 4,000.00	\$ 3,761.00				
FBT	\$ 6,888.00	\$ 4,956.23				
Marketing	\$ 10,000.00	\$ 10,000.00				
FY 2025 Remaining Grant - Welcome signs	\$ 18,330.50	\$ 18,330.50				
250th Semiquincentenal	\$ 25,000.00					
			Balance			
Total FY 2025/26 Awards	\$ 235,436.50	\$ 195,229.12	\$ 40,207.38			
			Income	Expense		
6/30/2026 Ending Balance Calcs		\$ 319,696.41	\$ 226,173.95	\$198,044.87	\$ 350,641.24	
				\$ 195,229.12		
7/1/2026 Beginning Balance	\$ 350,641.24		Payroll	991.22		

			Advertising	750			
			Supplies	1074.53			
FY 2027 Grant Applications	Approved	End of Year Actual Distribution					
Fire District	\$ 17,000.00						
FBT	\$ 18,675.00						
Art Festival	\$ 3,500.00						
Teton Geological Services	\$ 4,050.00						
Trout Unlimited	\$ 4,840.00						
The Wall that Heals	\$ 6,000.00						
ATAP	\$ 10,000.00						
Music - Town	\$ 20,000.00						
Jubilee - Town	\$ 8,000.00						
Alpine Mtn Days - Town	\$ 3,000.00						
Trail Groomer - Town	\$ 30,000.00						
4th of July - Semi-Quincentennial - Town	\$ 15,000.00						
Semi-Quincentennial Mural - Town	\$ 7,750.00						
Trash Recepticales - Town	\$ 2,500.00						
Saftey upgrade for Jersey Barriers - Town	\$ 5,000.00						
Reagae	\$ 25,000.00	Canceled					
Content Marketing	\$ 10,000.00	Moved to advertisingMarketing					
Total FY 2026/27	\$ 190,315.00	\$ -	\$ 190,315.00				
Impacts to tourism 73,125							
Advertising 40,095 after moving funds from \$10,000 content and extra 5,095							
			Income	Expense	Current Balance		
7/1/2026 Beginning Balance		\$ 350,641.24			\$ 350,641.24		

Recipient / Project	FY2025	FY2026	FY2027	3-Year Total
Alpine Fire Department / Fire District	\$10,000	\$17,466	\$17,700	\$45,166
Alpine Trails & Pathways (ATAP) – Winter Grooming	\$9,600	—	\$10,000	\$19,600
Trail Groomer (Town)	—	\$41,900	\$30,000	\$71,900
Art Festival	\$4,000	\$4,000	\$3,500	\$11,500
Art Auction	—	\$4,000	—	\$4,000
Oil Painting Portrait Workshop	\$2,000	—	—	\$2,000
SVI Marketing / Advertising	\$25,000	\$27,900	—	\$52,900
Town of Alpine Information Center	\$30,000	—	—	\$30,000
Music in the Mountains	\$16,000	\$20,000	\$20,000	\$56,000
Welcome Signs	\$48,000		—	48,000
Winter Jubilee / Jubilee	\$8,000	\$8,000	\$8,000	\$24,000
Trout Unlimited	\$5,352	\$5,352	\$4,840	\$15,544
Alpine Mountain Days	—	\$11,200	\$3,000	\$14,200
Ragea in the Rockies	—	\$25,000	\$25,000	\$50,000
4th of July Celebration	—	\$8,000	\$15,000	\$23,000
Shakespeare	—	\$2,400	—	\$2,400
FBT	—	\$6,888	\$18,675	\$25,563
Marketing	—	\$10,000	—	\$10,000
250th Semi quinentennial	—	\$25,000	—	\$25,000
Teton Geological Services	—	—	\$4,050	\$4,050
The Wall That Heals	—	—	\$6,000	\$6,000
Semi quinentennial Mural	—	—	\$7,750	\$7,750
Trash Receptacles	—	—	\$2,500	\$2,500
Jersey Barrier Safety Upgrades	—	—	\$5,000	\$5,000