



Date: October 6, 2026

Department: Travel and Tourism

Presenter: Melody Leseberg, Public Works Administrator

Subject: Authorization to Apply – FY28 Music in the Mountains Grant

Purpose:

Staff request that Council authorize an out-of-cycle application to the Town of Alpine Travel and Tourism Board for the 2027 Music in the Mountains series. Early consideration is needed to establish the available funding before staff commit to band deposits for the June shows.

Background:

Staff propose eight concerts from June 3 through September 2, 2027. The first seven dates are every other Thursday (June 3 and 17; July 1, 15 and 29; August 12 and 26), followed by a September 2 closing show. At an estimated average of \$4,000 per show. For reference, sound and sound engineering cost was \$1,450 per concert in summer 2026.

Gray Bear Production has offered to negotiate rates and coordinate bands already traveling through the area, which may reduce booking costs. Its booking work would be invoiced at \$40 per hour for no more than 20 hours, or \$800 maximum, within the \$32,000 season estimate. Staff will also seek donations and sponsorships to reduce the amount needed from Travel and Tourism funds. Outside contributions are not guaranteed; no outside contributions were secured for the 2026 series.

Bands require deposits before the season to hold the summer dates. Staff do not want to commit Town funds before the budget is known. The application will therefore seek approval of \$8,000 from FY27 Travel and Tourism funds for the two June bookings and \$24,000 from the FY28 budget.

Alternatives:

Option A- Authorize submission of the out-of-cycle application (recommended).

- Benefit: Allows early Board review and gives staff time to secure bands for summer 2027.
- Challenge: No donations or sponsorships are committed; none were secured for the 2026 series.

Option B- Authorize an out-of-cycle application for six shows from July 1 through September 2, omitting the June dates.

- Benefit: Reduces the estimated request from \$32,000 to \$24,000 and eliminates the need for June bookings.
- Challenge: Provides two fewer opportunities to attract visitors and support local businesses.

Option C- Defer the application.

Fiscal Impact:

The proposed eight-show budget is \$32,000, averaging \$4,000 per show. Staff request approval of \$8,000 from FY27 Travel and Tourism funds for the June bookings. The remaining \$24,000 will be requested for FY28.

Donations and sponsorships, if secured, would reduce the amount drawn from these funds.

June 2027 falls in the FY27 Travel & Tourism budget; July through September shows fall in FY28 Travel & Tourism budget. Council's action authorizes staff to request the funds; it does not reward the funds. Any grant funding is subject to approval by the Travel and Tourism Board. Staff will confirm available appropriations before making commitments, and the Town will follow the grant guidelines for approved, documented, paid eligible expenses.

Strategic or Community Impact:

A recurring summer concert series offers visitors and residents a regular community event in Alpine. It may encourage overnight stays, restaurant visits, and retail spending while giving local businesses opportunities to participate as sponsors.

Key Questions:

1. Does Council support the eight-show, \$32,000 request or the six-show, \$24,000 alternative?
2. If Council supports eight shows, does Council support seeking early approval of \$8,000 from FY2027 Travel and Tourism funds for June band bookings?

Suggested Motion:

I move to authorize staff to submit an out-of-cycle application to the Town of Alpine Travel and Tourism Board for the 2027 Music in the Mountains series in an amount up to \$32,000, including a request for approval of \$8,000 from FY27 Travel and Tourism funds for the June band bookings,

and \$24,000 for FY28 Travel & Tourism funds for the July through September bookings subject to available funding and grant approval.