



TOWN OF ALPINE

STAFF REPORT

TO: Mayor and Town Council

FROM: Sarah Greenwald, Assistant Clerk

DATE: February 17, 2026

RE: 2026 Travel & Tourism Grant Applications & Potential Additional Projects

Purpose Of Staff Report:

To provide Town Council with an overview of the Travel & Tourism grant applications the Town of Alpine is preparing for the 2026 funding cycle and to discuss additional projects the Town may wish to pursue.

Proposed 2026 Travel & Tourism Grant Applications:

- 1. Winter Jubilee**
 - a. Total Estimated Cost:** \$10,000
 - i. Annual winter event designed to attract visitors during the off-peak season and increase business activity during winter months.
- 2. Mountain Days**
 - a. Total Estimated Cost:** \$15,000
 - i. Annual summer festival highlighting Alpine's outdoor recreation, local businesses, and mountain culture.
- 3. 4th of July Fireworks**
 - a. Total Estimated Cost:** \$25,000
 - i. Annual fireworks display serving as a major regional draw and anchor summer tourism event.
- 4. Music in the Mountain**
 - a. Total Estimated Cost:** \$20,000
 - i. Annual outdoor concert series.
- 5. Music in the Mountain – Emergency Management Signage**
 - a. Total Estimated Cost:** \$30,000
 - i. To replace and move or lower current emergency management sign.
- 6. Holiday Lighting Project**
 - a. Total Estimated Cost:** [To Be Determined]

- i. Expansion of decorative lighting in public areas to enhance winter tourism appeal and downtown activity.

7. America250 Public Art Installation

a. Total Estimated Cost: [To Be Determined]

- i. Public art installation commemorating the 250th Anniversary of the United States. The Town has been approved for funding through the America250 Grant Program; however, additional Travel & Tourism funding may be requested to fully implement and enhance the overall project.

8. Lease of Equipment: Trail Groomer

a. Annual Cost: Up to \$36,000 per year (maximum)

Term: Five-year lease

- i. Lease of a trail grooming machine to enhance winter recreation opportunities and support off-season tourism. The Town of Alpine would procure additional funding sources to cover labor costs associated with groomer operation.

Strategic Overview:

Collectively, these projects represent a balanced tourism strategy:

- **Winter Activation:** Winter Jubilee, Holiday Lighting
- **Peak Summer Draws:** 4th of July, Mountain Days
- **Arts & Cultural Development:** Music in the Mountain, America250 Public Art
- **Event Infrastructure & Safety:** Emergency Management Signage

This approach supports:

- Year-round visitation
- Increased business activity
- Community identity and branding
- Long-term tourism infrastructure improvements.

Discussion Items:

Council may wish to discuss:

1. Confirmation of which projects should move forward cycle.
2. Total funding request strategy and prioritization.
3. Required match contributions and budget implications.
4. Additional projects the Town may want to consider.

Recommended Action:

Staff requests Council direction on:

- Prioritization of applications
- Whether to include additional projects

Next Steps:

Staff will prepare a formal Resolution authorizing the Town of Alpine to submit the selected 2026 Travel & Tourism grant applications.

The Resolution will be placed on the agenda for consideration at the March 3, 2026, Town Council meeting in order to meet the March 15, 2026, application deadline.

Upon approval, staff will finalize and submit all required application materials.