

Alpine Points of Interest Brochure – Sponsorship Grant Final Report

Description of the Project: This project has created, printed, and will distribute 500 visitor-friendly brochures with maps highlighting points of interest in Alpine. The brochure will showcase recreational access points, including dispersed camping locations, fishing sites, trailheads, winter groomed trails, and other outdoor recreation opportunities available throughout the year. Both summer and winter activities will be featured to provide visitors with a comprehensive overview of the area's recreational offerings.

Financial Data: We requested \$4,050.00 for the project and used all of it very well. Additionally, hours were donated by the GIS specialist and Teton Geological Services in an effort to create the best product. ATaP will also continue to donate hours through brochure distribution and restocking around Alpine.

Project Accomplishments: 500 brochures were created that highlight summer and winter recreational opportunities as well as local amenities. Additionally, a digital version of the map was created that can be posted to the Town website and other visitor-facing platforms such as social media and the ATaP website.

Project Challenges: Delays at the printers took much longer than anticipated and we missed the 2026 summer season to see how quickly the brochures were used by the public. However, the brochures will be viable for many years and we are excited to see how visitors use them this winter and in summer 2027 and beyond.

Summary: 500 brochures will now be distributed around the Town of Alpine. Teton Geological Services and ATaP believe that this cost-effective product will enhance visitor stays locally and encourage longer stays in Alpine.

Local and Visitor Impact: We are unable to determine impact at this time; however, we will use restocking frequency around Town as a method of gauging impact and interest. Digital map downloads can also be tracked online.

Expenditure List:

- KT Geospatial Solutions, Brochure map and content creation, \$1,700.00
- Lakeview Printing, Printed and folded 500 brochures, \$1,188.25
- Teton Geological Services, Points of Interest selection, photographs, and general project management and coordination, \$1,161.75

Thank you,

Dominique Brough

