



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:

Music in the Mountains 2027 Summer Concert Series

Event or Project Location and Date:

Alpine, Wyoming; June 3 through September 2, 2027. 121 US Hwy 89, Alpine, WY

Applicant Address:

250 River Circle, Alpine, WY

Applicant Phone and email:

307-654-7757 mleseberg@alpinewy.gov

Organization Contact Name:

Melody Leseberg, Public Works Administrator

Organization Contact Phone and Email:

Town of Alpine admin@alpinewy.gov

Secondary Organization Contact name:

Sarah Greenwald

Secondary Organization Contact Phone and Email:

Sarah Greenwald

List of organizations Board Members and positions:

Mayor Green

Councilmember Larsen

Councilmember Burchard

Councilmember Scaffide

Councilmember Wierda

Organization Structure: Non-Profit, Individual, Municipality?

Municipality

Organization EIN:

83-0291688

Organization W-9 if applicable:

To be attached, if applicable.

Organization board minutes approving grant Applications:

Council authorization is pending. Approved minutes will be attached when available. Council's action authorizes the request only; funding is subject to approval by the Travel & Tourism Board.

Amount of funds requested?

\$32,000, with out-of-cycle approval requested for \$8,000 in FY2027 for June band bookings and required deposits. The remaining \$24,000 is requested for FY2028. The \$8,000 is part of the total request.

Proposed Cost of Project?

\$32,000 for eight shows, averaging \$4,000 per show. This includes Grey Bear Production's assistance at \$40 per hour for no more than 20 hours (\$800 maximum), added to the 2027 music series invoicing.

List of other donors?

Donations and local business sponsorships will be sought to reduce the funding needed from Travel & Tourism. No donors or amounts are committed. The current economy may make donations difficult to secure.

Describe Project/Event; Purpose, Objective:

Provide a summer concert series for residents and visitors, encourage travel to Alpine, and support local dining, shopping and overnight stays. Grey Bear Production has offered to negotiate band rates and coordinate bands already traveling through the area to obtain discounted rates.

Where will the project/event take place?

Marge Grover Park

Give a timeline with project/event deadlines?

Seek Council authorization and early Board funding approval before committing grant-funded expenses or paying deposits. Book bands and promote the series after approval. Show dates: June 3 and 17; July 1, 15 and 29; August 12 and 26; and September 2, 2027. The first seven shows are biweekly, with a closing show on September 2. Submit the final report and attend the October feedback meeting, unless another date is approved.

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 series is intended to attract visitors and encourage repeat trips, overnight stays, and spending at Alpine restaurants, shops and lodging businesses. Residents will benefit from regular community entertainment. A reliable tourist attendance estimate is not yet available; attendance and available visitor information will be reported after the season.

How long will your Project/event benefit intended target market?

The series will provide entertainment from June through September 2027, with potential longer-term benefits from repeat visits and increased awareness of Alpine.

How will ToATT grant money be used?

Funds will support band bookings and deposits, sound and sound engineering, and Grey Bear Production's booking assistance within the \$32,000 budget. June's two shows fall in FY2027 (\$8,000); the six July–September shows fall in FY2028 (\$24,000). Early approval is needed to secure bands and make required deposits. Detailed estimates will support commitments.

Have you applied for other sources? If so, where?

No other funding applications have been identified. Donations and local business sponsorships will be pursued.

Will there be other funds available? If so, how much?

No additional funds are currently committed, so the amount is unknown. Contributions received will be accounted for and reduce the amount of grant funding needed. Current economic conditions may limit donations.

Will there be a need for future funding? If so, explain?

Future annual support may be requested based on the series' results, actual costs, and success in securing donations and sponsorships.

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan
- IRS EIN
- Bids, Contracts, Estimates, etc
- W-9

Provide a detailed budget and marketing plan, band and production estimates, applicable EIN and W-9 documentation, and Council authorization when available. Promotion will use Town channels, social media, regional calendars and local partners, with recognition of ToATT support.

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

Following the season, the Town will provide the required recap, attendance information, promotional examples, tourism and community impacts, outcomes, recommendations and partner connections. The final financial report will show actual revenue, expenses, donations and sponsorships, supported by invoices, receipts and required proof of payment. Available visitor and overnight-stay information will be included.

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:

Name / Title: _____

Date: _____