



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:

Civic Center Audio, Visual, and Streaming Setup.

Event or Project Location and Date:

Upgrades to the current audio, visual set up at the Alpine Civic Center.

Applicant Address:

PO Box 3070, Alpine. WY 83128

Applicant Phone and email:

307-654-7757 admin@alpinewy.gov

Organization Contact Name:

Melody Leseberg

Organization Contact Phone and Email:

307-654-7757 mleseberg@alpinewy.gov

Secondary Organization Contact name:

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

Alpine Town Council

Mayor Green

Councilmember Larsen

Councilmember Scaffide

Councilmember Burchard

Councilmember Wierda

Organization Structure: Non-Profit, Individual, Municipality?

Municipality.

Organization EIN:

83-0291688

Organization W-9 if applicable:

Attached

Organization board minutes approving grant Applications:

Amount of funds requested?

Up to \$6,000

Proposed Cost of Project?

Up to \$6,000 estimated. We have equipment installed onsite some upgrades may be necessary proposed funds to accommodate those needs.

List of other donors?

Town of Alpine if costs exceed \$6,000

Describe Project/Event; Purpose, Objective:

The Town proposes an audio and visual setup at the Civic Center that can support larger in-person gatherings and provide a reliable live-streaming option when an event requires it. The goal is to make the space more useful for visitor-facing events, performances, presentations, and other gatherings that bring people to Alpine. The Town seeks funding only for costs the Board determines are eligible under the grant guidelines; the request does not include capital construction or building improvements.

Where will the project/event take place?

At the Town of Alpine Civic Center in Alpine, Wyoming.

Give a timeline with project/event deadlines?

We would like to complete any upgrades before October 28, 2026

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 upgraded setup would help the Civic Center host larger events that residents and visitors can attend in person. Those events may support lodging, restaurants, and retail when they draw out-of-town attendees. Streaming would extend access and promote future in-person participation, but online viewers alone would not be counted as overnight visitors. No reliable tourist attendance estimate is available yet; for supported events, the Town will track in-person attendance, visitor origin when practical, and business or organizer feedback.

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

The equipment and streaming capability are intended for repeated use at Civic Center gatherings after setup, subject to upkeep and the availability of event operators.

How will ToATT grant money be used?

For Board-approved and documented audio, video, and streaming upgrade costs up to \$6,000.

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

No other funding application for this setup has been identified.

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

No additional amount is committed at this time. The Town may pursue other contributions or cover costs the Board determines are ineligible from an appropriately authorized non-grant source.

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

Routine operation, upkeep, replacement, and any future upgrades would be evaluated separately. This request is upgrades to current set up.

Supporting Documentation:

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

To be supplied: itemized \$6,000 budget, equipment and service specifications, vendor estimates, and a plan to promote eligible Civic Center events through Town channels and regional event listings. Event advertising will include "Support provided by Town of Alpine Travel and Tourism" wherever appropriate.

Post Project/Event Feedback Checklist:

- Recap of Project/Event
- Number of Attendees
- Documentation (ads 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

The Town will report on the setup, actual expenses, events supported, in-person attendance and visitor impact as information becomes available.

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:



Date: 10/2/2026