



Town of Alpine America 250 Celebration

Travel and Tourism Post Event Report and Reimbursement Documentation

Submitted to Town of Alpine Travel and Tourism by Sarah Greenwald, Deputy Clerk

The Town of Alpine submits this report and selected supporting expense records for reimbursement under its previously awarded \$25,000 Travel and Tourism grant. The America 250 celebration was a major success, bringing residents and visitors together for a weekend of entertainment, family activities, and community pride. Attendees traveled from Utah, Idaho, Montana, and other locations, and Town staff reported out-of-town hotel use and additional visitor spending in Alpine.

Project and event recap

Planning began with Resolution No. 2025-030, adopted July 15, 2025, establishing the Town's Semiquincentennial Committee. The committee met approximately every two weeks throughout much of the planning period. All members were volunteers except for one Town staff member. Their sustained planning and coordination, together with the contributions of staff, businesses, and event providers, made the celebration possible.

The July 2–4 program included the Farmers Market and Music in the Mountains, the Red, White & Revved car show, the Great American Gala, vendors, family activities, and the Independence Day parade and concert. Richard Petty participated as the gala's special guest and parade grand marshal. Matthew and the Hope performed the July 4 concert at Marge Grover Park.

Attendance

Organizers reported substantial participation throughout the weekend, with visitors traveling from Utah, Idaho, Montana, and other locations. Local gas stations and restaurants reported high numbers of out-of-state customers who were in Alpine for the America 250 celebration, further demonstrating the event's tourism impact. A verified attendance total and numerical resident/visitor breakdown are unavailable. The application projected 1,500–2,500 participants; this range provides planning context rather than a measured post-event count.

Sponsor recognition

Town of Alpine Travel and Tourism was recognized through its logo on event banners and flyers. This recognition acknowledged the Board's support in the celebration's promotion and at the event. Event photographs follow this report; copies of the logo-bearing flyers and banner photographs should accompany the final submission as sponsor documentation.

Tourism outcomes

The celebration gave visitors a specific reason to travel to Alpine for Independence Day weekend. Richard Petty's participation, the car show, gala, parade, and live music created a program with regional appeal. The multi-day schedule offered several activities during one trip and encouraged visitors to spend more time in the community.

Town staff reported that many attendees were from out of town, utilized local hotels, and brought additional tourism spending into Alpine. These observations connect the celebration to lodging activity and local commerce. The weekend also created opportunities for restaurants, food vendors, and other businesses to serve visiting guests. Room nights and visitor spending were not quantified; these outcomes are based on staff observations and reported visitor origins.

Community impact and project objectives

The celebration successfully commemorated America's 250th anniversary, brought the community together, and attracted visitors from beyond Alpine. The parade, car show, concert, and family activities gave residents and guests several ways to participate. The gala also provided an opportunity to support charitable causes.

The volunteer committee's commitment and the collaboration of Town staff, businesses, performers, and service providers strengthened community relationships. Regional participation and reported hotel use support the conclusion that the celebration advanced the grant application's tourism objectives and showcased Alpine as a destination for special events.

Future events and improvements

America's 250th anniversary was a one-time milestone. Individual activities such as a car show, parade, concert, or gala may be considered for future celebrations, subject to Town decisions, funding, and partner participation. Future planning would benefit from early vendor coordination, clear volunteer assignments, attendance tracking by activity, and brief surveys of visitor origins and lodging use. Collecting sponsor photographs and payment documentation throughout planning would also improve future reporting.

Partner connections

The celebration developed working relationships with performers, production providers, vendors, and gala service providers. Matthew and the Hope, Gray Bear Productions, Richard Petty, and other participating providers represent connections that the Town can draw upon when planning future events. Future participation remains subject to agreement with those partners.

Expenses supporting reimbursement

The Town was awarded \$25,000 on a reimbursement basis. The schedule below identifies the selected expenses submitted to support payment of that award. The reimbursement allocation totals exactly \$25,000 and includes only the nine event expenses listed here.

Attachment	Vendor and event purpose	Requested
1	Matthew and the Hope — July 4 concert performance	\$3,000.00
2	Seasoned Catering — Gala meal service	\$13,327.79
3	Gray Bear Productions — Concert audio and production	\$1,800.00
4	Vinylart — Celebration banners	\$1,000.80
8	Little Bouncers — Water slide and bounce house	\$2,200.00
11	Laura Greenwald — Security for July 4 event vendors	\$750.00
15	High Country Linen — Event linen rental	\$587.41
21	Canvas Unlimited — Gala tables and dinnerware rental	\$1,734.00
22	Jewels and Stones LLC — Gala photo booth service	\$600.00
	Total reimbursement requested	\$25,000.00

Expense allocation

The selected cost basis is \$25,124.21. Only \$13,327.79 of the \$13,452 Seasoned Catering invoice is allocated to this reimbursement, leaving \$124.21 outside the claim. The deposit and balance are portions of the same invoice and are counted once. Canvas Unlimited is limited to its \$1,734 rental subtotal, excluding the \$148.40 damage waiver.

Vinylart is limited to celebration banner invoice 6333 at \$1,000.80. This schedule uses one supporting record per expense, with the payment method identified on each attachment.

Connection to the celebration

Entertainment and audio production delivered the concert; banners supported event promotion and identification; and the bounce house and vendor security supported public participation. Catering, tables, dinnerware, linens, and the photo booth enabled the gala, which formed part of the weekend program that attracted visitors to Alpine.

Supporting documentation

The following exhibits include event photographs and the selected expense records, labeled with their original attachment numbers. Reimbursement remains subject to the award terms and review of eligible, paid expenses. The payment methods shown on the selected attachments reflect the Town's payment information. Sponsor documentation accompanies the reimbursement records in the final submission.

Thank you to Town of Alpine Travel and Tourism for supporting a successful celebration that welcomed regional visitors, supported local lodging activity, and strengthened community pride.