



Music in the Mountains 2026 – Final Report

Event Overview

The Town of Alpine hosted the 2026 Music in the Mountains summer series from July 1 through September 3, providing entertainment for residents and visitors and opportunities to gather as a community.

Attendance and Participation

Attendance was lower than in previous years, and the karaoke nights was not well attended. A verified total attendance count is not available.

The Town received some complaints about the 6:00 p.m. start time, as commuters had difficulty returning to Alpine in time to attend the beginning of the events.

Budget and Challenges

The Events Committee took over coordination of the series, and not all expenses were known at the time of the transition. This made it difficult to anticipate the full cost of the events. Sound engineering was also a separate expense from the sound equipment, contributing to the series exceeding its approved budget.

For future seasons, the Town will confirm all performer, sound, and production costs before finalizing the budget and making commitments.

Community and Tourism Impact

The series provided opportunities for residents and visitors to enjoy summer entertainment and gather in Alpine. Although the events offered opportunities for attendees to visit local businesses, their impact on business spending and overnight stays was not measured.

Recommendations for Future Seasons

The Town plans to continue the Music in the Mountains series. Future planning will consider a later start time to accommodate commuters and review entertainment choices based on attendance and community feedback. The low turnout for karaoke suggests that other entertainment options should be considered.

The Town will also seek donations and sponsorships to help offset costs and establish a complete budget before making commitments for the next season.

Financial Summary

Travel & Tourism grant award: \$20,000

Total event expenses: \$ 23,500

Other contributions: \$0.00

Amount over budget: \$3,500