



**Date:** October 20, 2026

**Department:** Clerk's Office

**Presenter:** Sarah Greenwald, Deputy Clerk

**Subject:** 250th Celebration Charitable Distribution

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**Purpose:**

Request Town Council direction on the final charitable distribution of remaining 250th Celebration proceeds between Victory Junction and Shriners Hospitals for Children. The amount proposed for distribution from remaining event-generated proceeds is \$66,710.72. No grant award funds are included in the charitable distribution.

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**Background:**

Staff reconciled the Town's 250th Celebration receipts and event costs. Event-generated receipts total \$94,213.72. Total 250th event costs are \$52,503.00, including \$4,000 in allocated Town staff time as an event cost. The Town's \$25,000 Travel & Tourism America250 award was reimbursement-based and was applied to documented eligible event expenses, reducing the net event costs borne by event-generated receipts to \$27,503.00. This leaves \$66,710.72 in remaining event-generated proceeds available for charitable distribution.

The accounting spans two fiscal years. The Caselle 250th expense account therefore contains activity from both fiscal periods and also includes school distributions and separately funded project costs. Those school and separate project amounts remain visible in the accounting record but are excluded from the celebration's net-proceeds calculation.

The reconciliation was cross-checked against Caselle records, Gala and Car Show Jotform records, Xpress Bill Pay transactions, PayPal and receipt-register backup, cash and check records, vendor payments, and grant records.

Funds previously distributed to the Alpine Education Foundation and Wyoming Classical Academy-Alpine were generated from specific auction and fundraising proceeds designated for the charter school. Because those funds were raised for that specific purpose and have already been distributed, they are not included in the remaining amount available for charitable distribution.

During planning for the Town's 250th Celebration, the 250th Committee worked to bring Richard Petty to Alpine as part of the Gala. In connection with his participation, the Committee understood that a portion of Gala proceeds would be donated to Victory Junction, a children's camp supported by the Petty family. Kip Attaway also performed during the celebration and did

not charge the Town for his performance, with the understanding that the remaining charitable proceeds would be directed to Shriners Hospitals for Children.

Based on those commitments, staff is preparing the final distribution so that Victory Junction receives the larger designated amount and Shriners Hospitals for Children receives the remaining balance.

- Event-generated receipts: \$94,213.72
- Available event-generated proceeds for charitable distribution: \$66,710.72

#### **Grant Funding and Use:**

No grant funds are included in the distribution to Victory Junction or Shriners Hospitals for Children. The \$25,000 Travel & Tourism America250 award was a reimbursement grant. The Town submitted nine documented eligible event expenses totaling exactly \$25,000 to support reimbursement of the full award. Those grant funds were applied to event costs and are not being passed through to either charitable organization.

| Grant                                               | Award       | How Funds Were Used                                    |
|-----------------------------------------------------|-------------|--------------------------------------------------------|
| Wyoming State Parks & Cultural Resources America250 | \$22,000.00 | Separate commemorative coin/mural grant project        |
| Travel & Tourism- Overall America250                | \$25,000.00 | Reimbursement of documented 250th celebration expenses |
| Travel & Tourism- Fireworks                         | \$15,000.00 | Applied toward fireworks expense                       |

#### **Grant funds included in charitable distribution: \$0.00**

Budget clarification: the Caselle Account Inquiry spans two fiscal years and resets at the fiscal-year change. The \$41,264.57 shown at the end of the second fiscal section is therefore not the full-period event total. Combined net charges across both fiscal sections are \$75,082.88; that total includes the school distributions and separately funded project costs described above.

#### **Alternatives:**

Option A- Approve a \$50,000.00 distribution to Victory Junction and \$16,710.72 to Shriners Hospitals for Children, funded from remaining event-generated proceeds.

Option B- Approve a different allocation between the two organizations, not to exceed the \$66,710.72 in remaining event-generated proceeds.

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#### **Fiscal Impact:**

The proposed charitable distribution totals \$66,710.72 and is funded from remaining event-generated proceeds. No grant award funds are included in the proposed payments to Victory Junction or Shriners Hospitals for Children. The \$25,000 Travel & Tourism reimbursement was applied to documented eligible event expenses before determining the remaining event-generated proceeds available for distribution. The \$52,503.00 event-cost total includes \$4,000 in allocated Town staff time as an event cost, not as a vendor expense. No additional General Fund appropriation is requested as part of the charitable distribution action.

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**Strategic or Community Impact:**

Finalizing the charitable distribution completes the financial closeout of the Town's 250th Celebration and provides a clear public record showing that grant awards were used for their approved purposes and that the charitable payments are being made from remaining event-generated proceeds.

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**Key Questions:**

1. Does Council agree that the \$66,710.72 charitable distribution is supported by remaining event-generated proceeds, with no grant funds included in the distribution?
  2. Does Council authorize staff to issue the approved payments?
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Attachment A: 250th Reconciliation Spreadsheet

## TOWN OF ALPINE | 250TH MONEY SUMMARY

| STEP                                               | AMOUNT             | WHAT THIS MEANS                                           |
|----------------------------------------------------|--------------------|-----------------------------------------------------------|
| 1. Money made by the event                         | \$94,213.72        | Tickets, auction, Car Show, and confirmed coin sales      |
| 2. Total event costs                               | (\$52,503.00)      | All event costs used in this reconciliation               |
| 3. Travel & Tourism paid back eligible event costs | \$25,000.00        | This reimbursed part of the event costs                   |
| 4. Event money that actually had to cover costs    | (\$27,503.00)      | \$52,503 in costs less the \$25,000 reimbursement         |
| <b>5. EVENT MONEY LEFT</b>                         | <b>\$66,710.72</b> | <b>Amount available for Victory Junction and Shriners</b> |

The \$25,000 Travel & Tourism grant reimbursed eligible event expenses. It is not part of the charitable payments.

| CHARITABLE DISTRIBUTION         | AMOUNT             | PAID FROM                            |
|---------------------------------|--------------------|--------------------------------------|
| Victory Junction                | \$50,000.00        | Remaining event money                |
| Shriners Hospitals for Children | \$16,710.72        | Remaining event money                |
| <b>TOTAL</b>                    | <b>\$66,710.72</b> | <b>Event-generated proceeds only</b> |

## EVENT MONEY RECEIVED

| WHERE THE MONEY<br>CAME FROM          | AMOUNT             |
|---------------------------------------|--------------------|
| Gala ticket revenue                   | \$27,956.00        |
| Auction revenue                       | \$63,637.00        |
| Car Show revenue                      | \$2,065.72         |
| Confirmed coin sales                  | \$555.00           |
| <b>TOTAL EVENT MONEY<br/>RECEIVED</b> | <b>\$94,213.72</b> |

This \$94,213.72 is event-generated money. Grant awards are not included in this total. School-designated auction and fundraising proceeds already distributed to AEF/WCA are tracked separately and are not included in this total.

## EVENT COSTS

*The Caselle 250th Account Inquiry spans two fiscal years. The \$75,082.88 starting total combines both fiscal-year sections.*

### WHAT CASELLE SHOWS

### AMOUNT

|                                        |                    |
|----------------------------------------|--------------------|
| 250th Account Inquiry total            | \$75,082.88        |
| Less: School payments already paid out | (\$17,084.00)      |
| Less: Separately funded project costs  | (\$11,556.35)      |
| <b>MAIN EVENT COSTS IN CASELLE</b>     | <b>\$46,442.53</b> |

### ADDITIONAL EVENT COSTS

### AMOUNT

|                                      |                   |
|--------------------------------------|-------------------|
| Bliss Cargo                          | \$60.47           |
| SP Creative LLC                      | \$2,000.00        |
| <b>TOTAL ADDITIONAL VENDOR COSTS</b> | <b>\$2,060.47</b> |
| <b>Allocated Town staff time</b>     | <b>\$4,000.00</b> |

### TOTAL EVENT COSTS

**\$52,503.00**

### SCHOOL DISTRIBUTIONS INCLUDED IN THE CASELLE TOTAL

### AMOUNT

|                                  |                    |
|----------------------------------|--------------------|
| Alpine Education Foundation      | \$16,654.00        |
| Wyoming Classical Academy-Alpine | \$430.00           |
| <b>TOTAL SCHOOL PAYMENTS</b>     | <b>\$17,084.00</b> |

## WHAT THE \$25,000 TRAVEL & TOURISM GRANT PAID BACK

| ELIGIBLE EVENT EXPENSE                           | AMOUNT REIMBURSED  |
|--------------------------------------------------|--------------------|
| Matthew and the Hope - July 4 concert            | \$3,000.00         |
| Seasoned Catering - Gala meal service            | \$13,327.79        |
| Gray Bear Productions - concert audio/production | \$1,800.00         |
| Vinylart - celebration banners                   | \$1,000.80         |
| Little Bouncers - water slide and bounce house   | \$2,200.00         |
| Laura Greenwald - event vendor security          | \$750.00           |
| High Country Linen - event linens                | \$587.41           |
| Canvas Unlimited - Gala tables and dinnerware    | \$1,734.00         |
| Jewels and Stones LLC - Gala photo booth         | \$600.00           |
| <b>TOTAL PAID BACK BY THE GRANT</b>              | <b>\$25,000.00</b> |

| OTHER GRANTS KEPT SEPARATE       | AMOUNT      | HOW THEY WERE USED                     |
|----------------------------------|-------------|----------------------------------------|
| Wyoming America250 grant         | \$22,000.00 | Used for its approved project expenses |
| Travel & Tourism fireworks grant | \$15,000.00 | Used toward the fireworks expense      |

These other grants are kept separate from the charitable-distribution calculation.

## HOW THE NUMBERS WERE DOUBLE-CHECKED

| RECORD / SYSTEM            | WHAT WAS CHECKED                                                          | STATUS  |
|----------------------------|---------------------------------------------------------------------------|---------|
| Caselle                    | 250th income, both fiscal-year expense sections, and school distributions | Checked |
| Gala Jotform               | Paid Gala submissions                                                     | Checked |
| Car Show Jotform           | Paid Car Show submissions                                                 | Checked |
| Xpress Bill Pay            | Online event payments                                                     | Checked |
| PayPal / receipt registers | Gala and Car Show deposits                                                | Checked |
| Cash records               | Gala, auction, and Car Show cash                                          | Checked |
| Check records              | Ticket and auction checks                                                 | Checked |
| Vendor invoices / payments | Vendor costs and allocated Town staff time                                | Checked |
| Grant records              | Travel & Tourism and Wyoming grant use                                    | Checked |