Date: October 20, 2026

Department: Clerk's Office

Presenter: Sarah Greenwald, Deputy Clerk

Subject: Council Determination on Support for an Out-of-Cycle Travel and Tourism Grant Application

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Purpose:

Request Council determination on whether to support an out-of-cycle application to the Town of Alpine Travel and Tourism Board for $3,950 to repair the welcome sign at the south entrance to town. Council action is requested.

Background:

The south entrance welcome sign broke during the winter of 2025-2026. Since then, the Town has attempted to obtain repair pricing and has now received KLN Welding & Construction LLC Estimate No. 202, dated October 12, 2026, in the amount of $3,950.

Travel and Tourism originally funded the Town's welcome signs. The original application proposed three entrance signs, a $60,000 project cost and a $48,000 grant request with a 20% Town match. This application seeks the full quoted repair amount; the prior match is not assumed to apply to this request.

The repair application was prepared for the Travel and Tourism Board's October 15, 2026, meeting, which precedes the October 20 Council meeting. The application identifies Council approval as pending. Any Board action or conditions should be reported to Council before its determination.

The estimate includes a custom steel support assembly for the existing sign, associated fabrication and welding, "THANKS FOR VISITING" lettering, and installation. Painting, powder coating, engineering and stamped drawings are excluded unless agreed upon in writing.

Alternatives:

1. Support the $3,950 out-of-cycle application. This would allow staff to pursue Travel and Tourism funding to restore the sign, subject to the Board's funding decision and any conditions.

2. Decline support for the application. Staff would report Council's determination to Travel and Tourism and return for direction on repair funding.

3. Defer the determination. Council may request additional information about the estimate, excluded work, Board action or funding conditions before deciding.

Fiscal Impact:

The quoted fabrication and installation cost is $3,950, and the requested grant amount is $3,950. No new Town cash match is proposed in the application. Costs for excluded work have not been established.

Support for the application would authorize pursuit of funding. Acceptance of grant conditions, approval of any Town contribution, and authorization to contract for the work would need to be addressed as applicable. The current budget availability for the repair has not been confirmed in this report.

Strategic or Community Impact:

Repairing the sign would restore a gateway feature originally supported by Travel and Tourism and improve the Town's presentation to visitors and residents. The project supports community identity and the visitor experience. No specific increase in visitor numbers or overnight stays has been projected.

Key Questions

1. Does Council support seeking the full $3,950 through an out-of-cycle Travel and Tourism grant application?

2. Does any Travel and Tourism action or funding condition affect Council's support?

3. Does Council want additional information about excluded work or possible Town costs before supporting the request?

Suggested Motion:

If Council supports the request:

"I move to support the Town of Alpine's out-of-cycle Travel and Tourism grant application requesting $3,950 for repair of the south entrance welcome sign and authorize staff to pursue the funding, subject to Travel and Tourism approval. This action does not authorize a Town cash match or execution of a repair contract."

If Council declines support:

"I move to decline support for the out-of-cycle Travel and Tourism grant application for repair of the south entrance welcome sign."

Attachments

1. Travel and Tourism grant application for South Entrance Welcome Sign Repair.

2. KLN Welding & Construction LLC Estimate No. 202 dated October 12, 2026.