

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: **Mountain Days**

Event or Project Location and Date: **Weekend after Father's Day each year**

Alpine Mountain Days began in 1990 and grows each year.

Applicant Address: **250 River Circle, Alpine, WY 83128**

Applicant Phone and email: Organization Contact Name: **Melody Leseberg**

Organization Contact Phone and Email: **307-654-7757 Ext. 3 admin@alpinewy.gov**

Secondary Organization Contact name: **Andrea Burchard**

Secondary Organization Contact Phone and Email:

307-880-5557 aburchard@alpinewy.gov

List of organizations Board Members and positions: **Mayor Green, Jeremy Larsen, Andrea Burchard, , Emily Castillo, Shay Scaffide**

Organization Structure: Non-Profit, Individual, Municipality? **Municipality**

Organization EIN: **83-0291688**

Organization W-9 if applicable: **Attached**

Organization board minutes approving grant Applications: **Attached**

Amount of funds requested. \$ 11,200

Proposed Cost of Project? **\$14,000**

List of other donors? **Town of Alpine 20% = 2,800**

Describe Project/Event; Purpose, Objective: **Alpine Mountain Days – Labor – Entertainment –**

Bounce House Rental

Where will the project/event take place? **121 US Hwy 89, Alpine, WY 83128**

Give a timeline with project/event deadlines?

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 benefits to our local population?

There are many moving parts to Mountain days which require staff to work many hours, entertainment & activities that draw visitors in. Mtn days draws thousands of people to the area every summer which supports local businesses, campgrounds, and hotels.

How long will your Project/event benefit intended target market? It provides activities and un

How will ToATT grant money be used? **To hire entertainment – pay for activities – pay for staffing.**

This year we have to upgrade some infrastructure to accommodate the event so that leaves us short on funds for 2026.

Have you applied for other sources? If so, where? **Town of Alpine providing a match of 20% =**

\$2,800

Will there be other funds available? If so, how much? **\$2,800**

Will there be a need for future funding? If so, explain? **Not expecting to.**

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan - **Website - Newsletter - Buckrail - Social Media**
- IRS EIN **83-0291688**
- Bids, Contracts, Estimates, etc – **See Attached invoicing from Mountain Days 2024 – Hotel Room Estimate for 2025 and budget spreadsheet for 2026**
- **W-9 Attached**

Post Project/Event Feedback Checklist:

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

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:

Melody Leseberg
Andrea Burchard