

Alpine Tourism Grant Application

Name of Organization: Star Valley Arts Council

Event or Project Name: Alpine Art Auction

Event or Project Location and Date: Alpine Civic Center

Applicant Address: PO Box 1082, Afton WY 83110

Applicant Phone and email: 307.886.4411, lxi@starvalleyarts.org

Organization Contact Name: Lxi Weber

Organization Contact Phone and Email: 307.886.4411, lxi@starvalleyarts.org

List of organizations Board Members and positions:

Janet Erickson - Chairwoman - Vocal Instructor

Val Bagley - Artist

Tim Hale - Treasurer - Financial Planner

Doug Monson - Art Gallery Owner/Artist

Denise Christensen - Therapist/Social Worker

Eileen Hale - Retired teacher

Taryn Boals - Artist

Annie Heiner - Graphic Designer

Corinne Storey - Substitute School Teacher

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

Organization EIN: 83-0329440

Organization W-9 if applicable: See attached

Organization board minutes approving grant Applications: Grant applications were

discussed at our annual board meeting on January 11, 2025, and the minutes were approved on February 5, 2025.

Amount of funds requested? \$4,000

Proposed Cost of Project? \$10,000

List of other donors? The Alpine Tourism Board is the main organization we are applying to for the Art Auction.

Describe Project/Event; Purpose, Objective:

We are seeking grant funding to host our 2nd annual art auction in Alpine, which showcases the talent of regional artists, growing our local art economy. It will draw art collectors and artists from surrounding areas, while elevating the visibility and economic prospects of local artists. This is a platform for our artists to showcase their work in a way that isn't available anywhere else in the valley.

Last year, we had about 120 attendees. We collected 50 pieces of art, and sold 34 of them via live and silent auctions. We had food, drinks, handmade chocolates, aerial artists, a string quartet, and live painters. All artists were local, but this year we are branching out to regional artists AND regional collectors.

Where will the project/event take place?

Alpine Civic Center

Give a timeline with project/event deadlines?

This event will take place on July 5th, from 7:00pm-9:00pm.

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 a benefit to our local population?

This event provides a platform for emerging and established local and regional performing and fine artists. It will bring in collectors from neighboring cities and regions, boosting both exposure and sales. It is a public celebration for the arts with community access and participation, and gives the artists a chance to benefit financially from both auction sales and relationships made.

How will ToATT grant money be used?

Funds would be used for the following:

Live music, printed materials, venue rental, and advertising.

Have you applied for other sources? If so, where?

This is the only source we are applying to specifically for the Art Auction.

Will there be other funds available? If so, how much?

We will evaluate our grant funds once they are awarded to see what we might be able to put towards this. Additionally, we are seeking sponsors to help fund this project.

Will there be a need for future funding? If so, explain?

As this event becomes more established, we hope that previous years' sales and sponsorships will allow us to not need future grand funding.

Marketing Plan

Social Media - \$500

\$500 would be used during the months of June/July to attract visitors to the event

Jackson Hole Daily - \$500

Would be used in June, to run on a Friday/Saturday, to attract vendors

Jackson Hole News & Guide - \$500

Would be used for one week in August, to attract visitors to the event

Mailers - \$1,000

Would be sent out to Star Valley PO Boxes

Star Valley Independent - \$300

\$300 would be used during the months of June/July to attract visitors to the event

SVI Media - \$200

\$200 would be used for radio ads during the month of June

Teton Valley News - \$500

\$500 would be used during the month of August to attract visitors to the event

Posters and Signage - \$500

Total - \$4,000