# 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: SVI Media

Event or Project Name: 25-26 Marketing Proposal

Event or Project Location and Date: Star Valley + Whoh Pagion

Applicant Address: 360 S. Woshington, Afton

Applicant Phone and email: duked@svineus.com 307-887-5726

Organization Contact Name: Duke Dance

Organization Contact Phone and Email: Same as above

**Secondary Organization Contact name:** 

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

Organization Structure: Non-Profit, Individual, Municipality?

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

No

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

Will reapply for 26-27 budget year

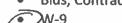
### **Supporting Documentation:**

Budget Worksheet or Financial Plan



Marketing Plan

IRS EINBids, Contracts, Estimates, etc



### 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:

# **Alpine Tourism Board**

SVI Media Proposal for Fiscal Year 25-26

### Geofencing

Will be used to serve digital ads to a specific target demographic to promote Alpine events and tourism. Non-social media ads that will be viewed on thousands of websites that the target market visits. Can provide analytics including impressions, clicks and how many people that saw the ad attended the event or the target result. 100,000 impressions will be served monthly.

Value: \$1,500/month Your price: \$1,000/month

### **SVI Sports Broadcasts**

Receive a thirty second commercial that will air 3-4 times during each live video broadcast of Star Valley High School sports on SVI Media. Games are free to view at SVInews.com, SVI Media YouTube channel and SVI social media platforms. Average of 25-35 thousand live viewers per broadcast, local and regional viewers. Commercial production is included, up to 2 commercials per sports season (fall, winter and spring).

Value: \$800/month Your Price: \$500/month

### Digital Ads on SVI websites

Receive digital website ads on both SVInews.com and SVIAlpine.com. Ads can promote local events or local businesses in Alpine. Ads will appear inside the news content of both websites and will redirect to the appropriate website when clicked. SVI can provide a total number of impressions and clicks on all digital ads.

Value: \$1,000/month Your Price: \$500/month

#### Social Media

Receive a monthly post or video reel on Facebook and Instagram that is boosted to a local and regional audience. This post will promote either recreation or upcoming events in Alpine.

Value: \$500/month Your Price: \$300/month

Total Yearly amount: \$27,600

10% discount if full year paid in advance: \$24,840

# Form (Rev. October 2018) Department of the Treasury Internal Revenue Service

# Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

	1 Name (as shown on your Income tax return). Name is required on this line; do	not leave this line blank.												
	SVI Media, LLC  2 Business name/disregarded entity name, if different from above								_					
Print or type. See Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.							4 Exemptions (codes apply only to certain entitles, not individuals; see instructions on page 3):						
	☐ Individual/sole proprietor or ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/es single-member LLC					Exempt payee code (if any)								
t to	Limited liability company. Enter the tax classification (C=C corporation, S=8	S corporation, P=Partners	ship) ►		_						_			
Print or type. Re Instruction:	Note: Check the appropriate box in the line above for the tax classification LLC if the LLC is classified as a single-member LLC that is disregarded from another LLC that is not disregarded from the owner for U.S. federal tax pur is disregarded from the owner should check the appropriate box for the tax	in the owner unless the or poses. Otherwise, a single	wner of the	ne LL	.C ls	1 -	empt oda (il	ion fro	m FA	TCA	геро	rting	_	
20	☐ Other (see instructions) ►					44	plies fo	account	e gradyt	ulned d	rutside	the U.S	ų_	
996 Sp	5 Address (number, street, and apt. or suite no.) See instructions. PO Box 129		Request	er's i	ertsn	and	addn	<b>333 (</b> 0)	tiona	ŋ				
0)	6 City, state, and ZIP code													
	Afton, WY 83110													
	7 List account number(s) here (optional)													
Par	Taxpayer Identification Number (TIN)					_								
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident allen, sole proprietor, or disregarded entity, see the instructions for Part i, later. For other						cur	ty nu	mber						
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entities, it is your employer identification number (EIN). If you do not have a number, see How to get a									] "	L				
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	Also see What Name a					er identification number								
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Par										_	_			
	penalties of perjury, I certify that:													
2. I an Ser	number shown on this form is my correct taxpayer identification number n not subject to backup withholding because: (a) I am exempt from back vice (IRS) that I am subject to backup withholding as a result of a failure longer subject to backup withholding; and	cup withholding, or (b)	I have n	ot b	een i	noti	fied t	y the	Inte					
	n a U.S. citizen or other U.S. person (defined below); and													
	FATCA code(s) entered on this form (if any) indicating that I am exempt	t from FATCA reporting	g is com	ect.										
you ha	ication instructions. You must cross out item 2 above if you have been not ave failed to report all interest and dividends on your tax return. For real esta atton or abandonment of secured property, cancellation of debt, contribution than interest and dividends, you are not required to sign the certification, bu	ate transactions, item 2 ns to an individual retire	does no	t ap	ply. F	or n nt (II	nortg RA), s	age in ind ge	teres nera	t pai	id, aym	ents	use	
Sign			Date ►	41	8	2	И							
Ge	neral Instructions	• Form 1099-DIV (div	idends,	incl	uding	j th	ose f	rom s	tock	s or	mut	ıal		
Section	on references are to the Internal Revenue Code unless otherwise	funds)  • Form 1099-MISC (various types of income, prizes, awards, or gross												
Futur	e developments. For the latest information about developments d to Form W-9 and its instructions, such as legislation enacted	proceeds)  • Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)												
after t	hey were published, go to www.lrs.gov/FormW9.	Form 1099-S (proceeds from real estate transactions)												
Pur	pose of Form	Form 1099-K (merchant card and third party network transactions)												
inform	dividual or entity (Form W-9 requester) who is required to file an lation return with the IRS must obtain your correct taxpayer	<ul> <li>Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)</li> </ul>												
identi	ication number (TIN) which may be your social security number , individual taxpayer identification number (ITIN), adoption	• Form 1099-C (canceled debt)												
taxoa	ver identification number (ATIN), or employer identification number	<ul> <li>Form 1099-A (acquisition or abandonment of secured property)</li> </ul>												
(EIN), amou	to report on an Information return the amount paid to you, or other nt reportable on an information return. Examples of information	Use Form W-9 only if you are a U.S. person (including a resident allen), to provide your correct TIN.												
	s include, but are not limited to, the following. n 1099-INT (interest eamed or paid)	If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding.												

later.



# Display / Geofencing / Native Report – Alpine Travel and Tourism Board – 2024-11-01 – 2025-02-22

Alpine Travel and Tourism

Board

/ Display / 4525517 - Competitive Plus





## **Display / Geofencing / Native Report – Alpine Travel** and Tourism Board - 2024-11-01 - 2025-02-22

Board

Alpine Travel and Tourism / Display / 4525517 - Competitive Plus

Preview	Name	↓ Im	Clicks	CTR	Convers
	4525517 - 11202024 - Alpine Winter design set-320x50-px.gi	72,203	54	0.07%	C
	4525517 - 11202024 - Alpine Winter design se-300x250-px.g	42,999	45	0.10%	C
	4525517 - 11202024 - Alpine Winter design set-728x90-px.gi	28,041	43	0.15%	,
	4525517 - 10072024 - Alpine 2 design set - Cu-320x50-px gi	26,083	17	0.07%	(
	4525517 - 01092025 - Alpine Jubilee design se-320x50-px.g	24,346	29	0.12%	: (

<sup>\*</sup> Top 5 results displayed in table. Total line includes additional, unlisted results.

## Alpine Tourism and Promotion Board

# SVInews.com & SVIalpine.com digital ads performance

August 24-February 25

Total of 141,562 impressions Total of 7,407 clicks

### **Video Commercials on SVI Sports**

Average of roughly 21,000 total views per broadcast during football and basketball season, with additional listenership on SVI Radio broadcasts for both high school and University of Wyoming games.