



Applicant Organization Name:

Town of Alpine - Special Events Committee

Event or Project Name: **Alpine Music in the Mountains Summer Series**

Event or Project Location and Date: **Marge Grover Park - July/August 2025**

Applicant Address: **Alpine Town Hall**

Applicant Phone and email: **307.690.3310, shayscaffide@gmail.com**

Organization Contact Name: **Shay Scaffide, Town Council**

Organization Contact Phone and Email: **Same as Above**

Secondary Organization Contact name: **Not applicable**

Secondary Organization Contact Phone and Email: **Not applicable**

List of organizations Board Members and positions:

Special Events, Town of Alpine - please confirm with Town Councilwoman, Andrea Burchard

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

Organization EIN: **Town of Alpine**

Organization W-9 if applicable: **Not applicable**

Organization board minutes approving grant Applications: **Confirm with Special Events Committee**

Amount of funds requested? **\$20,000 per year for annual music summer series**

Proposed Cost of Project? **\$20,000 per year for annual music summer series**

List of other donors? **Donations will be solicited from our Community and will work to get \$5000-7500 in company sponsorship so that the full \$20,000 is not taken. Just requesting that much to be safe.**

Describe Project/Event; Purpose, Objective: **Summer Alpine Music Series with 6 music acts, every Thursday coinciding with Alpine's Farmer's Market. Main goal, as noted below, is to create a sense of community and inclusion with our growing population.**

Where will the project/event take place? **See Above, Marge Grover Park**

Give a timeline with project/event deadlines? **March 2025 begin booking music acts, confirm sound technician schedule and music equipment rental dates - Actual musical events will be July 3, 10, 17, 24, 31, August 7.**

What is the expected impact of the project/event? **After the last Summer Series 2024, we are at a minimum of 125-175 community attendees upwards of 200 on some evenings. The projected impact would be monumental for our town.**

How many tourists will it attract? **There were many tourists that ended up at the Alpine Farmer's Market and then stayed for music. We can make permanent posters for the hotels and restaurants in town to attract even more visitors. Many tourists on to Jackson saw the music advertised in town and stopped to enjoy the event.**

How will it benefit overnight stays and local business impact? The more time we get tourists to spend time within the town, the more our local businesses will benefit. **If the tourists are here, it will keep them buying local, staying local. Food Trucks and local restaurants like Melvin and the Greys River Tavern highly benefited as well. The Alpine Farmer's Market vendors noted it was their best and most attended summer on record! We may bump up music to 630pm to get locals/tourists there earlier to shop/dine.**

Will there be a benefit to our local population? Please see above. **ABSOLUTELY, we got more than 50/60 comments that this was how to create community as Alpine grows. Events like this foster connections between established and new community members. Alpine residents actively sought me out during and after the events to thank the Town for committing funding to these events as this allowed for friends to gather and commune.**

How long will your Project/event benefit intended target market? **As long as the music series continues residents and local businesses will continue to reap the benefit. A Survey to ask the town how they received the event would be a great measuring tool.**

How will ToATT grant money be used? **Please see above, Funding would be used to book the bands, pay the sound technician and for music equipment rental. All other hours of planning have and will be volunteer!**

Have you applied for other sources? If so, where? **We will reach out to our community to see if any businesses or individuals care to donate.**