

# Final Report: Town of Alpine Welcome Signs

## 1. Project Overview

The Town of Alpine, with funding support from the Travel and Tourism Grant, successfully completed the installation of three new Welcome Signs at the main entrances to Alpine. The project began after July 1, 2024, and was completed on [insert completion date].

The signs were designed and installed to reflect Alpine's unique identity, create a strong first impression, and promote both community pride and tourism.

## 2. Objectives & Grant Alignment

This project directly supports the Travel and Tourism Board's mission to "help create positive experiences for visitors and residents"

Town of Alpine Travel and Touri...

by:

- Creating visually appealing entry points that strengthen Alpine's image.
- Enhancing visitor impressions, encouraging longer stays, and supporting local businesses.
- Providing a lasting asset that will benefit the community for 20 years or more.

## 3. Locations

New Welcome Signs were installed at the following entrances:

1. U.S. Highway 26/89 (North entrance)
2. U.S. Highway 26 (East entrance)
3. US Highway 89 (South entrance)

## 4. Project Timeline

- **Grant Approved:** [Insert date]
- **Bid Process & RFP Issued:** [Insert date]
- **Council Approved Final Design/Contract Awarded:** [Insert date]
- **Installation Completed:** 09/12/2025

## 5. Budget & Funding

- **Total Project Cost:** \$60,000
- **Grant Award:** \$48,000
- **Town Match:** \$12,000 (20%)
- **Other Contributions:** [Insert any additional support if applicable]

All expenditures have been documented with invoices, bids, and contracts. Paid invoices and proof of payment are attached in compliance with reimbursement requirements

## 6. Outcomes & Impact

- **Tourism Impact:** The Welcome Signs provide clear, attractive gateways that influence visitor perception and improve Alpine's tourism branding. Research shows that signage contributes to memorable experiences and repeat visits
- **Community Impact:** Residents report increased pride and satisfaction with the Town's appearance. The signs have become a point of recognition for both visitors and locals.
- **Economic Impact:** By improving first impressions, the signs are expected to support local businesses by encouraging overnight stays and return visits.
- **Longevity:** The signage is built with durable materials and is expected to last 20+ years with routine maintenance.

## 7. Challenges

- Coordination with WYDOT on placement required additional time.
- Supply chain delays slightly extended the installation timeline.
- Adjustments were made to landscaping to fit within site conditions.

## 8. Marketing & Recognition

The project was promoted through:

- Town of Alpine website and newsletter.
- Social media posts highlighting installation progress.
- Signage and marketing materials credited the Travel and Tourism Board with the required acknowledgment: *"Support provided by Town of Alpine Travel and Tourism."*
- *A sticker with the Travel and tourism logo will be placed on each sign*

## 9. Attendance & Visitor Tracking

While signage is not a trackable item, we believe we will see positive feedback through our social media channels.

## 10. Next Steps

- Schedule routine inspections and cleaning.
- Seasonal decorations -lighting enhancements event banners
- Continue monitoring feedback.

## 11. Attachments

- Photos of completed signs.
- Paid invoices and proof of payment.
- Copy of bids/contracts.
- Marketing examples (social media posts, newsletters).

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