

Final Report: 4th of July Fireworks – Town of Alpine

****Prepared for:**** Town of Alpine Travel & Tourism Board

****Prepared by:**** Town of Alpine

****Date:**** [Insert Date]

1. Project Overview

The Town of Alpine hosted its annual 4th of July Fireworks Celebration on July 4, 2025, at the American Legion Ballfield. The event was supported in part by a Travel & Tourism Grant in the amount of \$8,000, with the Town providing matching funds of approximately \$8,000–\$12,000 depending on final costs.

This event continues a long-standing community tradition and remains one of Alpine's largest annual gatherings, drawing both residents and visitors to celebrate Independence Day.

2. Objectives & Grant Alignment

The project directly supported the Travel & Tourism Board's mission to "help create positive experiences for visitors and residents" by:

- Community Engagement: Providing a safe, family-friendly celebration that reinforced community pride and unity.
- Tourism & Economic Impact: Attracting visitors from surrounding areas, which supported local restaurants, shops, lodging, and vendors.
- Cultural Heritage: Honoring a national holiday with a meaningful and visually impactful event.

3. Attendance & Community Impact

- Estimated Attendance: [Insert estimated number, e.g., 2,000–3,000 spectators].
- Visitor Breakdown: A mix of local residents and out-of-town visitors. Anecdotal reports and lodging feedback confirm an increase in overnight stays leading up to the event.
- Community Feedback: Overwhelmingly positive, with residents noting the importance of maintaining a high-quality fireworks display as a symbol of Alpine's civic pride.

4. Economic & Tourism Benefits

- Increased foot traffic to local restaurants and bars before and after the display.
- Boost in retail and fuel sales due to visitors attending the show.
- Expanded exposure for Alpine through event marketing, including social media (Facebook, Instagram), posters, SVI coverage, Buckrail, and Star Valley Independent.
- Several local vendors and food trucks benefited from increased sales at or near the event site.

5. Budget & Funding

- Total Project Cost: \$16,000
- Grant Funds Used: \$8,000
- Town of Alpine Match: \$8,000 (final contribution adjusted to vendor invoice amount)
- Use of Funds: 100% of grant funds were applied directly to the cost of fireworks purchased from the licensed and insured vendor.

All required documentation (invoices, contracts, proof of payment) is attached for review.

6. Marketing & Recognition

The event was marketed through:

- Social Media: Town of Alpine Facebook and Instagram pages.
- Newspapers & Online Outlets: Star Valley Independent, SVI Alpine, Buckrail.
- Town Newsletter & Text Alerts: Distributed to residents and visitors.

All advertising credited the Travel & Tourism Board with the required statement:

“Support provided by Town of Alpine Travel and Tourism.”

7. Challenges

- Rising costs of fireworks required increased Town contribution compared to prior years.
- Weather-related uncertainty created additional planning stress, but the show proceeded safely as scheduled.

8. Future Outlook

The Town intends to continue the 4th of July Fireworks Celebration annually. Future funding needs will depend on the Town's general budget and the continued partnership with the Travel & Tourism Board.

9. Attachments

1. Vendor invoices and proof of payment.
2. Photos of the fireworks show and spectators.
3. Marketing examples (ads, social media posts, posters).
4. Town Council minutes approving matching funds.

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