

REVISED 4/22/26: Town of Alpine Travel and Tourism Grant Application



Mission. The 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 the Town of Alpine.

Purpose. The purpose of the Town of Alpine Travel and Tourism Board is to provide for the promotion of travel and tourism within the Town of Alpine and to administer the distribution of lodging tax revenue, ideally for the benefit to local businesses and residents of the Town of Alpine.

Applicant Organization Name: Friends of the Bridger-Teton

Event or Project Name: FY26/FY27 Alpine Ambassadors for Responsible Recreation

Event or Project Location and Date:

- 2 Murphy Creek Campground Host
- 1 Greys River Road Roving

June 1, 2026-September 1, 2026 and June 2027

Applicant Mailing Address: PO Box 1888, Jackson, WY, 83001

Applicant Phone and Email: 307-690-0265, Jennifer@BTFriends.org

Organization Contact Name: Jennifer Ricupero, Partnership Manager

Organization Contact Phone and Email: 307-690-0265, Jennifer@BTFriends.org

Secondary Organization Contact name: Scott Kosiba, Executive Director

Secondary Organization Contact Phone and Email: 307-690-8869, Scott@BTFriends.org

List of organizations Board Members and positions:

Steve Markason-President
Tim Gardiner-Vice President
Ian MacLeod - Treasurer
Lisa Franzen-Co-Secretary
Karen Daubert-Co-Secretary
Sharon Smitherman
Kathy Gross
Marshall Durston
Chuck Butterfield
Marc Domsy
Karla Bird

Organization Structure: Non-Profit, Individual, Municipality? Non-Profit 501(c)(3)

Organization EIN: 83-3146987

Organization W-9 if applicable: Attached

Organization board minutes approving grant Applications: N/A

Amount of funds requested?

- Please see attached Budget Sheets
- **FY26: \$1,018**; \$7,136 (FY26 per diem/training, supplies, and 1 month UTV) - \$6118 left over from FY26
- **FY27: \$20,884** (per diem and 4 month vehicle rental)
- **Total Ask: \$21,902**

Proposed Cost of Project? \$72,695

List of other donors? No current outside donors at this time.

Describe Project/Event; Purpose, Objective:

Friends of the Bridger-Teton's Ambassadors for Responsible Recreation(ARR) program includes full-time and part-time position volunteers in partnership with the Bridger-Teton National Forest(BTNF).

Summer ARR are in the field enhancing the visitors and locals experience and mitigating the negative effects of increased tourism; such as human-caused wildfires, wildlife-human conflict, and waste. ARR provide local economy support by providing BTNF users with information about amenities and services in the community.

Their duties include; educational outreach, maintenance of recreation areas and services, and data collection. Data includes; visitor counts, unattended and/or escaped campfires extinguished, and instances of unsecured food and trash. Friends of the Bridger Teton(FBT) will have a public-facing dashboard available with this information.

Where will the project/event take place?

We are requesting funding for 3 volunteer ambassador positions in the Grey's River District. These ambassadors will be volunteering from June 1, 2026-June 1, 2027.

Give a timeline with project/event deadlines?

Summer ARR runs from June 1-September 15, 2026 and June 2027. Partnering with the BTNF, we conduct a robust beginning season training that includes constitutional rights, conflict de-escalation, invasive species and botany, data collection guidelines, local area history and businesses/services, and law enforcement regulations. Summer season start and end dates depend on the District's needs.

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?

FBT developed ARR to respond to the challenges inherent in communicating with National Forest users. Unlike National Parks, the BTNF lacks dedicated entrance points where each visitor interacts with a ranger receiving important information. Absent this built-in touchpoint, ARR encourage a spirit of responsible and safe behavior on public lands throughout the various stages of their journey; planning their trip, in our communities and in the field. ARR fosters a culture where well-informed and prepared visitors that also have a great experience are the norm.

ARR play a key role in protecting the local economy from the negative impacts of human-caused wildfires. Wildfires can interrupt this flow, close campgrounds and recreation areas, thereby impacting local businesses dependent on this sector, including lodging, dining, and retail establishments. By helping to prevent wildfires, ARR help save substantial taxpayer dollars on firefighting and recovery efforts and prevent long-term economic challenges such as decreased property values and reduced tourism.

The 2025 Alpine ARR interacted with 850+ visitors, counted 700+ vehicles and 600+ RVs, addressed 3 instances of unsecured food and trash, and extinguished 4 unattended and/or escaped campfires.

How long will your Project/event benefit the intended target market?

While the program runs during the summer months, the intended impact of the work our ambassadors do can be felt throughout the community year-round. By helping to create responsible recreators on our public lands and fire prevention efforts, the benefits of our Ambassadors for Responsible Recreation Program can be felt throughout Alpine year-round.

How will ToATT grant money be used?

The ToATT grant money will cover per diem reimbursements for 3 ambassadors on the Grey's River District. The money will also be used to cover supplies, FBT administrative expenses related to program administration and accounting, and 1 UTV rental expense.

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

No.

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

No.

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

Yes. Historically, volunteers have been paid with federal dollars. Currently, federal funding is unpredictable and reduced. In 2026, FBT will be hiring Development and Fundraising staff with a goal of self-funding ARR.

Supporting Documentation:

- Budget Worksheet or Financial Plan
- IRS EIN
- W-9

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

