

## 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: **Town of Alpine**

Event or Project Name: **Town of Alpine Fourth of July Fireworks Celebration**

Event or Project Location and Date: **Alpine, Wyoming – July 4, 2026**

Applicant Address: **250 River Circle, Alpine, WY 83128**

Applicant Phone and email: **307-654-7757 / office@alpinewy.gov**

Organization Contact Name: **Sarah Greenwald, Assistant Clerk**

Organization Contact Phone and Email: **307-654-7757 / office@alpinewy.gov**

Secondary Organization Contact name: Monica Chenault

Secondary Organization Contact Phone and Email:

**clerk@alpinewy.gov / 307-654-7757**

List of organizations Board Members and positions:

**Town of Alpine 250<sup>th</sup> Committee: (Including: Eric**

**Green, Kristy Ladner, Stephanie Lamirato, Danelle**

**Fenton, Christa Tidwell, Tracey Martiny, Sarah**

**Greenwald)**

Organization Structure: Non-Profit, Individual, Municipality?

**Municipality**

Organization EIN: **83-0291688**

Organization W-9 if applicable: **Attached**

Organization board minutes approving grant Applications: **Attached**

Amount of funds requested? **\$25,000**

Proposed Cost of Project? **\$25,000**

List of other donors? **None currently identified.**

Describe Project/Event; Purpose, Objective:

**The Town of Alpine Fourth of July Fireworks Celebration is an annual community event that attracts residents and visitors from throughout Star Valley and surrounding regions. The purpose of the fireworks display is to celebrate Independence Day while promoting Alpine as a welcoming destination for summer tourism.**

**The fireworks display serves as a key attraction during the busy summer tourism season and encourages visitors traveling through the region to stay overnight, dine locally, and participate in other community activities. The event contributes to the overall visitor experience in Alpine and supports local businesses including restaurants, lodging establishments, and retail shops.**

**The objective of the project is to provide a high-quality fireworks display that enhances Alpine's reputation as a family-friendly destination and encourages repeat visitation during peak tourism months.**

Where will the project/event take place?

**Alpine, WY**

Give a timeline with project/event deadlines?

**April-May 2026**

**Secure fireworks contractor and finalize event planning.**

**May 2026**

**Coordinate safety planning and permitting with fire and emergency services.**

**June 2026**

**Promote the event through town communication channels and local businesses.**

**July 4, 2026**

**Fireworks display and Independence Day celebration.**

**July–August 2026**

**Provide event recap and reporting to the Travel and Tourism Board.**

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?

**The Fourth of July celebration draws visitors from across Star Valley, Jackson Hole, eastern Idaho, and surrounding areas. Many visitors choose to stay overnight in Alpine due to the holiday weekend and proximity to recreation areas such as Palisades Reservoir, the Snake River, and Bridger-Teton National Forest.**

**The fireworks event supports tourism by:**

- **Encouraging overnight stays in Alpine lodging establishments**
- **Increasing patronage of local restaurants, bars, and retail businesses**
- **Promoting Alpine as a summer destination for recreation and family events**
- **Providing a positive visitor experience during a peak travel period**

**The event also provides a valued community gathering for residents and seasonal visitors.**

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

**While the fireworks display occurs on July 4th, the event contributes to Alpine's broader tourism economy by enhancing the town's reputation as a welcoming destination for holiday celebrations and summer recreation. Visitors who attend often return to Alpine for future vacations and events.**

How will ToATT grant money be used?

**Grant funds will be used to cover the cost of the professional fireworks display, including:**

- **Fireworks materials and show design**
- **Licensed fireworks contractor services**
- **Safety coordination and launch operations**
- **Transportation and setup costs**

**The funding will ensure the Town can provide a safe and high-quality fireworks display for residents and visitors.**

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

**No additional funding sources have been secured at this time.**

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

**No additional funds are currently allocated for this event.**

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

**Yes. The Town of Alpine hosts a Fourth of July fireworks celebration annually and anticipates applying for future Travel and Tourism support to continue providing this event for visitors and residents.**

**Supporting Documentation:**

- Budget Worksheet or Financial Plan
- Marketing Plan
- IRS EIN
- Bids, Contracts, Estimates, etc
- 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:

*Sarah Greenwald*