



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:

Emergency Management Watchfire LED Display Replacement

Event or Project Location and Date:

Same location of existing sign Installation anticipated in Fall 2026 pending funding

Applicant Address:

250 River Circle, Alpine, WY
83128

Applicant Phone and email:

307-654-7757
publicworks@alpinewy.gov

Organization Contact Name:

Craig Leseberg, Public Work
Director

Organization Contact Phone and Email:

Secondary Organization Contact name:

Melody

Secondary Organization Contact Phone and Email:

307-654-7757 admin@alpinewy.gov

List of organizations Board Members and positions:

Town of Alpine Mayor and Town Council (elected governing body)

Organization Structure: Non-Profit, Individual, Municipality?

Municipality

Organization EIN: 83-0291688

Organization W-9 if applicable: See Attached

Organization board minutes approving grant Applications:

Resolution 011

Amount of funds requested?

\$ 40,000

Proposed Cost of Project?

\$44,894.00

List of other donors?

Unknown at this time.

Describe Project/Event; Purpose, Objective:

Due to the age of the current sign Watchfire has notified the town that no replacement parts are available. The Town of Alpine is seeking funding to replace its existing electronic message board with a new Watchfire 3' x 10' double-sided RGB LED display. The current display has reached the end of its useful life and no longer provides reliable communication.

The new sign will serve dual purposes:

1. Emergency Management & Public Safety Communication

- Road closures
- Weather advisories
- Evacuations
- Public safety alerts
- Water/sewer system notices

2. Tourism Promotion & Community Events

- Promotion of festivals and special events
- Local business promotions
- Travel & Tourism Board supported events
- Seasonal visitor messaging
- Lodging and recreation information

The objective is to provide high-visibility, real-time communication to visitors entering Alpine while enhancing the Town's ability to promote overnight stays and commerce.

Where will the project/event take place?

The LED display will be installed at the Town's existing sign location on Hwy 89 in Alpine, Wyoming — a highly visible corridor accessed by visitors traveling through US Highway 26/89. This location already has a permit from WYDOT in place. Or a new location somewhere along the highway.

Give a timeline with project/event deadlines?

- July 2026 – Order placement (50% deposit required)
- 3–5 week manufacturing lead time
- Early Fall 2026 – Installation

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?

Tourism Impact

- Promotes year-round tourism events.
- Enhances visibility of Travel & Tourism sponsored activities.
- Supports marketing efforts during peak visitor seasons.
- Encourages overnight stays by promoting multi-day events and attractions.

Estimated Reach

The sign is located on a major travel corridor entering Alpine. Thousands of vehicles pass this corridor monthly during peak tourism seasons.

Local Business Impact

- Direct promotion of events that generate lodging stays.
- Increased awareness of dining, retail, and recreation opportunities.
- Supports seasonal commerce during shoulder months.

Benefit to Local Population

- Real-time emergency messaging.
- Increased awareness of community programs.
- Stronger civic communication infrastructure.

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

The LED display is a long-term capital improvement with an expected lifespan of 10+ years, providing continuous benefit to tourism and residents.

How will ToATT grant money be used?

Grant funds will be used for:

- Purchase of the Watchfire LED display
- Installation services

No funds will be used for electrical upgrades, permits, or unrelated municipal expenses.

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

Not at this time. We will look for additional funding

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

If necessary, the Town may supplement with general fund reserves.

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

No additional funding is anticipated beyond routine maintenance and operational costs. Which the Town should cover

Supporting Documentation:

- Budget Worksheet or Financial Plan *See Attached Quote*
- 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:

A handwritten signature in blue ink that reads "Craig Leseberg". The signature is written in a cursive style with a horizontal line underneath the name.