

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: Afton VFW Post 4797 and the Town of Afton

Event or Project Name: Wyoming Welcomes The Wall That Heals

Event or Project Location and Date: July 9 - 12, 2026 at the Star Valley Middle School, Afton, Wyoming

Applicant Address: PO Box 876, Afton, WY , 83110

Applicant Phone and email: 307-885-9831
WYwelcomesTWTH@yahoo.com

Organization Contact Name: Lisa Grimsley

Organization Contact Phone and Email: 307-885-9831
WYwelcomesTWTH@yahoo.com

Secondary Organization Contact name: Jay Conley

Secondary Organization Contact Phone and Email: 307-248-1861
WYwewlcomesTWTH@yahoo.com

List of organizations Board Members and positions:

Lisa Grimsley - Co-chairman
Jay Conley - Co-chairman
Bud Scheller - Fundraising / Donations
Tracey Martiney - Volunteers
Brett Storey - Logistics & Utilities
Scott Shumway - Education
Liz Holtgrfeve- Tours
Ron Anderson - In-memory
Mindy DeNiz - Finance
Gene Bates - Ceremonies
Escort Captain - James Wood

Organization Structure: Non-Profit, Individual, Municipality? Organization EIN:
Non-profit; EIN 43-1758998

Organization W-9 if applicable: IRS letter attached

Organization board minutes approving grant Applications:

Amount of funds requested? \$6,000

Proposed Cost of Project? \$70,000+

List of other donors? Afton Tourism Board, Thayne Tourism Board, Start Valley Ranch Tourism Board, Sliver Star, Dave Hansen White Water, Alpine Valley RV Resort, Blue Collar Restaurant Group, SIMPLOT, several private donors.

Describe Project/Event; Purpose, Objective:

The Afton VFW Post 4797 and the Town of Afton are partnering to host a once in a lifetime event by being one of the sites for the Vietnam Veterans Memorial Fund's The Wall That Heals. This ¾ scale replica of The Wall in Washington DC will be on display in Afton beginning July 9-12, 2026. This four-day event will pay tribute to our Vietnam Veterans and honor their commitment to our country and the sacrifices they made. There is a mobile education center that accompanies The Wall which will provide visitors an opportunity to learn about all aspects of the Vietnam War, how to take name rubbings, how to get a family member recognized, etc.

As the names implies, The Wall That Heals, it is intended to provide a unique opportunity for veterans, families, and communities to gather at The Wall to reflect, remember, learn, and honor the servicemen and women who died during the Vietnam War. For those that cannot visit Washington DC this traveling replica allows visitors a similar opportunity to experience The Wall and honor our veterans.

The goal is simple, to allow a safe space for veterans, families, and guests to feel welcomed to respectfully honor those who served, learn about an important part of American history, pay tribute to those who served, and create an opportunity to heal.

Where will the project/event take place? Star Vally Middle School in Afton, WY

Give a timeline with project/event deadlines?

Tuesday, July 7th. 2026...escorted 53 foot trailer transporting TWTH proceeds from ON THE RUN in Alpine to Afton

Wednesday, July 8...TWTH is setup in Afton

Thursday, July 9 ...Opening ceremonies with the Governor and other political leaders in attendance

Thursday, July 9 through 2:00PM Sunday July 12 TWTH open to public, free of Charge, 24 hours a day

2:00PM, TWTH dismantled, loaded and departs for next destination

Friday, August 21, 2026..Thank You celebration for sponsors, Afton Fair Grounds

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?

Our team of approximately 30 volunteers has been working diligently since the end of November to ensure that we offer an outstanding experience to all visitors. We have been actively informing and involving our local communities, businesses, civic engagement organizations, elected officials, military organizations, youth groups, senior centers, county and state tourism platforms, and the Wyoming Office of Tourism to help spread the word. Since we had the luxury of hosting in July, we had the time to prepare marketing materials to disseminate, reserve hotel rooms, and engage with our community members. We will be picking up the 53' branded trailer in Billings, MT, visiting the Veterans Home in Buffalo, WY, and the military vehicle museum in Dubois, WY, before we are escorted into Alpine, WY to meet between 400-700 motorcycles who will escort The Wall to Afton, WY.

We have secured Governor Mark Gordon to be our guest speaker during the Opening Ceremony, invited members of the VFW, American Legion, and Woman's Auxiliaries across Wyoming to attend. We will need approximately 300+ volunteers to properly host The Wall. We anticipate 10,000 visitors to Afton and the greater Star Valley community during this time.

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

Our committees are working on creating a partnership with multiple organizations and vendors to offer additional dining, shopping, and entertainment opportunities to visitors. We are creating our own tourism ecosystem to provide a memorable visit to our area and hopefully creating a longer length of stay.

How will ToATT grant money be used?

Vietnam Veteran Memorial Fund - \$12,000
Website \$3,500
Insurance \$1,542
Marketing Materials \$7,500
Site Rental (expected cost) \$5,000
Volunteer Clothing \$3,500
Equipment Rental \$4,500
PA System \$1000
Supplies \$10,000
Volunteer & Sponsor Recognition \$5,500
Site Decorations \$2,500
Hotel Rooms \$6,000
Unknown/anticipated \$5,000
Total \$69,542

Some of these expenses are known costs and others we are speculating as presumed costs. Any remaining monies will be delegated to the Afton VW Post 4797. The money will be used to upgrade veteran memorial monuments throughout Star Valley.

Have you applied for other sources? If so, where? Will there be other funds available? If so, how much?

List of current donors on page 2.

Will there be a need for future funding? If so, explain? NO. This is a once fun a life Time event.

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:

A handwritten signature in cursive script that reads "Lisa Grimsley". The signature is written in black ink and is positioned below the text "Signature Authorization to seek funds:". The letters are fluid and connected, with a prominent loop at the end of the last name.

Wyoming Welcomes The Wall That Heals

Marketing Plan

Project Summary

The Afton VFW Post 4797 and the Town of Afton are partnering to host a once in a lifetime event by being one of the sites for the Vietnam Veterans Memorial Fund's The Wall That Heals. This ¾ scale replica of The Wall in Washington DC will be on display in Afton beginning July 9-12, 2026. This four-day event will pay tribute to our Vietnam Veterans and honor their commitment to our country and the sacrifices they made. There is a mobile education center that accompanies The Wall which will provide visitors an opportunity to learn about all aspects of the Vietnam War, how to take name rubbings, how to get a family member recognized, etc.

Project Purpose and Goals

As the names implies, The Wall That Heals, it is intended to provide a unique opportunity for veterans, families, and communities to gather at The Wall to reflect, remember, learn, and honor the servicemen and women who died during the Vietnam War. For those that cannot visit Washington DC this traveling replica allows visitors a similar opportunity to experience The Wall and honor our veterans.

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Tourism Impact

Our team of approximately 30 volunteers has been working diligently since the end of November to ensure that we offer an outstanding experience to all visitors. We have been actively informing and involving our local communities, businesses, civic engagement organizations, elected officials, military organizations, youth groups, senior centers, county and state tourism platforms, and the Wyoming Office of Tourism to help spread the word. Since we had the luxury of hosting in July, we had the time to prepare marketing materials to disseminate, reserve hotel rooms, and engage with our community members. We will be picking up the 53' branded trailer in Billings, MT, visiting the Veterans Home in Buffalo, WY, and the military vehicle museum in Dubois,

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Marketing Plan

We purposely selected a name for our event calling it Wyoming Welcomes The Wall That Heals. The goal was to have engagement within the state as this is a prideful moment for Wyoming. The Wall That Heals has never been to Western Wyoming and most likely will not return on our lifetime. Our plan was to cast a huge net well in advance to encourage participation and financial support.

Strategies:

- Facebook advertising to markets in Salt Lake City, Boise, Pocatello, Denver, Idaho Falls, Teton County, ID, and Star Valley
- Listing on Wyoming Office of Tourism website
- Listing on Visit Wyoming website
- Press releases in UT, ID, and WY
- Coordinated promotions through community, county and state tourism boards
- Partnering with tour bus companies to offer scheduled tours
- Collaborating with statewide Chamber of Commerce, veterans and military associations, youth groups, schools, and civic organizations

This event has the capacity to impact all demographics, and the goal was to raise awareness, extend an invitation to get involved either by visiting The Wall, sponsorship, volunteering, or taking the time to appreciate those who have served.

Timeline

November 2025 – Received notification that we were confirmed as a site host for the 2026 schedule with our dates being July 9 -12, 2026.

November 24 – December 10 – Began weekly training session with the Vietnam Veterans Memorial Fund team.

December – January – Actively recruited committee chairs and committee members. Launched local media ads to announce that The Wall was coming in July and began scheduling regular committee meetings to assign tasks.

January – February – Held regular weekly meetings with committee members, attended multiple conventions & public meetings, participated in radio interviews, ran newspaper articles, solicited sponsorships, launched website, disseminated promotional materials, and began soliciting volunteers.

February – March – Continued advertising efforts locally, county and statewide, and throughout the mountain west.

Future forecasted efforts – Schedule bus companies, establish tour schedules, continue monthly radio interviews and newspaper ads. Send out press releases in UT, WY, and ID. Continued efforts to secure funding, in kind donations, and volunteers.

Evaluation

We will be reporting our attendance, social media outreach, financial benefit to the community, sponsorship, in kind donations, number of volunteers, and overall economic impact to the Vietnam Veterans Memorial Fund team at the end of the year.

Early in the planning stage we set very high goals for our team of volunteers, established critical timelines, provided the necessary training and tools to help guarantee success. We will be excited to learn how all of our efforts have made a difference for our veterans and community.



March 7, 2026

To Whom It May Concern:

I was recently contacted by Jason Conley, Sr. Vice Commander of VFW Post 4797 of Afton, Wyoming. It is my understanding that you or your organization might be considering a financial gift to the Post for The Wall That Heals, the traveling Vietnam Veterans Memorial.

Most VFW Departments and Posts are classified by the IRS as 501(c)(19). While this is considered a full nonprofit in almost every way by the IRS (including most usually tax deductibility), I realize that many donors prefer to make charitable contributions *only* to a 501(c)(3). Thus, the VFW Foundation often becomes a "fiscal agent" to extend the use of our 501(c)(3) to VFW Departments and Posts to aid them in acquiring gifts.

Therefore, a donation can be made payable to the "VFW Foundation" and sent to my attention with instructions that the gift is designated for VFW Post 4797. I want to emphasize that 100% of all money will return to VFW Post 4797, most usually within two weeks with no administrative or any other charges removed. Additionally, you will also receive acknowledgement of the gift directly from the VFW Foundation.

For your convenience, I have also attached a copy of our 501(c)(3) IRS Determination Letter. If you would like to discuss this further or if you have any questions, please do not hesitate to contact me.

Many thanks for considering a gift to VFW Post 4797. As you know this Post is an important community gathering space that has continually assisted not only service personnel, veterans and their families but many other worthwhile Wyoming nonprofit groups and causes.

As always, I send my best wishes!

Sincerely,

Richard G. Freiburghouse
Director of Donor Relations
(816) 968-1124

rfreiburghouse@vfw.org

VFW FOUNDATION

406 W. 34th Street
Kansas City, MO 64111
Office: 816.968.1126
Fax: 816.968.2799

foundation@vfw.org
www.vfwfoundation.org

CINCINNATI OH 45999-0038

In reply refer to: 0248164841
Oct. 21, 2015 LTR 4168C 0
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BODC: TE

VETERANS OF FOREIGN WARS FOUNDATION
406 WEST 34TH STREET
KANSAS CITY MO 64111



022272

Employer Identification Number: 43-1758998
Person to Contact: B. Hall
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Oct. 09, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in October 1996.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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VETERANS OF FOREIGN WARS FOUNDATION
406 WEST 34TH STREET
KANSAS CITY MO 64111

If you have any questions, please call us at the telephone number
shown in the heading of this letter.

Sincerely yours,

Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1



CINCINNATI OH 45999-0038

In reply refer to: 0248164841
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