

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: Get Down LLC DBA Melvin Brewing Company

Event or Project Name: Melvin Brewing Taproom & Kitchen Music Series

Event or Project Location and Date: Jul 3, 2026 - Oct 4, 2026

Applicant Address: 624 County Rd 101, Alpine, Wyoming, 83128

Applicant Phone and email: 828-577-1851 / ml@jhfinedining.com

Organization Contact Name: MaryLynn Russo

Organization Contact Phone and Email: 828-577-1851 / ml@jhfinedining.com

Secondary Organization Contact name: Jody Valenta

Secondary Organization Contact Phone and Email: 720-299-2856/jody@puremadnessgroup.com

List of organizations Board Members and positions: N/A

Organization Structure: Non-Profit, Individual, Municipality? LLC

Organization EIN: 88-4104735

Organization W-9 if applicable: Please see attached

Organization board minutes approving grant Applications: N/A

Amount of funds requested? \$25,000.00

Proposed Cost of Project? Our request is for funding the artists and marketing materials with this grant, and for our organization to manage the costs of additional labor, cleaning and setup required to ensure the events operate successfully. We estimate the total costs to accumulate to \$50,000.00 inclusive of labor and fees, so the request for grant funding accounts for 50% of the overall cost of hosting the events.

List of other donors? N/A

Describe Project/Event; Purpose, Objective: This project is a live music series hosted at Melvin Brewing Taproom & Kitchen during the 2026 summer and fall seasons, featuring regional and out-of-state artists performing progressive bluegrass, indie alternative, and West Coast influenced music.

The purpose of this project is to establish the venue as a cultural destination that draws music driven tourism to the community. By presenting both touring and local bands with established fanbases, the series will encourage visitors to plan trips around performances, extend their stays, and engage with local lodging, dining, and retail businesses.

The objectives of the project are to:

- Attract out-of-town visitors through curated, high-quality live music experiences
- Increase tourism activity and seasonal economic impact for area businesses
- Provide paid performance opportunities for local, regional, and touring musicians
- Create a welcoming indoor/outdoor gathering space for 250–300 attendees to experience live music while exploring the natural beauty of the Town of Alpine

This live music series will strengthen the local creative economy and position the community as a destination for visitors who follow progressive bluegrass and indie music scenes.

Give a timeline with project/event deadlines? July 3, 2026 - October 4, 2026

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?

Each event will generate additional tourism and economic impact by attracting regional and out-of-state visitors to the community during the summer and fall seasons.

Based on projected attendance of 250–300 per event, with 25–35% traveling from outside the area, we conservatively estimate 50–75 room nights per event weekend assuming double occupancy and partial room availability.

The events will directly benefit local lodging properties, including the Bull Moose Lodge, Cobblestone Hotel & Suites, and Flying Saddle Resort & Steak House, average nightly rates during the summer/fall season range from \$195-\$379 per room per night. Based on these rates, each event weekend with the estimate of 50-75 room nights would have an impact of \$10,000-\$40,000+ in lodging revenue.

In addition to lodging revenue, visitors are expected to generate increased spending at local restaurants, bars, retailers, and recreational outfitters.

For locals, the project will provide free access to high-quality live music which supports in strengthening community pride along with reinforcing the town's identity as a welcoming, arts and cultural focused destination.

This project will also invite local artisans to participate during event weekends, further circulating visitor dollars within the Alpine economy.

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

The benefits of this live music series will extend beyond the individual event dates. While the immediate impact will occur during the summer/fall season, the project is designed to create long-term tourism and economic growth benefits for the community.

Short term, this project will help generate immediate visitation, with spending at local lodging, dining, and retail businesses.

Long term, this project will strengthen the town's reputation as a destination for live music and cultural experiences. This will expand and encourage future travel and repeat visits. Online promotions for touring musicians will expand regional and out-of-state awareness.

By establishing this as a recurring event, it lays the groundwork for continued tourism growth in future seasons.

How will ToATT grant money be used? Grant funding will be used exclusively for tourism promotion and visitor-facing event expenses including regional marketing campaigns, digital advertising, touring artist performance fees, and temporary production costs necessary for staging live music events. No funds will be used for alcohol purchases, general business operations, or administrative overhead. The funds requested will directly support efforts to increase overnight visitation and regional awareness of Alpine as a cultural tourism destination.

Have you applied for other sources? If so, where? No

Will there be other funds available? If so, how much? \$25,000.00

Will there be a need for future funding? If so, explain? While the immediate impact occurs during the 2026 event season, the long-term goal is to establish this music series as a recurring annual attraction. Continued promotion of touring artists will expand Alpine's regional and out-of-state visibility, encouraging repeat visitation and long-term tourism growth.

As the series becomes established, earned revenue and sponsorship support are expected to increase, reducing reliance on grant funding over time.

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 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:



Jody Valenta

President, Melvin Brewing Co.

2026 Live Music Series Marketing Plan

Melvin Brewing Taproom & Kitchen – Alpine, WY | July 3 – October 4, 2026

1. Marketing Objective

The primary objective is to increase both regional and out-of-state visitation by actively promoting a live music series spanning the summer and fall seasons. The plan focuses on leveraging the event to draw new audiences and foster repeat visitation.

Goals

- Drive overnight stays in Alpine lodging.
- Attract visitors from Idaho, Wyoming, Utah, and Montana.
- Position Alpine as a recurring cultural destination.
- Increase awareness of Alpine as a weekend travel hub.

2. Target Audience

Primary Markets

- Southeast Idaho (Idaho Falls, Pocatello)
- Jackson Hole, WY
- Western Wyoming communities
- Northern Utah (Salt Lake City metro)
- Western Montana music travelers

Demographics

- Ages 25–55
- Music-driven travelers
- Craft beverage and food tourists
- Outdoor recreation seekers
- Couples and small groups are likely to book overnight lodging

3. Marketing Strategies & Channels

A. Digital Advertising (\$4,000)

- Geotargeted Facebook and Instagram ads targeting audiences 75–250 miles from Alpine.
- Focus on interests including bluegrass, indie, Americana, and craft beer tourism.
- Event campaigns launched 4–6 weeks prior to each show, plus retargeting strategies.
- Goal: Achieve 150,000–250,000 digital impressions.

B. Social Media (\$2,000)

- Countdown campaigns, artist announcements, and video clips to build anticipation.
- Cross-promotion with performing artists.
- Giveaways designed to encourage overnight stays.
- Target messaging to out-of-town audiences.

C. Regional Print & Visitor Guides (\$2,000)

- Advertisements in regional visitor guides and publications.
- Event listings in regional calendars to expand reach.

D. Artist Partnership Promotion

- Artists promote event dates through their own social media channels, email newsletters, and location tags.

E. Tourism Coordination

- Align promotional efforts with Town of Alpine Travel & Tourism campaigns.
- Feature event listings on wyomingtourism.org.
- Collaborate with local lodging providers and regional chambers of commerce.
- Credit all materials: "Support provided by the Town of Alpine Travel and Tourism."

4. Lodging & Business Collaboration

- Promote "Stay & Experience Alpine" messaging.
- Highlight the area's outdoor recreation opportunities.
- Encourage weekend trips rather than single-night visits.
- Position the event as a combined experience: Music, Dining, Lodging, and Outdoor Recreation.

5. Event Messaging

- Promote Alpine as a scenic weekend destination.
- Highlight the unique music experiences offered.
- Feature craft beverage and food offerings.
- Emphasize the authentic Wyoming venue atmosphere.
- Note easy access from Idaho, Jackson, and Utah.

6. Measurable Outcomes

- Track attendance per event.
- Measure percentage of out-of-town attendees.
- Estimate room nights generated by the event.
- Monitor digital impressions and click-through rates.

- Assess social media engagement.
- Evaluate artist promotional reach.

7. Budget – Marketing Allocation

Category	Amount
Digital Advertising	\$4,000
Social Media Promotion	\$2,000
Regional Print Advertising	\$2,000
Total Marketing Investment	\$8,000

Budget Worksheet

Total Event Budget: \$50,000

Amount Requested from ToATT: \$25,000

Tourism Marketing & Regional Promotion

- **Digital Advertising:** Regional geotargeted ads (Idaho, Jackson, Salt Lake, etc.) – **\$4,000**
- **Print Advertising:** Regional publications & visitor guides – **\$2,000**
- **Social Media Campaigns:** Paid promotion & boosted content – **\$2,000**
Subtotal: \$8,000

Event Attraction – Touring & Regional Artists

- **Touring & Regional Musician Fees:** Out-of-area performers that attract overnight visitors – **\$12,000**
Subtotal: \$12,000

Event Staging & Visitor Experience

- **Sound & Stage Equipment:** Professional audio system – **\$3,000**
- **Portable Restrooms & Waste Services:** Visitor sanitation services – **\$2,000**
Subtotal: \$5,000

TOTAL REQUEST FROM ToATT: \$25,000