

To: Alpine travel and tourism board
PO Box 3070
Alpine, WY 83128

From: Gray Bear Productions
Dave Walters
PO Box 3188
Alpine, WY 83128
graybearproductions365@gmail.com
831-212-4647
EIN #86-1914621

Date: 3/15/2026

Re: Grant application for Reggae in the Rockies festival September 12/13, 2026

Gray Bear Productions (GBP) is requesting \$30,000.00 from the Alpine travel and tourism board for a 2-day music festival scheduled this September 12th and 13th, 2026. This festival will be held a few miles north of the town of Alpine at the Alpine 4-H camp, 1900 US 26, Alpine, WY 83128. The board of the Alpine 4-H camp has approved this event, and we will host between 1500-2000 attendees for the 2-day event. The music festival would consist of three to four bands playing per day, with a start time no earlier than 5:00 pm, and an end time no later than 10:00 pm. Food and beverages will be for sale during the operating hours of the festival, as well as on site camping. GBP has been in business since 2021 and has produced multiple music festivals in the Alpine area at both private residences, Melvin Brewery, The 4H camp and at the Civic center gazebo.

GBP has previously conducted all our events with no incidents or law enforcement needed. The event will be staffed with private security, EMT service on site, emergency plans in place for evacuation, fire, inclement weather, and medical emergency. Ample parking will be provided, with 3 well marked emergency evacuation routes. Toilets, washing

stations, and waste bins will be provided. Event insurance will be in place, and all servers will be TIPS certified. Food will be provided by permitted and insured food vendors and beverages provided by licensed liquor agents.

The total event cost is estimated to be \$155,900 and we are planning to keep ticket prices low in the \$45-\$60 range so more people can come and attend this family-friendly day of music. Last year over 60% of attendees travelled from other areas and we expect upward of 1000 from out of town at this event. The event will greatly support the local economy, especially in Alpine, for many businesses including but not limited to: Hotels, VRBO, campgrounds, restaurants, fuel stations, retail/grocery stores, recreational activities and many more. This event is planned as summer winds down in the valley, and hopefully this will bring some much-needed end of summer revenue for local businesses. Since this is a 2-day festival and a 3-day camping experience we will see a nice long weekend of revenue for businesses in our community.

We will also pursue sponsorships to help with costs and hope to raise \$5000. We have had good local investment in our events in the past and rely on grants and sponsorships to bring this type of event to our area.

We utilize nationwide marketing, especially targeting our surrounding areas for this event. This is an opportunity to promote our area, as the bands have a national following and this exposure helps highlight Alpine and the surrounding area. It has also been proven that live music is much needed in the town of Alpine and that it greatly enhances the lifestyle here. The event also partners with many local businesses that provide resources for this event.

GBP plans on using the \$30,000 in grant funds to help pay for the \$86,000 in artist costs. GBP will recognize Town of Alpine Travel and Tourism board on all marketing and promotional material.

Locals and visitors alike have very much enjoyed our previous events, and we expect this to be even bigger and better than last year. We thank you for considering grant funds for our event and look forward to working with you.

Dave Walters