

## 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: **Winter Jubilee**

Event or Project Location and Date: **Last weekend in January each year. Multiple town locations.**

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

Applicant Phone and email: Organization Contact Name: **Melody Leseberg**

Organization Contact Phone and Email: **307-654-7757 Ext. 3 admin@alpinewy.gov**

Secondary Organization Contact name: **Andrea Burchard**

Secondary Organization Contact Phone and Email:  
**307-880-5557 aburchard@alpinewy.gov**

List of organizations Board Members and positions: **Mayor Green, Jeremy Larsen, Andrea Burchard, Amy Wierda , Shay Scaffide**

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. \$ 10,000

Proposed Cost of Project? **\$ 12,400**

List of other donors? **Town of Alpine 20% = 2,000**

Describe Project/Event; Purpose, Objective: **Alpine Winter Jubilee - this event was created in large part to facilitate our community members in coming together to enjoy some fun activities to distract us from our long winters. We also use this event as an opportunity to provide funds for scholarships for our local youth. All proceeds for casino night go towards scholarships.**

Where will the project/event take place? **Multiple locations within the Town of Alpine**

Give a timeline with project/event deadlines? **Winter Jubilee is the 4th weekend in January each year. Snow sculptures begin the week prior. January 29<sup>th</sup> & 30<sup>th</sup> 2027**

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 benefits to our local population?

**This event continues to impact our community in a positive way. 2027 will be our 14th year.**

**Visitors who intend to attend our event may choose to stay the night in one of our local hotels.**

**Most community events boost morale, and this event provides scholarships to local youth.**

How long will your Project/event benefit intended target market? 1 Week

How will ToATT grant money be used? **We would like to hire the Fire Dancers for the 2027 Winter Jubilee. They were a crowd favorite at this year's event, and we expect even larger attendance next year. The remaining funds would be used for prizes for the snow sculpture portion of the event.**

Have you applied for other sources? If so, where? **Star Valley arts council will assist in marketing this event. Town of Alpine providing a match of 20% = \$2,400**

Will there be other funds available? If so, how much? **\$2,400**

Will there be a need for future funding? If so, explain? **We hope that if our event is upscaled it will receive more support from local businesses and special interest groups.**

**Supporting Documentation:**

- Budget Worksheet or Financial Plan
- Marketing Plan - **Website - Newsletter - Buckrail - Social Media**
- IRS EIN **83-0291688**
- Bids, Contracts, Estimates, etc - **Bid attached for Fire dancer**
- W-9 **Attached**

**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:

*Melody Leseberg*  
*Andrea Burchard*