

## 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:

**Christmas Lighting**

Event or Project Location and Date:

**November 2026 – Marge Grover Park**

Applicant Address:

**250 River Circle, Alpine, WY 83128**

Applicant Phone and email:

**307-654-7757 publicworks@alpinewy.gov**

Organization Contact Name:

**Craig Leseberg**

Organization Contact Phone and Email:

**307-654-7757 publicworks@alpinewy.gov**

Secondary Organization Contact name:

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

**Mayor and Council**

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? **\$30,000**

Proposed Cost of Project? **TBD**

List of other donors? **TBD**

Describe Project/Event; Purpose, Objective:

**The Marge Grover Park Christmas Lighting Project is designed to create a visually impactful winter destination in Alpine that attracts regional visitors, supports overnight stays, and drives commerce during the traditionally slower winter season.**

**Town staff have coordinated and implemented the annual Christmas tree lighting event at Marge Grover Park since 2018. Since the first time the Town did this the public loved the interest and the potential for expanded regional draw. The Town has successfully managed the lighting logistics, and seasonal décor installation, establishing a proven foundation for this expanded lighting initiative.**

**This grant request builds upon that established tradition by transitioning from trunk lighting to full tree professionally designed, park-wide holiday lighting display that will:**

- Feature commercial-grade tree and structure lighting throughout Marge Grover Park**
- Anchor a coordinated Lighting Ceremony which could feature Santa, local vendors, and holiday music**

The objective is to formalize and expand an already successful community tradition into a regional winter attraction that encourages families from surrounding communities (Jackson, Star Valley, Idaho Falls region) to visit Alpine for a festive holiday experience.

Where will the project/event take place?

The project will take place at **Marge Grover Park** in Alpine, Wyoming. The park serves as a central gathering space and is highly visible from U.S. Highway 26/89, making it ideal for both community engagement and tourism visibility.

Give a timeline with project/event deadlines?

Installation November 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?

- Increased winter visitation from surrounding regions
- Support for local restaurants, gas stations, lodging properties, and retailers
- Opportunity for visitors to extend stays for weekend experiences

By creating a regional holiday attraction, Alpine strengthens its winter tourism identity and increases economic activity during an otherwise slow season.

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

The display remains active for two full month, creating repeat visitation opportunities.

How will ToATT grant money be used?

Grant funds will be used specifically for:

- Commercial-grade LED lighting
- Structural mounting hardware
- Electrical infrastructure upgrades
- Professional installation (if required)
- Marketing and promotional materials

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

**Town Contribution**

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

**\$2,000 from the Town Yearly amount budgeted for Christmas lighting**

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

**To keep this project continuing year after year it will require support from the Alpine Travel & Tourism Board**

**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:

