

Project Narrative & Community Impact Statement

Star Valley Festival of Trees

Star Valley Festival of Trees, Inc.
EIN: 93-4075185
P.O. BOX 713, AFTON, WY 83110

ORGANIZATION BOARD MEMBERS

- Patricia Naumoff, President
- Vacant, Vice President
- Robyn Ross, Treasurer
- Abby Humes, Secretary
- Abbey Morales, Marketing Director
- Directors: Baily Clark, Megan Sainz

Event Description, Purpose & Objective

The Star Valley Festival of Trees is an annual holiday fundraiser supporting all three Star Valley food banks. The event brings together residents, businesses, and visitors from Alpine, Thayne, and Afton to celebrate the season while raising critical funds for local families experiencing food insecurity.

Its primary objective is to provide a sustainable, community-driven source of support during the winter months, while also encouraging regional collaboration, volunteer engagement, and seasonal economic activity. The Festival serves as both a charitable initiative and a unifying community tradition.

Expected Impact of the Project/Event

The Star Valley Festival of Trees is both a **regional fundraiser and a seasonal economic driver**. Its impact extends beyond charitable giving into tourism, business engagement, and community well-being.

The event:

- Raises critical funds for all three Star Valley food banks
- Strengthens local food security during the winter season
- Increases seasonal visitation and community traffic
- Supports small businesses and local vendors
- Enhances holiday engagement across Alpine, Thayne, and Afton

In our most recent event, we raised over **\$30,000**, directly benefiting families experiencing food insecurity. With operational support, we anticipate increasing both attendance and total funds raised.

How Many Tourists Will It Attract?

While the majority of attendees are regional residents, the Festival also draws:

- Visiting family members during the holiday season
- Former residents returning home for Thanksgiving/Christmas
- Guests traveling from neighboring Idaho communities
- Visitors extending holiday trips into Star Valley

Based on prior attendance trends and venue capacity, we anticipate:

300–500 total attendees over the course of the event, with approximately 15–25% traveling from outside immediate municipal boundaries.

The Festival’s holiday timing naturally aligns with seasonal travel, increasing cross-community visitation.

Benefit to Overnight Stays

The Festival:

- Encourages out-of-town families to extend holiday visits
- Creates an anchor event that justifies overnight stays
- Supports weekend traffic during a traditionally slower tourism window
- Provides a structured community event for visiting guests

While it is not a destination-scale festival, it contributes to incremental lodging stays and reinforces Star Valley as a welcoming, family-centered holiday destination.

Benefit to Local Businesses

The Festival directly supports local businesses by:

- Partnering with local sponsors and vendors
- Purchasing printing, décor, and event materials locally
- Driving foot traffic into town centers

- Encouraging dining and shopping before and after the event
- Highlighting local artisans and service providers

Holiday events increase consumer confidence and spending during the seasonal retail period.

This event acts as a **community commerce catalyst**, especially for small businesses.

Benefit to Local Population

This is where your strongest impact lies.

The Festival:

- ✓ Directly funds food security across all three municipalities
- ✓ Supports seniors, working families, and children
- ✓ Reduces strain on social services
- ✓ Strengthens community unity
- ✓ Promotes volunteerism and civic pride

Food insecurity does not discriminate by town boundary. By supporting all three food banks, the Festival ensures equitable benefit across Star Valley.

Municipal investment protects the integrity of this support system.

Framing Statement You Can Use

The Star Valley Festival of Trees is not simply a holiday event — it is a regional investment in food security, economic vitality, and community connection.

By supporting this fundraiser, municipalities are investing in:

- The stability of local families
- The strength of small businesses
- The health of our volunteer culture
- The vibrancy of our winter season

How long will the event benefit have intended target market?

While the Star Valley Festival of Trees is a short-term event, its impact extends throughout the winter season and beyond. Funds raised are distributed directly to all three local food banks, strengthening food security during the highest-need months. Because food banks leverage

donations through bulk purchasing, the dollars raised continue providing meals for many months after the event. As an annual fundraiser, the Festival also creates sustained community awareness and a reliable funding source that supports long-term stability for families across Star Valley.

How will ToATT grant money be used?

ToATT grant funding will be used to enhance the Star Valley Festival of Trees as a regional holiday attraction that drives visitation, community engagement, and local economic activity.

Funds will directly support:

- Strategic marketing and regional promotion to attract visitors from neighboring communities
- Event infrastructure, signage, and guest experience enhancements
- Advertising that positions Star Valley as a welcoming holiday destination
- Professional event logistics to ensure a safe, high-quality public experience

By strengthening promotional reach and event presentation, ToATT funding helps increase attendance, encourage seasonal travel, support local businesses, and enhance overnight visitation during the winter season.

This investment allows the Festival to grow as both a charitable fundraiser and a tourism-supporting community event that benefits the entire valley.

Have you applied for other funding sources?

Yes. In addition to this request, the Star Valley Festival of Trees is pursuing municipal partnership support from the Towns of Thayne and Afton to ensure shared regional investment in this valley-wide event.

Because the Festival benefits residents across Alpine, Thayne, and Afton, we believe it is important that funding support reflects that shared impact. We are currently preparing requests to both municipalities; however, their fiscal year budgets are not finalized until July, so those funding decisions will occur later in the calendar cycle.

We are also actively engaging local sponsors, business partners, and community donors to ensure diversified funding and long-term sustainability.

This multi-source approach ensures responsible financial planning and reduces reliance on any single funding entity while maximizing community-wide participation.

Will there be other funds available?

At this time, additional municipal funding is not yet confirmed. The Town of Alpine is the first municipality we have formally approached due to the timeline of this grant cycle and associated deadlines.

We do plan to approach the Towns of Thayne and Afton once their fiscal year budgeting process opens in July. However, those funds are not guaranteed and remain undetermined at this stage.

In addition to municipal support, we are actively pursuing sponsorships, business partnerships, and community donations to ensure diversified funding and financial sustainability for the event.

Our goal is to build a shared regional investment model, but at this time, no additional municipal funds have been secured.

Will there be a need for future funding?

Yes. As an annual fundraiser benefiting all three Star Valley food banks, ongoing funding will be important to ensure long-term sustainability and continued impact. Food insecurity remains an ongoing need in our community, and consistent support allows us to maintain professional event standards while maximizing funds directed to local families. Our goal is to build diversified funding through municipal partnerships, sponsorships, and community support to strengthen the Festival year after year.
