

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: Teton Geological Services, LLC

Event or Project Name: Alpine Points of Interest Printed Brochure

Event or Project Location and Date: Brochures would be passed out to local TOA businesses and municipal buildings in summer 2026 and available online

Applicant Address: PO Box 3399 Alpine, WY 83128

Applicant Phone and email: (307) 200-5949, dominique@tetongeo.com

Organization Contact Name: Dominique Brough

Organization Contact Phone and Email: (307) 200-5949, dominique@tetongeo.com

Secondary Organization Contact name: Alpine Trails and Pathways (ATaP)

Secondary Organization Contact Phone and Email: Jeremy Larsen, (307)

List of organizations Board Members and positions: Dominique Brough, Teton Geological

Services Owner; Steve Dwyer (ATaP Secretary), Jeremy Larsen (ATaP President), Jan Hansen

(ATaP Vice-President), Aaron McCormick (ATaP At Large), Eric Taft (ATaP Treasurer)

Organization Structure: Non-Profit, Individual, Municipality? Individual partnering with 501©3 Not for Profit

Organization EIN: Teton Geological Services 99-3110459; ATaP 85-4262663

Organization W-9 if applicable: Teton Geological Services has attached W-9 to this application.

Organization board minutes approving grant Applications: ATaP approved partnering with Teton Geological Services on this project at 3/9/26 meeting.

Amount of funds requested? \$4,050.00

Proposed Cost of Project? \$4,050.00

List of other donors? None

Describe Project/Event; Purpose, Objective:

This project will create, print, and distribute a visitor-friendly brochure with maps highlighting points of interest in Alpine. The brochure will showcase recreational access points, including dispersed camping locations, fishing sites, trailheads, winter groomed trails, and other outdoor recreation opportunities available throughout the year. Both summer and winter activities will be featured to provide visitors with a comprehensive overview of the area's recreational offerings.

In addition to outdoor destinations, the brochure will highlight local amenities, including restaurants, retail shops, lodging, and other locally owned businesses. By presenting these locations together in a single visual format, the brochure will provide visitors with an accessible overview of Alpine that goes beyond the limited results typically generated by online searches for individual services.

The brochure will be developed primarily for tourists and visitors, with the goal of encouraging longer stays in Alpine. By clearly showcasing the community's diverse outdoor recreation opportunities alongside its local businesses, the brochure will help visitors discover additional activities and amenities, ultimately supporting increased engagement with the town and its economy.

Where will the project/event take place?

The brochures would be placed throughout Town of Alpine visitor and tourist high-traffic areas, such as hotels, restaurants, the post office, library, etc. A digital version of the brochure would also be available online through TOA website, ATaP website, Teton Geological Services website, and other participating business websites.

Give a timeline with project/event deadlines?

The project could begin immediately upon grant award receipt or notice to proceed. It would take approximately 2-4 weeks to create the brochure, with another 2-4 weeks for printing. Presuming that the award occurs in May 2026, the brochures would be distributed to high-traffic visitor locations described above and posted online by June or July 2026, which aligns very well for the summer "high season."

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?

The expected impact is increased visibility and patrons for local businesses and for visitors to extend their overnight stays in Alpine to recreate. While direct tourist metrics cannot be tracked from a brochure, we will track how many brochures are distributed in the first round and how often and many need to be restocked. (This grant budget proposal does include restocking.) With the online version of the brochure, analytics associated with views could be tracked. The benefit to Alpine's local population would be increased lodging taxes generated from increased overnight stays.

How long will your Project/event benefit intended target market? Brochures are a cost-effective advertising method that have longevity. Some upkeep over the years is intended; however, the majority of brochure information will most likely remain unchanged, thus creating a long-term tourist marketing product that will not require expensive upkeep or maintenance.

How will ToATT grant money be used? ToATT grant money would fund the creation of the brochure and printing of the brochure.

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

Will there be other funds available? If so, how much? No.

Will there be a need for future funding? If so, explain? Updates to the brochure and reprinting of the brochure are anticipated every 3-5 years as businesses and recreation opportunities change. While this would require funding to make these updates and reprint, the funding needed would be minimal and is anticipated to be on the order of \$1,500.

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:

A handwritten signature in black ink, appearing to read "Ari D. Be", is written over a faint, illegible background.