

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: **Trail Groomer Lease**

Event or Project Location and Date: **Trails**

Applicant Address: **250 River Circle,**

Alpine, WY 83128 Applicant Phone and

email: **307-654-7757** Organization Contact

Name: **Craig Leseberg**

Organization Contact Phone and Email: **307-880-2869 – publicworks@alpinewy.gov**

Secondary Organization Contact name: **Monica Chenault**

Secondary Organization Contact Phone and Email: **clerk@alpinewy.gov 307-654-7757 Ext. 2**

List of organizations Board Members and positions: **Town Council Mayor - 4 elected councilman**

Organization Structure: Non-Profit, Individual, Municipality? **Municipality**

Organization EIN: **83-0291688**

Organization W-9 if applicable: **See Attached**

Organization board minutes approving grant Applications: **See attached**

Amount of funds requested - \$ 42,000

Proposed Cost of Project - \$

List of other donors? **Town of Alpine will be providing/procuring funds to cover labor costs for groomer operation.**

Describe Project/Event; Purpose, Objective:

Lease of used equipment to maintain trails between the Northern Alpine area down to McCoy Creek.

Where will the project/event take place?

The lease of this equipment will take place over the next 5 fiscal years

Give a timeline with project/event deadlines?

The Town of Alpine's current mayor has obtained information that will allow the Town of Alpine to supply the labor to maintain these necessary trails and then the town of Alpine will be reimbursed for the labor costs to maintain this trail system.

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?

Economic Boost:

- **Tourism Attraction:** Groomed trails attract visitors, especially in winter, boosting local tourism. Skiers and snowmobilers are likely to stay in local accommodations, dine at local restaurants, and shop at local stores.
- **Job Creation:** The maintenance and grooming of these trails create employment opportunities, such as trail operators, maintenance crews, and guides. This can positively impact the local workforce.
- **Local Business Support:** Local businesses, including equipment rentals, guiding services, hotels, restaurants, and shops, often experience increased demand due to the presence of groomed trails.
- **Increased Safety:**
- **Safer Travel:** Groomed trails provide a smoother, more consistent surface, reducing the risk of accidents for skiers and snowmobilers. Well-maintained trails are less likely to have hidden obstacles, such as ice patches or deep snow, which can lead to accidents.

- **Clearer Markings and Boundaries:** Grooming makes it easier for users to stay on designated paths, minimizing the risk of people getting lost or veering off into hazardous areas.
- **Environmental Benefits:**
 - **Controlled Impact on Nature:** Properly groomed trails help concentrate recreational activity on specific routes, reducing the environmental impact of off-trail use. This helps preserve wildlife habitats and sensitive ecosystems.
 - **Reduction of Erosion:** Well-maintained trails can help prevent soil erosion caused by improper or off-trail use, particularly in areas with fragile terrain.

Enhanced Community Engagement:

- **Recreational Opportunities:** Groomed trails provide local residents with easy access to recreational activities like skiing, snowboarding, and snowmobiling. This contributes to physical health, well-being, and quality of life.
- **Community Events:** Groomed trails can facilitate local events and competitions, such as skiing races or snowmobile rallies, which foster community spirit and pride.

Improved Infrastructure:

- **Public and Private Partnerships:** Groomed trails often lead to increased collaboration between municipalities, local businesses, and recreational organizations, helping to strengthen community ties and improve infrastructure.
- **Attraction for Long-Term Development:** Well-developed recreational infrastructure can attract investment and long-term development opportunities, such as vacation homes, resorts, or related businesses.

Year-Round Tourism Potential:

- **Off-Season Activities:** Some municipalities use groomed winter trails as part of their overall year-round tourism strategy. In the off-season, the infrastructure can be used for other activities, such as hiking, mountain biking, or events, leading to broader tourism appeal.

Quality of Life for Locals:

- **Winter Sports Opportunities:** Groomed trails provide locals with an affordable and accessible way to enjoy winter sports. This contributes to a high quality of life, especially in areas where outdoor activities are central to the community lifestyle.

Have you applied for other sources? If so, where? **Town of Alpine will budget funds for the remaining cost of this equipment**

How will ToATT grant money be used? **Lease of Equipment**

Will there be other funds available? If so, how much? **Town of Alpine will provide the maintenance on equipment and the procurement of other funds.**

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

Many years - - tourists and residents alike.

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

Yearly if the grooming is a successful addition.

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan – **SVI Alpine – Facebook – Posters– Star Valley Independent Newspaper – Texting application**
- IRS EIN
- Bids, Contracts, Estimates, etc **Previous lease agreement attached**
- 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:

