

Alpine Craft Beer Festival — Council Overview

- Produced and managed by Prohibition Outpost
- 6-hour event • \$50 ticket • Controlled fenced venue
- Professional ID checks, wristbands, and certified servers
- All breweries operate under existing catering permit
- City may host fundraiser booth and retain 100% of proceeds
- \$10,000 request supports music, marketing, and branded tasting mugs
- Goal: Create a repeatable annual tourism-driving event
 - Vision: Establish Alpine's signature annual festival that supports local fundraising while
 - 2 Options- Stand alone event or add to existing event like Mt. Days or Thursday Night markets.

Vision: Establish Alpine's signature annual festival that supports local fundraising while bringing new visitors to town each year.

Alpine Craft Beer Festival Proposal

Presented by Prohibition Outpost

Executive Summary

Prohibition Outpost proposes the creation of the Alpine Craft Beer Festival, a professionally managed, ticketed event designed to increase tourism, support local businesses, and create an annual fundraising opportunity for the Town of Alpine.

Event Overview

- 4-6 hour ticketed festival (\$50 per attendee)
- Fenced, controlled-access venue
- Regional breweries and live music
- ID verification, wristbands, and trained alcohol servers
- Taxi/rideshare coordination for safety
- All vendors covered under Prohibition Outpost catering permit

Community Fundraiser Booth

The Town may sponsor a designated portion of beer inventory for a City Fundraiser Booth.

100% of proceeds from this booth will go directly to a designated local cause.

All service and compliance will be managed by Prohibition Outpost, With option to contact Lincoln County Substance Abuse Prevention. They have money available to help purchase fencing, signage, and other amenities for such an event. The caveat is that they reimburse.

Funding Request: \$12,000 Tourism Partnership

- Live music to attract overnight visitors
- Custom 4 oz tasting mugs printed with Town logos
- Festival swag featuring Alpine branding

- Regional marketing and advertising campaign
 - Tee Shirts printed with all beer vendors and Town of Alpine sponsorship
 - Banners
 - Radio add 1 week prior to event (Jackson Hole Radio)
 - Paper and Social Media Advertising

All printed marketing will be provided by local printing business Outlaw T's.

Economic Impact

The festival is designed to drive lodging stays, restaurant traffic, and repeat visitation while establishing a signature annual event that promotes Alpine as a destination community.

Projected Event Income

Estimated attendance is intentionally conservative to present realistic expectations.

Category Calculation Projected Revenue

Ticket Sales 400 attendees x \$50 \$20,000

Merchandise Sales Est. \$15 avg x 150 buyers \$2,250

Sponsorships (Private) Local business partners \$3,000

Total Gross Event Revenue \$25,250

City Fundraiser Booth Projection

Metric Estimate

Beer Allocation 2 kegs (sponsored product)

Servings ~250 servings

Avg. Donation per Pour \$6

Projected Funds to Town \$1,500 (100% retained by Town or Non- Profit)

Projected Tourism Impact

Based on comparable Wyoming and Idaho destination festivals, 60–70% of attendees are expected to travel from outside Lincoln County, generating lodging, dining, and retail activity.

Category Estimate Economic Impact

Overnight Visitors 150 guests \$22,500 lodging revenue

Dining & Drinks 400 guests x \$35 avg \$14,000

Fuel/Retail/Shopping 250 guests x \$25 avg \$6,250

Total Direct Local Impact \$42,750

Return on Town Investment

A \$10,000 tourism investment is projected to stimulate over \$40,000 in direct same weekend economic activity, not including repeat visitation, brand exposure, or future event growth. This positions the festival as a self-sustaining annual attraction within 2–3 years based on 1 event per year.

Option #2 Alpine Mountain Days Beer Garden Proposal

Produced by Prohibition Outpost

Concept Overview

Integrating a professionally managed craft beer garden into Alpine Mountain Days allows the Town to add a new visitor experience while leveraging an existing audience. This reduces startup risk while generating direct revenue, local fundraising opportunities, and increased visitor spending.

Projected Year 1 Financial Snapshot

Incremental Local Spending Generated \$20,000–\$25,000

Category	Estimate
Ticketed Participants	300–400 guests
Ticket Revenue	\$17,500
Merchandise Revenue	\$1,440
Private Sponsorship	\$1,500
Total Event Revenue	≈ \$20,000
City Fundraiser Booth	\$1,800–\$2,100 direct

Three-Year Growth Model

The goal is to use Alpine Mountain Days as a launch platform, allowing the beer garden to scale responsibly before potentially becoming a standalone regional event.

Metric	Year 1 (Launch)	Year 2 (Expansion)	Year 3 (Destination Phase)
Attendance	350	450	600+
Ticket Revenue	\$17,500	\$22,500	\$30,000+
Sponsorships	\$1,500	\$4,000	\$7,500+

Merchandise	\$1,400	\$2,500	\$4,000
Funds to Town Booth	\$2,000	\$3,000	\$4,500+
Visitor Economic Impact	\$22K	\$35K	\$55K+
Marketing Need	Minimal	Moderate	Regional Campaign

Strategic Position Pilot Year
Established Feature Standalone
Candidate

Long-Term Vision By Year 3, the event is expected to function as a recognizable regional attraction capable of expanding into its own weekend if desired. This phased model allows Alpine to grow an economically meaningful event without assuming the risk of launching a large-scale festival immediately.

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: **PROHIBITION OUTPOST LLC**

Event or Project Name: **ALPINE BEER FESTIVAL**

Event or Project Location and Date: **MARGE GROVER PARK AND POSSIBLY CIVIC CENTER**

Applicant Address: **8806 US 89 AFTON WY 83110 OR PO BOX 1164 AFTON WY 83110**

Applicant Phone and email: **307-887-7373 SURESHOTSALOON@GMAIL.COM**

Organization Contact Name: **AMBER HYDE / CHRYSTAL FREDRICKSON**

Organization Contact Phone and Email:N/A

Secondary Organization Contact name:N/A

Secondary Organization Contact Phone and Email:N/A

List of organizations Board Members and positions:N/A

Organization Structure: Non-Profit, Individual, Municipality?Organization EIN: **LLC 99-5127944**

Organization W-9 if applicable: N/A

Organization board minutes approving grant Applications:N/A

Amount of funds requested? **\$12,000.00**

Proposed Cost of Project?: **SEE ATTACHED PROPOSAL FOR ALL FINANCIALS**

List of other donors? N/A

Describe Project/Event; Purpose, Objective: **To help create positive experiences for visitors and residents. Provide non-profit support**

Where will the project/event take place? **MARG GROVER PARK ALPINE WY**

Give a timeline with project/event deadlines? **SEPT 2026. WE ARE OPEN TO OTHER DATES AND COLLABORATION WITH TOWN EVENTS. ONCE PER YEAR.**

What is the expected impact of the project/event? How many tourists will it attract? How will it: **SEE ATTACHMENTS ALL PROJECTIONS ARE THERE**
benefit overnight stays and local business impact?

Will there be a benefit to our local

population?**SEE ATTACHMENTS ALL PROJECTIONS ARE THERE**

How long will your Project/event benefit the intended target market? **1 NIGHT EVENT POTENTIALLY BRINGING IN TOURIST FOR THE WEEKEND. WILL BENEFIT AN ALLREADY THRIVING TOURISM TOWN BECAUSE OF ALPINES PROXIMITY TO JACKSON AND THE RV PARKS AND EXISTING MOTELS.**

How will ToATT grant money be used? **AS PER TOWN AND STATE STATUTES SEE ATTACHMENT**

Have you applied for other sources? **NO** If so, where? Will there be other funds available? If so, how much?

Will there be a need for future funding? **YES,** If so, explain? **NEXT YEAR SEE 3 YEAR PROJECTIONS IN ATTACHMENT**

Supporting Documentation:

SEE ATTACHMENT AND WE WILL PROVIDE ALL ELSE YOU MAY NEED.

- 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: **WILL DO!** 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: Sarah- I'll stop by and sign it for you-