

## 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: **Alpine America250 Public Art Installation**

Event or Project Location and Date: **LV Substation Site, Town of Alpine, Wyoming  
Installation Completion: July 2026**

Applicant Address: **250 River Circle, Alpine, WY 83128**

Applicant Phone and email: **307-654-7757 / office@alpinewy.gov**

Organization Contact Name: **Sarah Greenwald, Assistant Clerk**

Organization Contact Phone and Email: **307-654-7757 / office@alpinewy.gov**

Secondary Organization Contact name: Monica Chenault

Secondary Organization Contact Phone and Email:

**clerk@alpinewy.gov / 307-654-7757**

List of organizations Board Members and positions:

**Town of Alpine 250<sup>th</sup> Committee: (Including: Eric**

**Green, Kristy Ladner, Stephanie Lamirato, Danelle**

**Fenton, Christa Tidwell, Tracey Martiny, Sarah**

**Greenwald)**

Organization Structure: Non-Profit, Individual, Municipality?

**Municipality**

Organization EIN: **83-0291688**

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

Organization board minutes approving grant Applications: **Attached**

Amount of funds requested? **\$7,750**

Proposed Cost of Project? **\$30,000**

List of other donors? **Funding Secured: \$22,000 – America250 Grant Program administered by the Wyoming Department of State Parks and Cultural Resources**

Describe Project/Event; Purpose, Objective:

**The Alpine America250 Public Art Installation is a commemorative project celebrating the 250th anniversary of the United States through public art that reflects Alpine's history, heritage, and community identity.**

**The project includes the creation of a large-scale public mural installed at the LV Substation in Alpine. The mural will highlight themes connected to Alpine's cultural heritage, landscape, and the community's role in Wyoming's history. The artwork will be developed through a public art selection process involving local and regional artists.**

**The installation will create a visually engaging landmark within the Town of Alpine and contribute to the nationwide America250 commemoration effort. By incorporating local history and community identity into the artwork, the project will provide a meaningful cultural asset for residents and visitors.**

Where will the project/event take place?

**The public art installation will be located at the LV Substation site within the Town of Alpine, a visible public location accessible to both residents and visitors traveling through the community.**

**The mural will transform an existing infrastructure site into an attractive public feature that enhances the visual experience for those traveling through Alpine and visiting nearby businesses, parks, and recreational areas.**

Give a timeline with project/event deadlines?

**January 2026**

**Public art contest opens and mural submissions begin.**

**February 2026**

**Selection committee reviews entries and selects artists.**

**March–April 2026**

**Final mural design development and approval.**

**April 2026**

**Artwork production and preparation.**

**May–June 2026**

**Installation of mural at the LV Substation site.**

**July 2026**

**Project completion and public recognition as part of America250 commemorative activities.**

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 Alpine America250 Public Art Installation will provide a long-lasting visual attraction within the community that contributes to Alpine’s identity as a welcoming and culturally engaged destination.**

**The project supports tourism by:**

- **Creating a permanent public art landmark that enhances Alpine’s visual appeal**
- **Encouraging visitors traveling through the Snake River corridor to stop and explore the community**
- **Promoting Alpine as a destination that celebrates history, culture, and the outdoors**
- **Supporting local businesses through increased visitor activity in the downtown and recreation areas**

**Public art installations often serve as photo opportunities and community gathering points, encouraging visitors to spend more time in Alpine and share their experience through social media and travel platforms.**

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

**Unlike a single-day event, the public art installation will provide long-term tourism benefits. The mural will remain in place for many years, creating a permanent cultural attraction for visitors traveling through the region.**

**The installation will continue to promote Alpine as a culturally vibrant community and contribute to the town’s tourism appeal well beyond the America250 anniversary year.**

How will ToATT grant money be used?

**Travel and Tourism funds will be used to help complete the installation of the public art project, including:**

- **Fabrication and printing of mural artwork**

- **Installation materials and site preparation**
- **Artist and design costs**
- **Final installation and finishing**

**These funds will supplement the \$22,000 America250 grant and ensure the successful completion of the project.**

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

**Yes. The Town of Alpine successfully applied for and received \$22,000 through the America250 Grant Program administered by Wyoming State Parks and Cultural Resource**

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

**The project has secured \$22,000 in grant funding through the America250 program. The Town of Alpine is requesting the remaining \$7,750 from the Travel and Tourism Board to complete the project.**

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

**No. This funding request represents the final portion needed to complete the Alpine America250 Public Art Installation.**

**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:

*Sarah Greenwald*