

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:

Additional Caution Equipment for jersey barriers to be placed across snake river bridge in winter 26/27

Event or Project Location and Date:

Winter 26/27

Applicant Address:

250 River Circle, Alpine, WY 83128

Applicant Phone and email:

307-654-7757 publicworks@alpinewy.gov

Organization Contact Name:

Craig Leseberg

Organization Contact Phone and Email:

307-654-7757 publicworks@alpinewy.gov

Secondary Organization Contact name:

Secondary Organization Contact Phone and Email:

List of organizations Board Members and positions:

Mayor and Council

Organization Structure: Non-Profit, Individual, Municipality?

Municipality

Organization EIN: 83-0291688

Organization W-9 if applicable: See Attached

Organization board minutes approving grant Applications: Resolution 011

Amount of funds requested? \$10000.

Proposed Cost of Project? \$ 10,000

List of other donors? Town of Alpine - Town Labor for installation

Describe Project/Event; Purpose, Objective:

The Town should purchase additional caution signage, traffic cones, and temporary barriers for the Snake River Bridge in preparation for next winter. During winter conditions, the bridge area can become hazardous due to ice, snow accumulation, reduced visibility, and narrow travel lanes. In previous years we place the state concrete jersey barriers out to provide a safe route of travel for snowmobilers to cross the bridge. We did not place them out in last year due to safety concerns because of some accidents the year before. Additional traffic control devices will allow staff to clearly mark hazardous areas, guide traffic safely across the bridge

Having adequate signage and barriers available will improve driver awareness for vehicles and snowmobiles.

Where will the project/event take place?

Snake River Bridge

Give a timeline with project/event deadlines?

Late Fall 2026

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?

Providing additional caution signage, cones, and barriers at the Snake River Bridge will improve safety for residents, commuters, and visitors traveling through the area during winter months. Clear traffic control devices help alert drivers to lane restrictions allowing them to slow down and navigate the bridge more safely.

For the local population, this reduces the likelihood of vehicle accidents and helps ensure the bridge remains open and safely accessible during severe winter conditions.

How many tourists will it attract?

It is difficult to provide an exact number of tourists that a snowmobile lane will attract, because visitation depends on factors such as snow conditions, regional trail connectivity, promotion, and access to lodging and services. However, creating a designated snowmobile lane typically increases use by improving safety and providing a clearly defined route that connects riders to local trail systems and amenities. This safe travel across the bridge allows for tourists to leave their hotels on their snowmobiles to access the many trails available in Alpine.

For communities in Wyoming that serve as access points to established snowmobile trail networks, designated routes and improved access often lead to increased winter visitation from both regional riders and out-of-state tourists. These visitors frequently stay in local lodging, purchase fuel, dine at restaurants, and use other local services.

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

- Winter Season

Will there be a benefit to our local population?

For the local community, the benefit is twofold:

- **Improved safety** for both snowmobilers and motorists by separating snowmobile traffic from standard vehicle lanes.
- **Economic support during the winter season**, as snowmobilers tend to travel in groups and spend money locally on lodging, food, fuel, equipment, and recreation.

While the exact number will vary each year, improved snowmobile access generally helps position the community as a more attractive winter recreation destination and can increase winter tourism activity in the area

How will ToATT grant money be used?

Grant funds will be used for:

The requested funds will be used to purchase traffic control and safety equipment necessary to safely designate and manage the snowmobile lane and winter travel conditions at the Snake

River Bridge. Specifically, the funds will be used to purchase caution and directional signage, high-visibility traffic cones, and portable barriers.

These items will allow the Town to clearly mark the designated snowmobile lane, guide vehicle traffic, and create safe separation between snowmobiles and motor vehicles during winter months. The equipment will also assist Town staff in temporarily closing or redirecting traffic if hazardous conditions arise, ensuring the bridge remains safe and accessible for both residents and winter recreation users.

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

WYDOT provides the concrete jersey barriers

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

Town Contribution of labor for installation of the jersey barriers

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

No

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 blue ink that reads "Melody Leseberg". The signature is written in a cursive style with a horizontal line underneath the name.