

## 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 Trash Receptacles @ Town Parks

Event or Project Location and Date:

Summer 2026

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? \$17,000

Proposed Cost of Project? \$ 20,400

List of other donors? Town of Alpine \$3,400 in Town Labor for installation

Describe Project/Event; Purpose, Objective:

The Alpine Parks Visitor Enhancement – Trash Receptacle Expansion Project is designed to improve visitor experience, public cleanliness, and overall park presentation throughout the Town of Alpine.

With increasing visitation during peak summer tourism months, existing trash receptacles are insufficient to manage daily waste volumes. Overflowing bins negatively impact visitor impressions, create wildlife concerns, and detract from Alpine's image as a clean and welcoming mountain community.

This project will:

- Install additional commercial-grade trash receptacles in high-use park areas
- Replace aging or undersized units
- Improve distribution of receptacles near playgrounds, picnic areas, and event spaces
- Enhance waste containment during community events and peak tourism periods

The objective is to maintain clean, safe, and attractive public spaces that support tourism growth and encourage longer visitor stays.

Where will the project/event take place?

1 @ Skate Park

3 @ Marge Grover Park

2 @ Ferry Peak Park

2@ Legion Ball Field

Give a timeline with project/event deadlines?

Summer 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?

- Increased winter visitation from surrounding regions
- Support for local restaurants, gas stations, lodging properties, and retailers
- Opportunity for visitors to extend stays for weekend experiences

How many tourists will it attract?

While trash receptacles alone are not a stand-alone attraction, they directly support the thousands of seasonal visitors who utilize Alpine parks annually. Clean, well-maintained public infrastructure encourages positive visitor experiences, repeat visitation, and longer stays.

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

- Extend their visit
- Recommend Alpine to others
- Return for future trips
- Support local dining, retail, and lodging businesses

High-quality public amenities reinforce Alpine's reputation as a desirable destination community.

Will there be a benefit to our local population?

Yes. Residents benefit from cleaner parks, safer conditions, and enhanced community pride. The project also supports local events that draw tourism dollars into town.

How will ToATT grant money be used?

Grant funds will be used for:

- Purchase of commercial-grade, bear-resistant trash receptacles
- Concrete pads and anchoring systems
- Installation labor
- Signage promoting “Keep Alpine Beautiful” messaging

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

No

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

Town Contribution of labor for installation in the amount of \$3,400

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

To keep this project continuing year after year it will require support from the Alpine Travel & Tourism Board

**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.