

RETAIL LIQUOR LICENSE PRESENTATION

To the Town Council of Alpine



RETAIL LIQUOR LICENSE - IMPACT ON AVR AND TOWN OF ALPINE



Dedicated off-premise liquor retail store and beer cave opening May 2026

- Prioritize stocking Wyoming-made and regional products to support local businesses.



License is foundational for our future restaurant and full-service resort amenities

- Onsite dining for guests
- Food/beverage options while people enjoy our pool
- "Room Service" for RV Sites and Cabins
- New Dining option for community



Host year-round events including weddings, reunions, local gatherings and community events



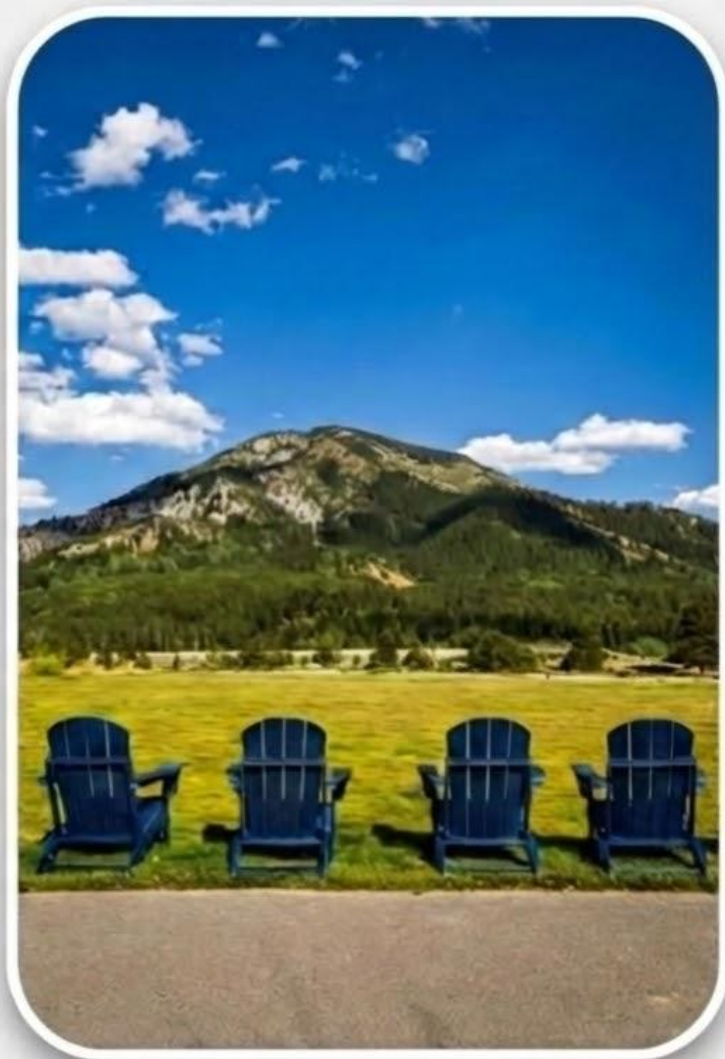
Off-site catering options as restaurant grows



Providing year-round consistency for both summer and winter tourism



Force Multiplier Effect - Enhanced amenities drive longer guest stays, directly increasing lodging and sales tax contributions.



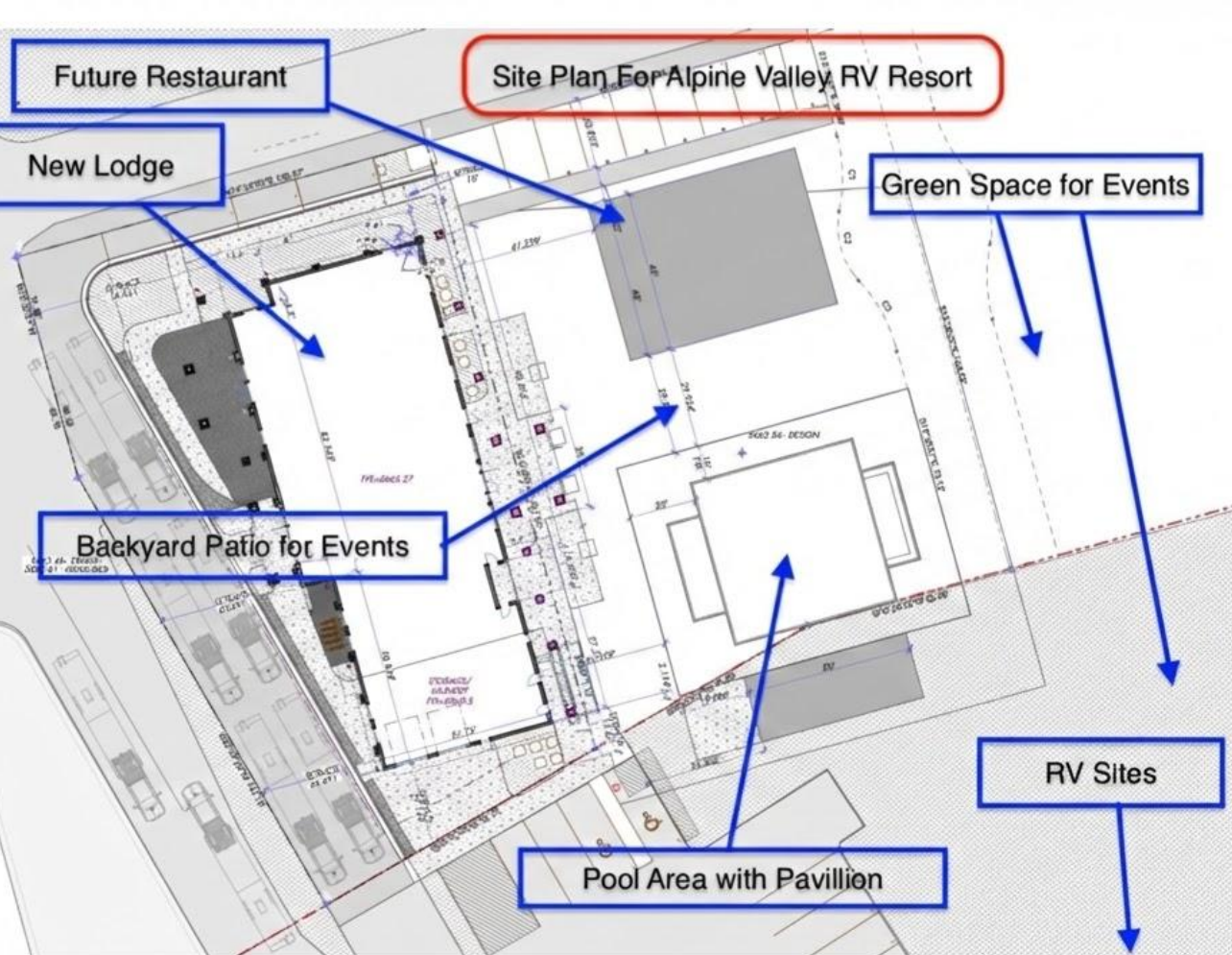
U.S. HIGHWAY 20000



Lots 2, 3 and 20 - Future developments for Resort

LEGEND

- [illegible]



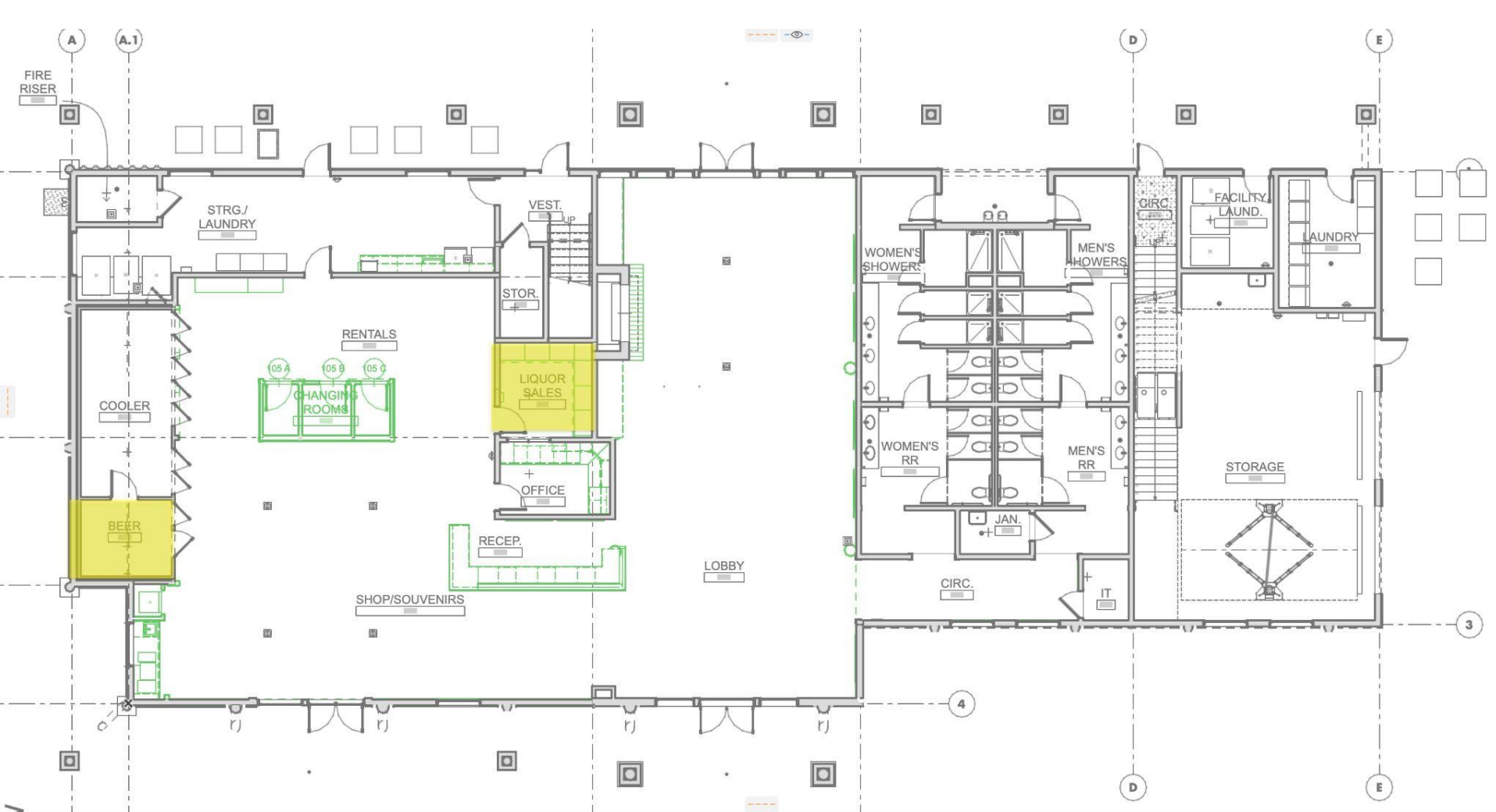
Development Timeline

- ❑ **New Lodge:** May '26
- ❑ **Event Green Space:** May '26
- ❑ **Pool with Pavillion:** Fall '26 / Spring '27
- ❑ **Patio Event Space:** Spring '27
- ❑ **Restaurant/Bar:** Fall '27 / Spring '28 (Food Trucks/Mobile Drink Cart until restaurant complete)
- ❑ **10 Cabins/Cottages** (up to 3,000 sq ft each): Fall '28 / Spring '29
- ❑ Development of lots 2, 3, and 20: TBD









Responsible Operations



Commitment to Safety: As a family-oriented park, we prioritize the safety and responsibility of our liquor license operations.



Our **Director of Operation and Management Team** will directly ensure strict adherence to all regulations.



Staff Certification: 100% of staff are required to be **TIPS-certified** for responsible alcohol service.



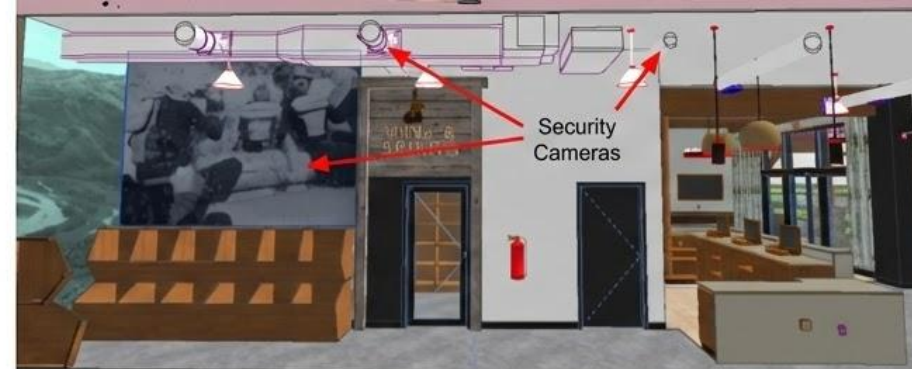
Advanced Security Infrastructure: Designed a dedicated liquor store room with **viewing window** from the main office and security camera system for constant oversight.



Strict ID Policy: Implementation of a mandatory **"Under 40"** ID check policy to prevent underage sales.

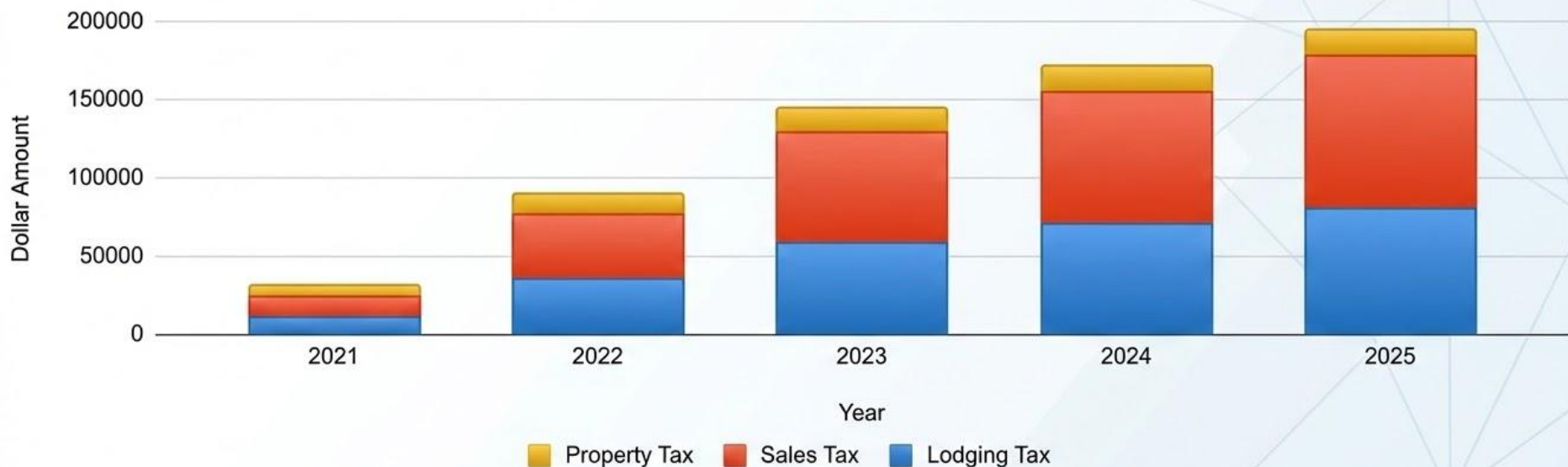


Regulatory Compliance: Committed to strengthening monitoring protocols to meet or exceed all specific Town and State requirements.



Total Tax Revenue by Type and Year

Total Tax Revenue by Type and Year



2025 Est. Tax Breakdown:

Property Tax - \$17,423

Sales Tax - \$81,000

Lodging Tax - \$97,200

Total Tax - \$195,623

Liquor Store/Off Premises Sales - Captured AVR Sales



Assumptions:

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- 15% of Occupied Sites will make some sort of purchase per day (ie 117 sites full during peak season, 18 of those site will purchase)
- Average purchase will be \$25

Off Premise AVR Estimated Sales - **\$46,800**
Sales Tax Generated - **\$2,340**

Liquor Store Off Premise Sales - "Off Street"



Assumptions:

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- Pass Thru Traffic - 10 out of 5000 cars per day (125 days)
- Activity Customer (not staying at AVR) - 5% of people
- Local Crowd - 10 purchases a day (125 days)

Off Premise "Off Street" Estimated Sales - **\$60,000**
Sales Tax Generated - \$3,000

Projected Restaurant and Bar Sales from Guest Staying @ AVR

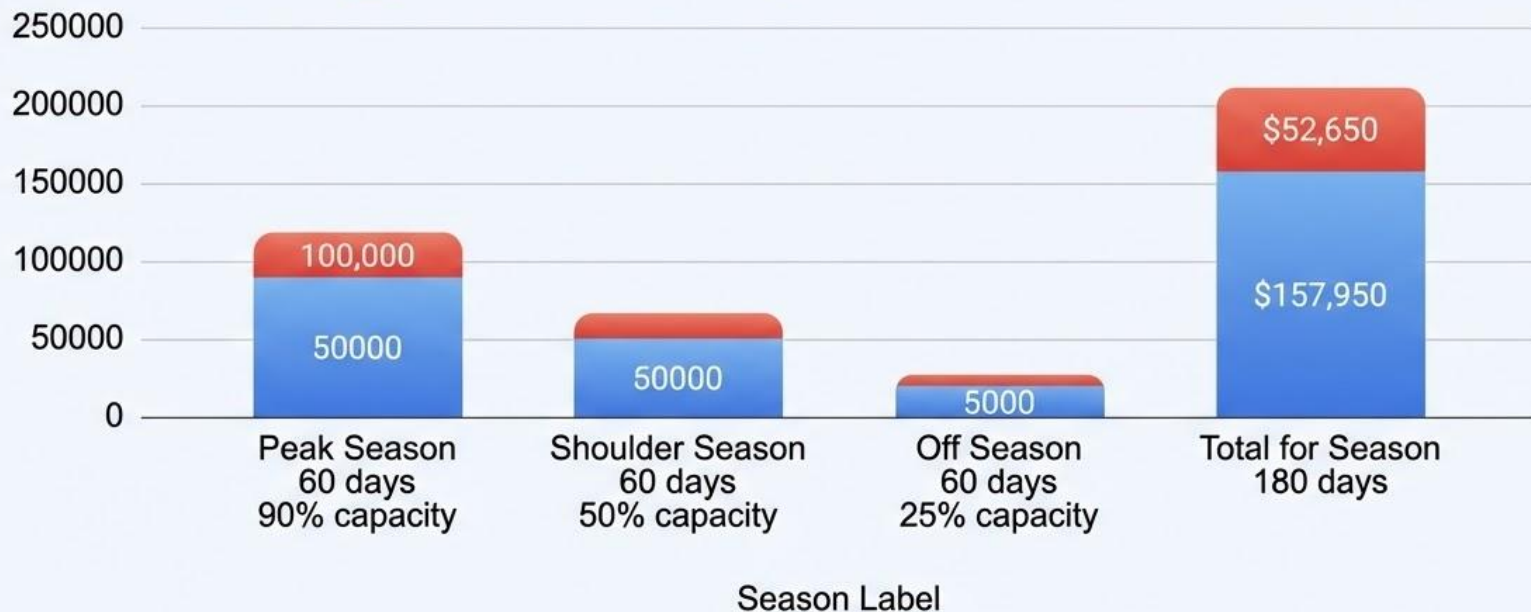


Liquor Sales @ 25%



Food Sales @ 75%

Food Sales, Liquor Sales



Assumptions & Totals:

- 2.5 people per site
- 25% capture rate for people staying
- \$25 avg spend/person

Total Liquor Sales - **\$52,650**

Total Food Sale - **\$157,950**

Total Food/Liquor Sales - **\$210,600**

Sales Tax Generated - **\$10,530**

Restaurant/Bar Sales - Off Street



Assumptions & Totals:

- Local Capture Rate = 5% of Town of Alpine Population (1360) 1 night a week
- Activities (not staying at AVR) = 15% capture rate
- Drive by Traffic - .3% of 5000 cars/day (180 days)
- \$25 avg spend/person

Total Liquor Sales - **\$73,663**
Total Food Sale - **\$220,987**
Total Food/Liquor Sales - **\$294,650**
Sales Tax Generated - **\$14,732**

Season Extension & Growth Objectives



A **25% increase** extends both our **Peak and Shoulder seasons** from **60 to 75 days** each.



Our objective is to **expand our Peak Season to 120 days**, spanning from **Memorial Day through September**.

Tax Generation - A Force Multiplier

	Projected Generated Taxes	25% Increase (Scenario)	Difference (Gain)
 AVR Liquor Store (Onsite Captured)	\$2,340	\$2,725	+\$385
 AVR Rest/Bar (Onsite Captured)	\$10,530	\$13,162	+\$2,632
 Property Tax	\$17,423	\$21,779	+\$4,356
 Sales Tax	\$81,000	\$101,250	+\$20,250
 Lodging Tax	\$97,200	\$121,500	+\$24,300
Total	\$208,493	\$260,416	+\$51,923 ↑

The Ultimate Basecamp in Alpine, WY!



We are here today as dedicated, long-term stakeholders committed to growing with Alpine and supporting the community.



Our annexation into the town reflects our commitment to being a proud and integral part of its future.



We aspire to represent Alpine as a world-class, yet genuinely down-to-earth, destination for all.



Granting this license allows us to continue to move forward in creating a premier destination that reflects our collective vision for a vibrant, welcoming Alpine



We understand there are a lot of great applicants in this room. Thank you so much for your time and consideration

