

To: Alpine travel and tourism board
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From: Gray Bear Productions
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Date: 3/13/25

Re: Grant application for Reggae in the Rockies music event 9/5/25

Gray Bear Productions (GBP) is requesting \$10,000.00 from the Alpine travel and tourism board for a music festival on 9/5/25. This festival will be held a few miles north of the town of Alpine at the Alpine 4-H camp, 1900 US 26, Alpine, WY 83128. The board of the Alpine 4-H camp has approved this event, and we will host between 1000-1500 attendees for the one-day event. The music festival would consist of three to four bands playing during the day, with a start time no earlier than 5:00 pm, and an end time no later than 10:00 pm. Food and beverage will be for sale during the operating hours of the festival, so we are also requesting a malt-beverage license for the day from Lincoln County. GBP has been in business since 2021 and has produced multiple music festivals in the Alpine area at both private residences and Melvin Brewery.

GBP has previously conducted many events with no incidents or law enforcement needed. The event will be staffed with private security, EMT service on site, emergency plans in place for evacuation, fire, inclement weather, and medical emergency. Ample parking will be provided, with 3 well marked emergency evacuation routes. Toilets, hand

washing stations, and waste bins will be provided. Event insurance will be in place, and all servers will be TIPS certified. Food will be provided by permitted and insured food vendors.

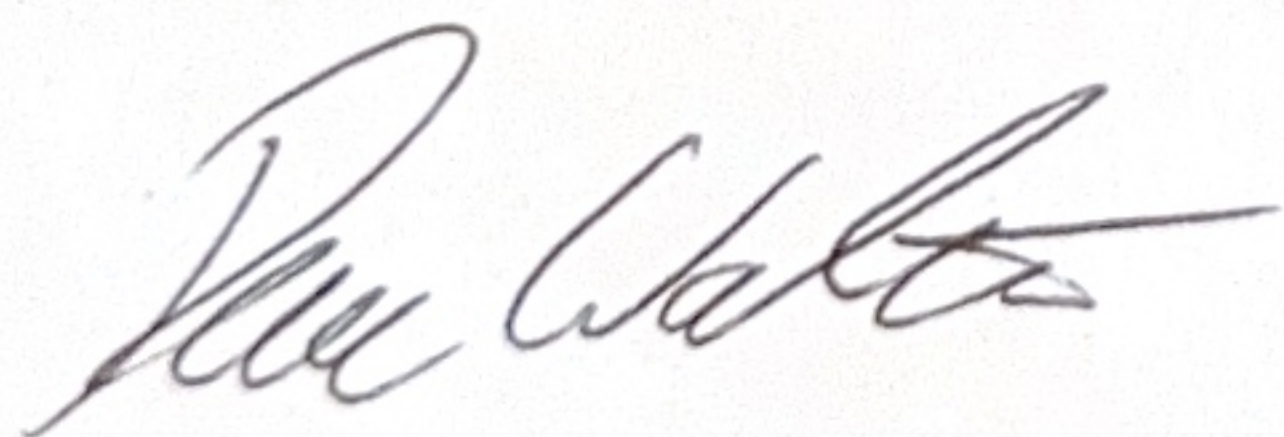
The total event cost is estimated to be \$62,900 and we are planning to keep ticket prices low in the \$45-\$60 range so more people can come and attend this family friendly day of music. We expect a large percentage of the attendees to be visiting from another area. The event will greatly support the local economy, especially in Alpine, for many businesses including but not limited to: Hotels, VRBO, campgrounds, restaurants, fuel stations, retail/grocery stores, recreational activities and many more. This event is planned during a slower season in the valley (the weekend after labor day), and this will bring some much needed revenue for local businesses.

We also will pursue a \$10,000 grant from the Lincoln County travel and tourism board as these grants are crucial to making this event a success. We will also pursue sponsorships to help with costs and hope to raise \$5000. We rely on grants and sponsorships to bring this type of event to our area.

We utilize nationwide marketing, especially targeting our surrounding areas for this event. This is an opportunity to cross promote our area, as the bands have a national following and this exposure helps; highlight Alpine and the surrounding area. It has also been proven that live music is much needed in the town of Alpine and that it greatly enhances the lifestyle here. The event also partners with many local businesses that provide resources for this event.

GBP plans on using the \$10,000 in grant funds to help pay for the \$36,000 in artists costs. GBP will recognize the Town of Alpine Travel and Tourism board on all marketing and promotional material for supporting the event.

Locals and visitors alike have very much enjoyed our previous events, and we expect this to be our biggest and best one yet, and expect to see this grow in the coming years. We thank you for considering grant funds for our event and look forward to working with you.



Dave Walters

Revenue

	Qty	Ticket Sales		Total after 6% sales tax
		Ticket Price	Total	
Tier 1	750	\$45	\$33,750	\$31,840
Tier 2	250	\$55	\$13,750	\$12,972
VIP	0	\$150	\$0	\$0
Total	1000	\$47.50	\$47,500	\$44,811
		average ticket price		
Comps	100		P/L on only Tickets	
Total Capacity	1100		(\$12,089)	

Beverage Sales

\$10 per person average
\$10,000 Gross Sales

50% Net Profit - Percentage of Gross

\$5,000 Net

Total Revenue

\$49,811

P/L on Tickets and Bar
(\$14,089)

Underwriting / Sponsors

Travel & Tourism 20000
Sponsors 5000

Total 25000

Total Revenue
\$74,811

P/L on tickets, bar and TTB/Sponsors
\$10,211

Costs

Production

Stage/Sound/Light \$14,000

Generator \$1,000 included in above

Staff \$3,400 *Opps managers and production support

Marketing

Advertising \$2,500

Design \$500

Site

4H Site Rent \$2,500 *2 days

Security \$2,500

Insurance \$2,500

Toilets \$1,000

Trash \$1,000

Misc. \$2,000

Local Costs Total \$32,900

Artist

Package \$25,000 Tribal Seeds and The Movement

1st of 3 \$3,500 Local opener

Hospitality \$2,500

Artist Cost Total \$31,000

Total Event Cost \$63,900