

Alpine Tourism Grant Application

Name of Organization: Star Valley Arts Council

Event or Project Name: Alpine Art Festival

Event or Project Location and Date: Bank of Jackson Hole Lawn, August 15th-16th, 2025

Applicant Address: PO Box 1082, Afton WY 83110

Applicant Phone and email: 307.886.4411, lxi@starvalleyarts.org

Organization Contact Name: Lxi Weber

Organization Contact Phone and Email: 307.886.4411, lxi@starvalleyarts.org

Board Members and positions:

Janet Erickson - Chairwoman - Vocal Instructor

Val Bagley - Artist

Tim Hale - Treasurer - Financial Planner

Doug Monson - Art Gallery Owner/Artist

Denise Christensen - Therapist/Social Worker

Eileen Hale - Retired teacher

Annie Heiner - Graphic Designer

Corinne Storey - Substitute School Teacher

Organization Structure: Non-Profit, Individual, Municipality? Non-profit

Organization EIN: 83-0329440

Organization W-9 if applicable: See attached

Organization board minutes approving grant Applications: Grant applications were discussed at our annual board meeting on February 10, 2024, and the minutes were approved on March 13, 2024.

Amount of funds requested? \$4,000

Proposed Cost of Project? \$7,150

List of other donors? The Alpine Tourism Board is the main organization we are applying to for the Alpine Art Festival

Describe Project/Event; Purpose, Objective:

The Alpine Car Show is a fun event, one that the community looks forward to every year. The Star Valley Arts Council (SVAC) would like to build on this event and create a companion annual arts festival to showcase local AND nonlocal artisans. We believe that Alpine has the right demographic and location for this type of event to eventually be able to grow into a very popular event that both vendors and tourists will travel for.

Where will the project/event take place?

Bank of Jackson Hole lawn

Give a timeline with project/event deadlines?

The Alpine Arts Festival will be on August 15th and 16th, from 10:00am-6:00pm both days.

We have extended the vendor application deadline to July 1, 2025, with late applications allowed for an additional fee.

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?

We plan to market this project heavily to the surrounding area, like Jackson, Pinedale and Driggs/Victor in hopes that we can draw more artists to participate as vendors. As this event grows, we feel like it will absolutely be something worth traveling to Alpine for.

Both artists and attendees will spend money in stores and restaurants, and some of the vendors may stay the night as the festival will be two days. The local population will enjoy the vendors and live music. We will work with the Car Show to market the event outside the immediate area as well to attendees.

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

We hope that the art festival will benefit both vendors and attendees who choose to make art purchases! The longer term benefits would be that this could turn into an event that vendors look forward to, plan for, and attend year after year. If we can keep bringing the vendors back, we can keep bringing in attendees.

How will ToATT grant money be used?

\$3,000 would be used for advertising, and \$1,500 would be used for live music.

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

This is the only source we are applying to specifically for the Alpine Art Festival.

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

We will evaluate our grant funds once they are awarded to see what we might be able to put towards this. Additionally, we are seeking sponsors to help fund this project.

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

We hope that as awareness of this event grows, the vendor fees will fully fund this event.

Marketing Plan

Social Media - \$500

\$250 would be used during the month of June to attract vendors \$250 would be used during the month of August to attract visitors to the event

Idaho Falls Post Register - \$500

Would be used during the month of August to attract visitors to the event

Jackson Hole Daily - \$500

Would be used in June, to run on a Friday/Saturday, to attract vendors

Jackson Hole News & Guide - \$500

Would be used for one week in August, to attract visitors to the event

Mailers - \$1,000

Would be sent out to Star Valley PO Boxes

Star Valley Independent - \$500

\$250 would be used during the month of June to attract vendors \$250 would be used during the month of August to attract visitors to the event

SVI Media - \$500

\$500 would be used for radio ads during the month of August

Teton Valley News - \$500

\$500 would be used during the month of August to attract visitors to the event

Posters - \$100

Total - \$4,600