

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.

EXECUTIVE SUMMARY

The Star Valley Trout Unlimited chapter (SVTU) respectfully submits this grant application to secure reimbursement funding for our third annual Fly Fishing Film Festival Fundraiser, which is planned to take place at the Alpine Civic Center in April of 2026.

This event follows our inaugural film festival at Alpine Civic Center which took place on April 20, 2024, and the second annual film festival planned for April 19, 2025. These events have garnered huge support from the community selling out at full capacity and offering local businesses an opportunity to showcase their offerings to an enthusiastic audience from Star Valley, Jackson, and Idaho.

About Trout Unlimited:

Our Mission:

To bring together diverse interests to care for and recover rivers and streams so our children can experience the joy of wild and native trout and salmon.

Our Vision:

For communities across America to engage in the work of repairing and renewing the rivers, streams, and other waters on which we all depend.

Who We Are:

Founded in Michigan in 1959, Trout Unlimited today is a national non-profit organization with 300,000 members and supporters dedicated to conserving, protecting, and restoring America's coldwater fisheries and their watersheds.

So why is a film festival, hosted by Star Valley Trout Unlimited, important to the Town of Alpine? It holds significant importance for the Town of Alpine due to our local members' dedication to "conserving, protecting, and restoring" local waters, ensuring recreational opportunities for future generations. Alpine is often the place where anglers sleep, eat, and shop when they visit Star Valley to fish the Salt River and its tributaries. The Salt River has deteriorated in quality over multiple decades through major loss of riparian vegetation, severely eroding banks, fish passage barriers, loss of pool and spawning habitat, and many other habitat and water quality concerns. Trout Unlimited hired Tanner Belknap as Salt River Watershed Manager to make much-needed improvements to the river. Under Tanner's leadership, significant restoration projects on the Salt River have been completed, and more are underway.

Trout Unlimited currently has two major upcoming restoration projects on the Salt River. Both were initially scheduled for 2025 construction but will most likely occur in 2026 due to the federal funding freeze. Both projects are currently in the detailed design stage. The first project is at the Clarks Barn Public Access Area near Afton. The project will restore one mile of severely over-widened and sediment-laden channel on the Salt River, dramatically improving riparian and aquatic habitat and reducing erosion. The project will replace a post-and-plank diversion that currently blocks fish passage to upstream spawning habitat with one which allows healthy fish passage, boater passage, and sediment transport. This project will also install riparian fencing and water gaps to improve grazing management and minimize the habitat and water quality impacts of livestock. The second project will restore approximately 2.5 miles of the Salt River from the Diversion Access at Whitetail Lane upstream to the first US-89 bridge. The section lost significant stream length due to historic land use practices and is currently over-steepened with high erosion and little pool habitat. The project will reconnect old meanders to restore stream length, improve stream function, and increase the quantity and quality of trout habitat.

In October 2024, Trout Unlimited was awarded \$14.03 million through the USDA NRCS Regional Conservation Partnership Program (RCPP) for habitat restoration, diversion replacements, and livestock management on the Wyoming side of the Salt River watershed. With this funding, we will restore approximately 15 miles of the Salt River, working with over 20 landowners. However, this funding has been frozen, and the future of the award is uncertain. Trout Unlimited is currently planning a water quality study of the Salt River with Wyoming DEQ. Currently, our water quality data is limited to E. coli and almost ten years out of date. This study will give us a broad understanding of the chemical, biological, and physical impairments of the Salt River and help us to make recreation safer on the Salt River and its tributaries.

By improving the quality of fishing in Star Valley, this work directly influences the decisions made by tourists to visit and spend their dollars on lodging, guiding, rentals, restaurants, bars and so many other businesses

in Alpine. The Salt River is the lifeblood of summer recreation for Alpine's visitors, and anyone who has enjoyed this river knows how desperately habitat restoration is needed.

Our application details the specific benefits our event will bring to the Town of Alpine. These benefits include an estimated 180-plus visitors coming to the Alpine Civic Center and witnessing what the Town of Alpine offers. We anticipate that our visitors will visit local establishments (i.e., bars and restaurants) both before and after the event and take advantage of lodging on a limited basis. We are confident the film festival will drive interest in fly fishing the local waters around the Town of Alpine. We also expect the event will drive future business for guides, rentals, restaurants, bars, and lodging within Alpine as these visitors return. With sponsorship support from multiple local businesses, our event also aims to boost participation in Trout Unlimited, facilitating larger restoration projects that enhance the waterways crucial for Alpine's recreational activities and economic sustainability. Our application provides detailed information on these benefits, and we are available to attend meetings and present our proposal in person if needed. In summary, our event delivers immediate and long-term advantages for Alpine, sustaining efforts to conserve waterways and ensure enduring recreational opportunities and economic prosperity for the community.

Our application is attached and addresses all the required information. If additional information is needed, please do not hesitate to contact us. We would happily attend any meetings and present our application responses personally.

Our event delivers direct, appreciable, and long-term advantages to the Town of Alpine. It sustains efforts to 'conserve, protect, and restore' our precious waterways, ensuring enduring recreational opportunities and associated economic prosperity for the community.

Respectfully submitted,

Ron Quinn
President, Star Valley Trout Unlimited

APPLICATION PACKAGE

1. Applicant Organization Name: Star Valley Trout Unlimited (SVTU)

2. Event or Project Name: Fly Fishing Film Tour (F3T), International Fly Fishing Film Festival (IF4™), or similar film project

3. Event or Project Location: Alpine Civic Center

4. Date: April of 2026, exact date TBD

5. Applicant Address: PO Box 3143 Alpine, WY 83128

6. Applicant Phone and email: (307) 413-0133/bari.bucholz@gmail.com

7. Organization Contact Name: Ron Quinn

8. Organization Contact Phone and Email: (307) 887-5043/quinn9986@gmail.com

9. Secondary Organization Contact name: Tom Michie

10. Secondary Organization Phone and Email: (703) 727-6698/thmichie@gmail.com

11. List of organization's Board Members and positions:

President- Ron Quinn

Vice President- Bari Bucholz

Members at Large: Steve Cook

Fred Pritchard Paul Schaeffer

Secretary- Lizzy Bachman **reasurer-** Michael Schiffhauer

12. Organization Structure: Non-Profit, Individual, Municipality? Non-Profit

13. Organization EIN: 821211861

Organization W-9: N/A

14. Organization board minutes approving grant applications:

The board voted per email on 3/13 to apply for this grant.

15. Amount of funds requested? \$5,352

16. Proposed Cost of Project? \$6,552

17. List of donors for the 2025 event:

To date, 2025 sponsors and donors include:

Bank of Star Valley

Four Pines Physical Therapy

Melvin Brewing

Ken Takata Photography

Ferry Peak Women's Health

We anticipate having even more sponsors and donors in 2026.

18: Describe Project/Event:

Purpose: To host a successful fundraising event that supports the continued efforts of Star Valley Trout Unlimited.

Objectives:

1. Raise funds to support stream restoration projects that enhance the ecological function and resiliency of the Salt River watershed.
2. Inform attendees of ongoing restoration projects and watershed planning activities led by Trout Unlimited.
3. Inspire public support for restoring the Salt River and its tributaries by understanding how this will improve the fishery, water quality, and the local economy.
4. Host an enjoyable, safe event that generates public enthusiasm for SVTU.

19: Where will the project/event take place? Alpine Civic Center

20: Give a timeline with project/event deadlines.

January:

Board meeting to vote on hosting the IF4™ event, or similar film project (just to keep our options open)

Create a spreadsheet for shared communications Start

ToATT grant application

f3t

February:

Create sponsorship package details

Secure venue, food option Brainstorm

raffle prizes

Sign up for IF4™ or similar

Design promotional assets

Update spreadsheet for shared communication

Continue ToATT grant application

Contact prospective sponsors and donors

Create a QR code for ticket sales

March:

Secure sponsors and donors

Create event promotional materials- banner, flyers, social media, etc. Submit an application for a catering license and temporary banner permit Create a slideshow for current SVTU Salt River restoration projects

Write an article for SVI about local projects

Save the date email/ social media posts, etc.

Purchase items to raffle (IF4™ or F3T swag pack) Set

up Venmo account/ credit card payment option

Request to be added to Alpine Calendar of Events

Update spreadsheet for shared communication Submit

ToATT grant application

Create signage: tip jar, food menu, labels for raffle ticket containers, sponsor logos for table, etc. April:

Secure volunteers- set up chairs/tables, greet/take tickets, assign people for tables: drinks and check IDs, raffle tickets/sell TU memberships, SVTU project info, clean-up

Gather raffle

prizes Print

signage Create

run of show

21. What is the expected impact of the project/event?

In addition to creating tourism for the Town of Alpine, we intend to increase community awareness for Star Valley Trout Unlimited, recruit volunteers for habitat restoration projects on the Salt River, and create community connections among locals. Proceeds from the event will benefit the recreation community, outfitters and guides, and landowners by supporting stream restoration projects in the Salt River watershed.

Flexible funding sources are critical for a few aspects of stream restoration projects with design and public engagement being at the forefront. For example, very few grant funding sources will pay for the engineering design of river restoration projects. Completing designs is often the choke point that limits the scale of restoration that TU is able to accomplish. Additionally, design grants from Wyoming Game and Fish Department or landowner contributions frequently fall short of what is needed to finish the engineered design. Star Valley TU would like to emulate the Jackson Hole chapter in its ability to contribute towards design funding gaps. With relatively small amounts of funding that allow the completion of designs, TU's Salt River Watershed Manager is able to pursue large grants that fund construction. SVTU will also use this money to fund willow plantings, hand-built restoration approaches, and other forms of community involvement in river restoration projects outside the scope of larger grant funding sources.

22. How many tourists will it attract?

SVTU expects approximately 180 attendees at the IF4™, or similar film event, with many being non-local tourists, this is in line with attendance at the 2024 event. It is difficult to quantify the tourism generated from long-term investments in the health of the Salt River watershed, but we would argue that it is significant given the degraded state of the Salt River and its tributaries.

23. How will it benefit overnight stays and local business impact?

As a direct result of the event, we anticipate our attendees will contribute to the local economy in several ways. First, they will take advantage of local establishments before and after the event.

Second, although most attendees will likely reside within reasonable driving distance from home, we expect a percentage to opt for overnight stays in Alpine. Third, our table sponsors, listed elsewhere in this application, will directly benefit from the exposure generated at our event driving local business and tax revenue.

Long-term overnight stays and business impact will be generated through the stream restoration projects and watershed restoration planning Trout Unlimited is embarking upon. This work greatly improves fish populations and angler experience and any investment into this work will yield returns in angling tourism.

24. Will there be a benefit to our local population?

In addition to boosting local businesses and increasing associated tax revenues, our event will also highlight the ongoing efforts of Trout Unlimited in our watershed. Tanner Belknap, Trout Unlimited's Salt River Watershed Manager, will present on completed and ongoing stream restoration projects and be available for questions and answers before the event and during intermission. He'll highlight local projects aimed at improving the habitat and resiliency of the Salt River and its tributaries. These efforts promote recreational opportunities and directly contribute to our community's economic well-being. We sincerely hope this will encourage participation in SVTU's stream restoration projects, ultimately benefiting all residents of Alpine.

The proceeds from this fundraiser will provide a flexible funding source for restoration projects in the watershed. These projects improve fishery health, stream wildness, and aesthetics, all of which improve the experience of those who travel here for the rivers and streams. To better understand how an engaged Trout Unlimited chapter can have a major watershed impact, please reference the [Big Blackfoot Chapter of Trout Unlimited](#).

25. How long will your project/event benefit the intended target market?

We expect the initial economic impact of our event to span two days, encompassing increased business for local restaurants, bars, and overnight lodging extending into the second day. However, we anticipate a more prolonged benefit for the Town of Alpine through continued exposure to local businesses, extended beyond the hospitality sector. Further, we hope to generate exposure and interest in Trout Unlimited (TU), particularly its watershed restoration projects, which contribute to preserving and enhancing local waters. This, in turn, fosters long-term recreational opportunities, attracting visitors to the area over time.

26. How will ToATT grant money be used? See budget

27. Have you applied for other sources? No

If so, where? N/A

28. Will there be other funds available? Yes

If so, how much? The Star Valley chapter of Trout Unlimited is financially sound and we are able to self fund this event for now in anticipation of grant funding. However, our stated goal is to use proceeds to further stream restoration projects and other critical habitat needs and that is our intent.

29. Will there be a need for future funding? Yes

If so, explain? We intend this to be an annual Star Valley Trout Unlimited fundraising event.

SUPPORTING DOCUMENTATION

☐ [Budget Worksheet or Financial Plan](#) ☐

IRS EIN- 821211861

☐ Bids, Contracts, Estimates, etc. N/A

☐ W-9 N/A

☐ **Marketing Plan** Here's a link to our advertising for the 2025 event:

<https://www.alpinewy.gov/community/page/star-valley-trout-unlimited/>

Star Valley Trout Unlimited will utilize various avenues to market our third Annual Fundraiser. This includes paid and unpaid organizational efforts and beneficial exposure to involved sponsors and partners. If ToATT funds this event, they will be highlighted on all free and paid marketing materials.

Paid Efforts: \$2,077

- **Create:** graphic design and visual asset support to promote through social media and print materials. 2024 examples: poster and banner- currently at Alpine Junction!
- **Advertise:** newspapers (Buckrail, Star Valley Independent, JH News and Guide) + other targeted placements, banner
- **Print:** flyers and posters to advertise in Star Valley, Hoback and

Jackson

Unpaid Efforts:

- Add event listing to the SVTU website, Alpine Calendar of Events, and homepage slideshow
- Email: E-Newsletters to SVTU members
- Social Media: Several posts on Instagram and Facebook, as well as stories
- Cross-promotion from various partners from local organizations
- Personal outreach from our staff to family and friends

EVALUATION CRITERIA

The Committee will evaluate applications according to the following criteria. Notwithstanding these criteria, the Committee reserves the right to approve or deny any application.

1. Application Package:

Is the application package complete with an Executive Summary, Application, Marketing Plan (if needed), and Budget? Yes

2. Eligibility:

Is the project presented eligible? If not, can it be easily adjusted to qualify or are there individual eligible elements that could be funded? Yes

3. Tourism:

Will the project efficiently and effectively increase overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?

A film festival sponsored by well-known brands such as Orvis, Trout Unlimited, Backcountry Hunters and Anglers, and Bajio attracts participants locally and regionally. By having out-of-towners pay for lodging and support local shops, restaurants, and bars, we hope to generate economic benefits.

Additionally, the event encourages visitors to explore Alpine and engage with businesses offering outdoor experiences, fostering sustained economic experiences.

4. Balance:

How well does it contribute to balancing the annual calendar of events, both regarding dates and types of events? Is this, or can it be coordinated with other events?

We aim to elevate the film event, attracting more regional visitors and providing a unique experience during the “off-season.” Funding provided through the event fuels our work to keep the event on the books. We would be open to coordinating with other events if needed.

5. Community Benefit:

Does this enhance the lives of local residents as well as visitor experience and does it allow for a meaningful interaction?

As mentioned in #24, the event enhances the lives of both local residents and visitors by contributing to the local economy through increased business for restaurants, bars, and lodging. It also allows for meaningful

interaction by highlighting ongoing conservation efforts and promoting participation in stream restoration projects, ultimately benefiting all residents of Alpine.

6. Mission:

How well does it meet the ToATT's mission and vision to "help create positive experiences for visitors and residents" to the Town of Alpine?

Research indicates that attendees in this demographic typically contribute to the local economy by purchasing at least five meals at local restaurants and engaging in shopping activities in and around Alpine. This event also serves as a catalyst for fostering return visits as attendees continue to explore the area's many attractions beyond the fly fishing film experience.

7. Growth Potential:

Is the event financially sustainable?

We anticipate the annual Star Valley Trout Unlimited fundraiser to become self-sustaining in its current form within the next three years. With the support of ToATT funding, we aim to capitalize on our initial success and community interest in fly-fishing films produced by filmmakers from all over the globe. This event will focus on the environment, stewardship, and conservation to establish the event further, attract outside sponsorships, and generate profits that will enable it to be independent as it gains momentum and secures its place in the community. Alpine has the potential to become the gathering place of the fly-fishing community.

Is this a viable event with potential to grow?

We project steady annual growth in participation due to expanding local awareness, positive word of mouth, and heightened press coverage, enhancing visibility. We believe in the event's potential to attract a broader regional audience in the upcoming years. It is the intent of our chapter to drive membership through these events and be able to add additional activities to the film festival "weekend".

8. Leveraging Value:

How great is the potential to attract sponsorships and media exposure, thereby increasing the impact of the ToATT funds?

The potential to attract sponsorships and media exposure is substantial due to the event's focus on community engagement and conservation efforts. We sold out sponsorship opportunities at our first event and anticipate similar support for the 2025 event. Sponsors will likely be interested in aligning themselves with initiatives promoting environmental stewardship and local community development.

Additionally, media exposure, whether through traditional outlets or social media, can amplify the reach and impact of the event, drawing attention to the cause and encouraging further support from both individuals and organizations. This increased visibility can lead to greater participation, donations, and, ultimately, a more significant impact of the ToATT funds on conservation projects and community initiatives.

9. Cost Effectiveness:

Does the project propose an efficient, economical use of the ToATT funds?

We anticipate a high ROI by allocating funds towards initiatives with measurable and impactful outcomes.

For Art Project(s): is the project an expression of Alpine's culture, including traditions, history and distinctive character?

N/A since we're an event.

13. Marketing:

How will the proposed project be marketed out of the area and how will their marketing coordinate with current ToATT marketing efforts?

Attendees can book lodging through an event page on SVTU's website, featuring recommended accommodations from local lodging options, including hotels, RV Parks, AirBnb rentals, etc, alongside booking sites via wyomingtourism.org. We'll also promote partner lodging options on social media and in SVTU's newsletters for easy access and a seamless booking experience.

14. Recognition:

How will the project recognize the support provided by the Lodging Tax Grant?

All of our event advertising will include a credit line indicating that support was provided by the Town of Alpine's Travel and Tourism grant. We'll also try to get a featured filmmaker to provide a question and answer session and comp his/her lodging and meals while in Alpine.

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 positively impacted 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: ([here](#))

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: