

Visitor Center Guest Engagement

| VISITOR CENTER GUEST COUNTS | | |
|---|------|-------|
| MONTH | 2021 | 2020 |
| AUGUST | 190 | 164 |
| SEPTEMBER | 247 | 257 |
| OCTOBER <small>*CLOSED 2 WEEKS</small> | 221 | 315 |
| NOVEMBER <small>*CLOSED 1 WEEK</small> | 187 | 366 |
| ARTWALK | 280 | COVID |

| INFORMATION REQUESTS | |
|----------------------------------|-----|
| Postcards | 673 |
| Website Info Packs | 42 |
| Direct Call/email for Info Packs | 6 |
| Mass Distribution Requests | 3 |
| Event Information Bags | 155 |

Bathroom Addition Begins



Framing Patio and Storage Roof



Lighting, Tile and Fixtures Concrete Ramps



Pavilion Preparations



Spreading the Word



Visit Alpine, Texas

November 18 at 9:23 AM · 🌐

Please excuse the mess!

We've got big improvements happening here at the Alpine Visitor Center!

Construction is underway on new public restrooms, a back patio and work begins soon on a new pavilion in the side yard!

#alpinetexas #bigchangescoming #pardonthemess



...tors to ... in the holiday spirit with vendors selling Christmas gifts, a holiday decorating contest, a visit from Santa, crafts for kids, and live entertainment.

Avalanche photo by Roxanne Hill

Visitor Center revamp moving forward

BY ROXANNE HILL
Staff Writer

Chances are that both locals and visitors have driven or stopped by the Alpine Visitor Center, whether on their way to other places in the Big Bend, or simply to enjoy all Alpine has to offer. The Alpine City Council approved a revamp for the center earlier this year, with funds coming from the hotel occupancy tax reserve and proposed for the 2022 budget.

About \$191,100 was used for construction of five 24-hour public restrooms and a storage room and new patio. In addition, about \$89,000 was set aside for a new pavilion.

The construction and revamp are being completed by Alpine general contractor U Construction. "We have a prime location, and that's why we want to maintain the building and help it grow," said Heather Yadon, the city's tourism coordinator. "The back patio will be really nice, an intimate place where we can host some outside music."

The Visitor Center front side yard will feature a new 35x35-foot pavilion for outdoor dining, along with covered space where guests can gather and enjoy other activities. Yadon is excited that the revamp will bring in added tourism and allow visitors to enjoy amenities not previously available.

"Our traffic here is what makes us such a good location because when people drive into town, we are one of the first things they see. They can stop here, refresh, and get all the information before they head to downtown," said Yadon.

There are paved alleys in back that will offer additional parking, and Yadon noted a lot of visitors come in with RVs, and the Center is one of only a few places that can accommodate those visitors.

Construction of additions to the Alpine Visitors Center is underway, including a new pavilion.

Avalanche photo by Roxanne Hill

See REVAMP • 6

Memorial MONICA WOODALL Lucy's 106 W. Lockhart DoubleK

Midweek Mercantile and Music





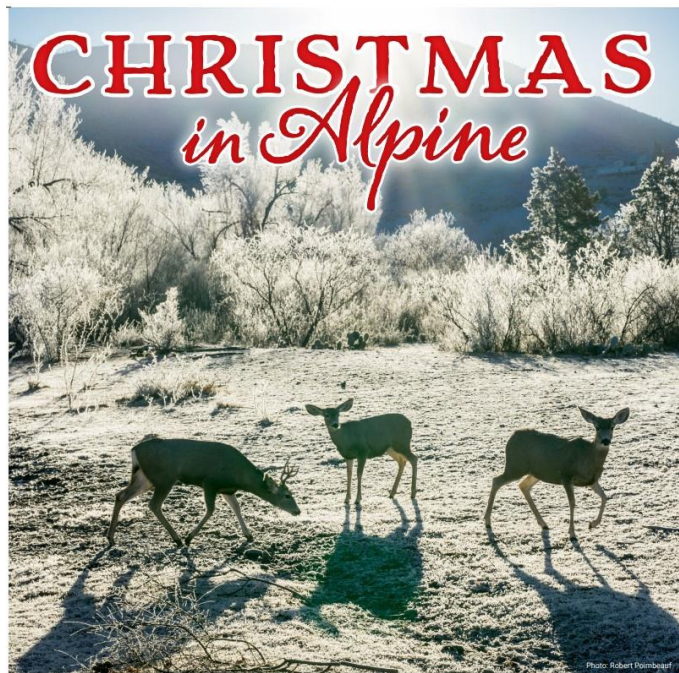






Artwalk





MOUNTAIN COUNTRY CHRISTMAS

December 3 & 4 at Alpine Civic Center

Friday December 3rd 1-9pm · Saturday December 4th 10a-6pm

Dozens of Arts and Crafts Vendors including Alpine's very own Designs by Jordan · Food Vendors · Pictures with Santa Saturday from 1-5pm · Presented by Women's Club of Alpine

ALPINE HISTORIC ASSOCIATION LIGHT STROLL

December 4 on East Sul Ross Avenue

4:30 pm: Santa's Helpers at Brewster County Courthouse sponsored by Morrison's.

4:30-5:30 pm: Hot Cocos and child crafts at the Old School House (Berkeley Hall, Sunshine House) hosted by the City of Alpine

5:45 pm: Sul Ross Choir and Band (Methodist Church), 208 E Sul Ross Ave

6:00 pm: Marfa HS Choir (Church of Christ), 402 E Sul Ross Ave

6:15 pm: Presidio HS Band Location (Empty Lot across from Home), 608 E Sul Ross Ave

6:30 pm: Fort Stockton HS Choir (Family Home), 709 E Sul Ross Ave

6:45 pm: Alpine High School Band (Family Home), 803 E Sul Ross Ave

7:00 pm: Santa & his helpers make their way up East Sul Ross to the **SRSU Tree Lighting**

7:30 pm: All bands and musicians to perform together at SRSU

Christmas in Alpine



Visit Alpine at Old School House



Hot Cocoa & Candy Canes



Deck the Halls



Sul Ross Ave Cleanup



Historic Association Light Stroll



Sul Ross Tree Lighting & Santa





Christmas in Alpine





Sul Ross Avenue