SALT LAKE VISITOR EXPERIENCE DEVELOPMENT GRANT

Experience Launch Plan

Visit Salt Lake
America's Mountain City™

Template 3 of 3. Show how you'll get your experience bookable by June 30, 2027.

How to complete this plan: Type right into the boxes, then save this as a PDF and upload it with your Experience Concept and Experience Funding Breakdown in the grant application form.

ONE EXPERIENCE PER APPLICATION
Every experience needs its own application: a separate Experience Concept, Experience Funding Breakdown, Experience Launch Plan and grant application form.

Business or organization		**Experience name**	

GOOD TO KNOW: KEY DATES
Recipients are announced December 17, 2026. Progress check-ins take place March 2027. Experiences must be bookable, and grant funds spent, by June 30, 2027.

01 YOUR TIMELINE

What you'll get done each month, and who's responsible.

Month	What you'll get done	Who's responsible
January 2027		
February 2027		
March 2027		
April 2027		
May 2027		
June 2027		
First date guests can book		

02 WHERE YOU ARE TODAY

Check what's already in place.

- ☐ Location or venue
- ☐ Equipment and supplies
- ☐ Staff or guides
- ☐ Permits and licenses
- ☐ Insurance
- ☐ Pricing
- ☐ Photos or video
- ☐ Website or booking page

What's still needed	

03 GETTING THE WORD OUT

Check how you reach customers today.

- ☐ Website
- ☐ Instagram
- ☐ Facebook
- ☐ TikTok
- ☐ Email list
- ☐ Word of mouth
- ☐ Online travel agency (OTA)
- ☐ Not yet

How you'll promote this experience	

04 CHALLENGES AND SUPPORT

Biggest challenge	
Help you'd like from Visit Salt Lake	

That's it. Save this as a PDF and upload it with your Experience Concept and Experience Funding Breakdown in the grant application form. Have a question about your launch plan? Email Jenevieve Witham at jwitham@visitsaltlake.com.