



CITY of

Pinellas Park
The Heart of Pinellas



WHY SHOULD YOUR BUSINESS HAVE A GRAND OPENING?

- Make a first impression
- Spread awareness
- Build relationships with members of the community
- Reward early followers
- Increase visibility
- Obtain valuable customer feedback
- Generate buzz

GRAND OPENING IDEAS FOR BUSINESSES:

- In-store event
- Live music
- Provide consultations
- Host a cocktail party
- Offer product samples
- Have a giveaway, raffle, or contest
- Offer exclusive deals (offer a gift with a purchase, provide merchandise, loyalty cards, coupons, or promo codes)
- Provide a tour
- Start a fundraiser or partner with a charity
- Create ambiance (a grand entrance, branded decorations & colors consistent with your brand logo)
- Refreshments
- Have an “autograph” book for guests to write down their contact information
- Host a class or tutorial
- Have guests drop their business cards into a bowl to enter a drawing

WE ARE HERE TO SERVE YOU

- Advertising on city social media
- Ribbon cutting ceremony
- City provided photography
- City grant information
- City staff attendance
- Pinellas Park Police Equestrian unit presence
- Celebratory plaque

Grand Opening Questionnaire:

1. Have you obtained a Business Tax Receipt?*
 - a. Yes
 - b. NoIf not, please visit <https://www.pinellas-park.com/656/Business-Tax-Receipt> or contact BTR Technician Jayne Knapp at (727)369-5746 or email jknapp@pinellas-park.com
2. Business Name*
3. Business Address*
4. Contact Name*
5. Contact Phone Number*
6. Contact Email Address*
7. Desired Day of Ribbon-Cutting/Grand Opening (MM/DD/YYYY)*
8. What kind of event would you like?*
 - a. An event that is open to the public
 - b. A private event, invitation-only
9. Are you comfortable with the city taking photos of and filming this event?*
 - a. Yes
 - b. No
10. Are you comfortable with the city posting photos/videos from the event?*
 - Yes
 - No
11. What are your goals with hosting this event?
12. What do you want this event to look like?
13. How can we help you have a successful event?

If you have any questions or concerns, please contact Economic Development Specialist Alexis Garcia at (727)369-5615 or email agarcia@pinellas-park.com