



## Welcome to the Vista!

We are thrilled that you have chosen the Congaree Vista as the new location for your business. This area is booming and your decision to open here is evidence of that. As you know, the Vista represents a wide variety of businesses and lifestyles, all of which we celebrate and appreciate.

As a new business in the district, we want to let you in on a little public relations secret. Because the neighborhood has a dedicated non-profit organization that specializes in the marketing and promotion of the Vista, you get the benefits. It's like having your own PR firm (ok, not quite...)

Below are public relations and community marketing opportunities for you as you launch the opening of your new business.

Remember that the more informed we are about what is happening with your business, the more helpful we can be! In addition, membership to the Vista is only \$100/year, and with it comes many more benefits than below. Consider joining today! (You can now join online, [click here](#))

### Business grand opening services and opportunities:

1. Support with media release/advisory:
  - We can help review and edit any media advisories or press releases you intend to send out
  - We can write a press release about your grand opening and send it to the media if we do not have any other public relations campaigns running that would prevent us from doing a press push.
    - This requires you as the business owner/manager to provide all information and photography for the release **at least 1 month in advance**. We will not be able to write a release for you unless we have ample notice.
2. We will share your new business opening on Facebook, Instagram and Twitter
3. Your business opening will be included in a e-newsletter that is sent to the Vista neighborhood and the general public.
4. Ribbon cutting and/or press conference options:
  - We are happy to assist with a ribbon cutting and/or press conference for the grand opening of your business and depending on when it occurs, can offer the following support:
    - Inviting city officials – there is no guarantee they will attend, but we are happy to ask
    - Offering large scissors for the ribbon cutting
    - Sharing grand opening event details with the Guild membership and the public in advance of the event to help with attendance
  - We suggest scheduling ribbon cutting events and press conferences on Tuesdays, Wednesdays and Thursdays between 10 am – 3 pm for the best chance of attendance from officials and media. In order to have the most Guild support, scheduling your media grand opening events during this time is requested.
5. We will add your new business the Vista Guild's website
6. We will add you new business information to the Vista's annual visitor's guide

*If you are interested in partnering with the Guild on any of these services, please email [meredith@vistacolumbia.com](mailto:meredith@vistacolumbia.com)*