



RIBBON CUTTING BASICS

- VIP:** Contact City Hall to invite Mayor Gormley and any other local officials that you worked closely on during the construction / remodel of your new business (ie: City Planner, Fire Inspector) to take part in your welcoming ceremony. Contact the Chamber office and we will invite a representative of the Chamber Board of Directors or the President to join in the ceremony.
- Guests:** Send invitations to key customers, suppliers, and those who were instrumental in making your opening happen (ie: contractor, realtor, and banker). Contact the Chamber of Commerce office and we will be happy to send a notice to the Chamber Board and Networking and Mentoring committee to attend.
- Program:** Ribbon Cutting Ceremonies can be as simple or complicated as you wish. Your guests will gather either in a tent outside or in a reception area, office or conference room. Once you feel most of your guests have arrived, address the crowd with a welcome, and invite the Mayor and Chamber representative to say a few words. You may want to introduce employees and special guests and then say a few words about your remodel or Grand Opening. Once all speeches are made it's time to cut the ribbon. This is a photo opportunity, so have your photographer in place. Make sure to include the VIPs in the photo. Once the ribbon is cut invite guests to enjoy the refreshments and offer tours if appropriate.
- Scissors:** Contact the Chamber office to reserve the "Ribbon Cutting Scissors" at no charge to members. A florist is a good resource for your ribbon. Just let them know that you'd like an extra wide ribbon. You can even ask them to make a nice large bow for the center. Attach the ribbon across a doorway or when it's time for the ceremony, have two employees hold it across your entrance.
- Publicity Photos:**
Make sure you have a camera to record this special event for your company or corporate newsletter. The Chamber will bring along a digital camera if needed to make sure we include a photo in the Chamber newsletter.
- Refreshments:**
Plan refreshments appropriate to the time of day.
- Media:** Contact the News Register and KLYC radio to notify them of your events. Better yet, send them a press release with the details of your Ribbon Cutting and Grand Opening plans (and copy to the Chamber). Include background information on you and your company as appropriate, especially if you are a new business in town. Send a press release a week ahead of time and call the day before to remind them and encourage them to attend.