

Ribbon Cutting Guide

A Ribbon Cutting is a great way to celebrate a significant milestone in the life of a business. Whether it be a grand opening, new ownership, new location, or anniversary, each is a unique opportunity to share your story. Ribbon Cuttings offer you an opportunity to maximize your visibility and share your products and services with potential customers, partners, and the community at-large. Below are some few tips to help make your Ribbon Cutting a success.

Benefits of a Ribbon Cutting

- Introduce Chamber members and general public to your business
- Ribbon Cutting may be posted on Chamber's Event Calendar
- Familiarize Chamber members and general public with your products/services & physical location
- Begin curating a customer base & leads and sales from attendees
- Photo will appear in monthly Chamber Advantage, which is circulated to over 1,500 businesses in the Rochester Area
- Video interview of business owner introducing their business is published on the Chamber Facebook page

Set a Date

Set a date at least two weeks in advance from submission of ribbon cutting form. To maximize attendance, please pay attention to potential conflicts including:

- Holidays
- Community Events
- Graduations
- Other Chamber Events
- Elections

Invite!

Because this is your event, you should invite those significant to you and your business, including family and friends. The Chamber will invite our Ambassadors but does not guarantee attendance. The following are potential attendees to invite:

- Employees - current & past
- Board Members
- Vendors, suppliers, etc.
- Building contractors, builders, and financiers
- Key and prospective customers
- Neighboring businesses
- Representatives from charities and other organizations you support or with whom you are involved
- Mayor, City Councilors County Commissioners, and State Legislators
- Newspapers, television and radio stations

Planning Your Event

Plan the event that makes the most sense for your business. Ribbon cuttings come in all shapes and sizes. Here are some ideas to help ensure a successful ribbon cutting:

- **Determine who will cut the ribbon.** Owners most frequently cut the ribbon, but the ribbon cutter is determined on a case-by-case basis.
- **Who will be in the Photo.** Some businesses include all of their guests; some decide to include family, employees, and other key figures.
- **Ribbon Cutting Program.** Will the ribbon cutting be a part of an official program? If so, you need to decide whether to have the ribbon cutting at the beginning or end. Most businesses place the ribbon cutting at the end of a program.
- **Develop remarks.** Whether you have a large scale open-house or a small ribbon cutting with family and friends, you have the opportunity to make remarks about your business to Chamber Staff, Ambassadors and others present.
- **Giveaways.** Consider having giveaways attendees can take to their offices and homes. It can be as simple as a water bottle, pen, cup, etc.
- **Food and Beverage.** Food and beverage is not required but is often supplied.
- **Press Release.** Consider a press release/media advisory cover the who, what, when, where, and why of your event.

[REGISTER FOR A RIBBON CUTTING TODAY](#)