**Ribbon Cutting Information**

***Congratulations! If you are reading this, you must be celebrating the opening of a new business, anniversary or the expansion/relocation of an existing business in the Farmington Region. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.***

**What is a Chamber ribbon cutting?**

A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has celebrated one of these within the last 6 months. It can inaugurate a business’s first day of business or it can take place weeks after the business’s soft opening. The Chamber will also consider ribbon cutting requests for renovation/expansion and anniversary celebrations.

Yes! You actually cut a ribbon. Each business decides where they would like to cut their ribbon. The most common location is the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

Because the ribbon cutting marks a very significant moment in the business’s history, this is also a great photo opportunity. Each business chooses the group, or groups, of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered.

Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Farmington Regional Chamber to endorse and help coordinate your ribbon cutting.

**What are the benefits of holding a Chamber ribbon cutting?**

By hosting a ribbon cutting, you can:

 introduce Chamber members to your business

 publicize your business within the local community

 generate possible leads and sales from attendees and those who heard about it

**What the Chamber does to help make your ribbon-cutting successful:**

We provide all of the following services absolutely free to Farmington Regional Chamber members as part of your member benefits! The Farmington Regional Chamber of Commerce will gladly:

* promote your event through our
  + Online calendar (average 3,000 views/month)
  + Eat Shop Play in the Parkland app under events (4,000+ downloads)
  + Facebook page with over 7,000+ followers
  + eBlast newsletter sent to approximately 900 people
  + Announcements during our monthly radio shows on all 3 local radio stations (KFMO/B104, J98/KREI, Froggy)
* invite the Chamber Board of Directors and local government officials to attend
* arrive at your location early to deliver your ribbon and official ribbon-cutting scissors
* welcome attendees and speak at your ribbon cutting, if you wish
* take a photo of your ribbon cutting and email it to you and to local media representatives following the event

**What you can do to make your ribbon-cutting more successful**

**Choose the day/time for your event wisely**

* We will schedule your ribbon-cutting on the days and times you request, permitting there are no other conflicting events on the Chamber calendar.
* For optimal promotion we suggest you schedule your ribbon-cutting at least a month to 6 weeks in advance and no less than 2 weeks, to allow individuals plenty of time to make plans to attend.
* In our experience the *best attended ribbon-cuttings are on Tuesdays, Wednesdays and Thursdays at lunchtime*. If you chose to schedule outside of these times, simply be aware that attendance may be less than optimal.
* Weekend ribbon-cuttings are scheduled strictly at the discretion of the Chamber staff and dependent upon their personal schedules.
* If you wish to host an Open House, businesses generally add hours on either side of the ribbon-cutting.

Refreshments, drinks, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting. Keep in mind, however, that ribbon cuttings are typically short and sweet. ***The typical ribbon cutting event will last only 15-30 minutes.***

**Planning Checklist for basic ribbon-cutting:**

* I have corresponded with the Chamber office to secure the best date and time for my ribbon-cutting at least 2-3 weeks or more prior to the event
* I have invited employees, clients, family and friends to the ribbon-cutting
* I have designated 2 people to hold each end of the ribbon
* I have designated who will be utilizing the scissors to cut the ribbon
* I have considered the location for the photo including the lighting and business signage so anyone viewing the photo will know which business is hosting
* I have designated a spokesperson to give a brief 2-3 minute greeting and introduction.

**Additional planning steps for an advanced ribbon-cutting:**

* I have ordered light refreshments for guests at my ribbon-cutting/open house
* I have secured sufficient paper products (plates, napkins, cutlery)
* I have created a Facebook event for the ribbon-cutting or communicated with the Chamber to ask if they will create one
* I have secured 1-3 door prizes for the event
* I have notified the Chamber at least 2 weeks before the event about door prizes so they can also help promote
* I have posted at least once/day in the Facebook ribbon-cutting event
* I have invited at least 20 people in the Facebook event
* I have ensured there is sufficient signage for guests to know where we are located

**Extra touches for a premium ribbon-cutting:**

* Consider using this opportunity to further establish and reinforce your brand image by utilizing your logo on every available product, such as napkins, water bottles, promotional items, décor, balloons, etc.
* I have posted 2-3 times per day in the Facebook event; & shared on other pages (my personal page, business page and groups- encourage others to also share promotional posts)
* I have invited every possible friend, family member, client, customer and employee in the Facebook event
* I have mailed invitations to city and county officials and elected officials.
* I have mailed (postcard) invitations to individuals who I especially wish to attend
* Consider adding a lightly catered menu & notifying guests in advance items that will be available
* Raffle off a memorable door prize in advance—make them subject to ‘liking’, ‘sharing’, and ‘tagging’ your post (increase visibility)
* Create a video tribute highlighting photos of your staff, building, services offered, brand, etc for guests to enjoy at the event

**Ribbon Cutting Information Form**

*– Complete this form and return it to the Chamber office –*

• Chamber Ribbon Cuttings must be scheduled at least 2 weeks in advance.

• The Chamber can only host two ribbon cuttings per week.

• Requests will be taken on a first-come basis and will not be considered without this form.

• Our apologies, the Chamber cannot guarantee assistance with events scheduled on weekends and holidays.

• Please confirm Chamber’s availability for ribbon cuttings after 5:00 PM *before* submitting this form.

**Event Information**

1. Event Type *(please check all that apply)*:

Grand Opening Relocation Anniversary Expansion/Renovation

2. Requested Date/Time of the Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*We find that Tuesdays through Thursdays, mid-day and early evenings draw the largest crowds.*

3. Time of the Actual Ribbon Cutting: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Location Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Description of Event *(including special door prizes, event-only offers, etc.)*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. Who is speaking for your company *(please include names and titles)*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What do you need from the Chamber?**

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| **Please email, fax or mail this form to:**  Farmington Regional Chamber of Commerce  Candy Hente  302 N. Washington  Farmington, MO 63640  Phone: 573-756-3615 | Fax: 573-756-1003  Candy@FarmingtonRegionalChamber.com |  |

□ Chamber official ribbon cutting scissors

□ White colored ribbon

□ Notify the Mayor and the City Council

□ Notify the St. Francois County Commissioners

□ Notify other dignitary \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

□ List of Chamber member caterers

□ List of local media contacts