



Ribbon Cutting Ceremonies

The Top of Virginia Regional Chamber conducts Ribbon Cutting Ceremonies as a free service to Chamber partners. Ceremonies can be performed by themselves or as a part of an open house or grand opening.

There are many benefits to having a ribbon cutting ceremony for your new business. Ribbon cutting photos appear in the Business Agenda digital newsletter, which reaches approximately 2500 individuals, and on the Chamber's Facebook page.

To qualify, you must be a member of the Top of Virginia Regional Chamber and:

- You must be within your first year (12 months) of opening your business
- Preferably 30 to 60 days after opening
- Or an existing business under "NEW" ownership

WHAT THE CHAMBER DOES: (Costs are covered through your Chamber Membership)

- TVRC brings the camera, official "giant scissors", and ribbon!
- Sends out a broadcast email to Ambassadors, Chamber Board Members to notify them of your opening
- Photos emailed to you upon request
- Publicizes the event with a photo in the Business Agenda monthly newsletter (**post event**) & on the Chamber's Facebook page.
- TVRC Ambassadors, Director of Membership Development, and President & CEO attend. On occasion, Chamber Board Members will also attend.

WHAT YOUR COMPANY DOES:

- Sets the date and time of the event – typically Monday thru Friday between 9:00am and 4:00pm.
- Coordinated with the Chamber well in advance to avoid date and time conflicts
- Invite public officials if desired – those you invite could include:
 - o For the City – Mayor, City Manager, City Council Members
 - o For the County – Board of Supervisors Chair, County Administrator, County Supervisors
 - o For the Town(s) – Mayor, Town Manager, Town Council Members
 - o State Officials - if applicable (depending on the nature of the business)
 - o Federal Officials - if applicable (depending on the nature of the business)
 - o Your Board of Directors, if applicable
 - o Friends and Family
 - o Those who helped with your new location – contractors, bankers, etc.
- Invite the media – Newspapers, TV and radio stations.
- Provide any refreshments for those in attendance – optional
- Prepare an agenda as things run much more smoothly with an agenda, even if it's just sketched out. (See below.)
- Provide background information on your company ahead of time to those who are speaking so they can prepare remarks



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HOW IT RUNS: Your agenda could be something like this...

- Welcome Guests – Introductions done by a Chamber representative.
- Introduction of Company President or Manager: Intro on the company – done by a company rep – Explain what your business is and does, your hours; introduce your staff.
- Congratulatory Remarks – from Chamber and/or other dignitaries these are very brief (1-3 minutes total)
- Cut the ribbon – usually done by head of company or representative, some choose to have all employees do the cutting
- Thank you for attending – by a company rep
- Then you invite everyone to take a look at your facility, stay for refreshments, and if large enough, you might want to offer tours

KEEP IN MIND:

- Please keep in touch with the Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute or will show up without RSVP'ing