



# RIBBON CUTTING GUIDELINES

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Ribbon Cutting events are primarily for announcing new members, as well as significant name changes, major expansion, renovation, or relocations.

## SCHEDULING

Ribbon cutting events are typically scheduled in the mid-morning to mid-afternoon, Tuesday-Thursday. We generally advise businesses to avoid early mornings, late afternoons or after normal business hours to ensure best attendance.

## AGENDA

- A Chamber representative will welcome everyone and introduce the owner/manager, as well as Chamber staff, Ambassadors and elected officials in attendance.
- Business owner is given the opportunity to explain the business.
- Gather around a red ribbon, business owner/manager will cut said ribbon.
- Photos taken by Chamber staff and posted on social media and submitted to the local media.

## WHAT TO SAY AT A RIBBON CUTTING

- Short overview of services.
- Quick history of the business.
- Reason for expansion/relocation/renovation.
- Introduce staff/officers/board members/construction teams/family/anyone who played a key role.

## HELPFUL TIPS

- It's time to celebrate and food is a great way to get people to stick around and mingle.
- Don't break the bank by going overboard-the important thing is to introduce people to your business. We see everything from finger foods and snacks, to catered, hot food. Totally up to you!
- Short and sweet-to avoid being away from work for too long, let's keep it simple.
- Promote and market on your own through social media, invite family and friends, advertising, etc.
- DO NOT stress about it; they are meant to be FUN! We want you to come away feeling the support of the Chamber and the business community.
- Outdoor photos are typically best to incorporate your logo/sign/marquee.
- Invite your neighbor businesses and remember to GO LOCAL! Together, we can accomplish more.