



This Can Be You!

Just one of the many benefits of Chamber Membership

- Introduce both the public and Chamber members to your business
- Announce your ribbon cutting on the Chamber's Community Calendar
- Familiarize the public and Chamber members with your product/services
- Familiarize the public and Chamber members with your physical location
- Begin a customer base
- Generate leads and sales from attendees
- Publish a photo of your ribbon cutting in the Chamber's newsletter and local Media Press Release!



Ribbon Cuttings/Grand Openings

Helpful Planning Tips

Your ribbon cuttings and grand openings are your events, we have listed below some steps to help you plan your successful event.

Date Selection

- ◆ Choose a date that avoids major conflict with community events or holidays.
- ◆ Give yourself plenty of preparation time. Three to four weeks is sufficient.
- ◆ Tuesdays, Wednesdays, and Thursdays are usually best days during the week for business people.

Time

Chamber “Ribbon Cuttings” are held Tuesday through Thursday from 11 am to 1 pm or 4 pm to 6 pm. We suggest the actual ribbon cutting take place at 12 noon or 5.30 pm. The Chamber will supply the “big scissors”, ribbon, a photographer and promote the ribbon cutting electronically to our members. Pictures and description of the event will be featured in our monthly newsletter and sent to local press, with your assistance on the “copy”.

Program Planning

- ◆ Create an event agenda. A brief program adds focus to the event. It provides not only valuable recognition for you and your key people, but it makes the event more purposeful and permits you the opportunity to explain more about your business.
- ◆ Ideas to consider include: introduction of key people that helped you make this milestone possible, speeches from leaders in the community (keep these brief), and possibly a tour of your facility if time permits and is necessary with your type of business.
- ◆ Conclude your program with some ceremonial or symbolic activity to commemorate the event such as a ribbon cutting for a ribbon cutting/grand opening ceremony or shoveling the first load of dirt for a groundbreaking or the cutting of the cake for an anniversary. This is a nice way to let guests know that the program has concluded and allows for great photo opportunities

Invitations

Who you invite to your event is as important as hosting the event. Your invitations may be as simple as an e-mail or as elaborate as a formal invitation. Be sure to include the: who, what, where, why, and when as well as a RSVP method to help plan accordingly for food and beverage. The Chamber is happy to assist you with members that can help with your printing and public relations needs,

The following are some suggestions of people to consider when creating your invitation list:

- ◆ Current, past, and potential customers
- ◆ Family and friends
- ◆ Suppliers – Encourage to participate with give-a ways
- ◆ Your employees and their spouses/guests
- ◆ Media – Optional: Is this open to the public or by invite only.
- ◆ Those that helped you get started: banker, accountant, lawyer, architects, builder, Realtor, etc.
 - Neighboring business people
 - Key local government officials
 - Fellow Chamber members

Additional Suggestions

- ◆ Have plenty of brochures, business cards, and handouts available for your guests. If possible have promotional items such as pens, magnets, mugs, etc. available to hand out.
- ◆ Have a drawing or giveaway. Winning a sample of your product or a gift certificate to a nice restaurant can add to your guests’ enjoyment and perhaps build attendance.
- ◆ Light refreshments are always appreciated

Grand Openings

If you are planning an opening event without a Ribbon Cutting, we would be happy to promote this to our membership for you. Send pictures with "copy" or a press release and they will be include in the monthly newsletter. Again, please include your contacts and supporters – we will electronically notify and promote to our membership base of your event.

“The Chamber offers numerous Partnership and Advertising Opportunities – please contact us directly for more information”