



RIBBON CUTTING INFORMATION

What is a Chamber of Commerce Ribbon Cutting?

The Douglas-Coffee County Chamber of Commerce provides a ribbon cutting celebration as a complimentary service for Chamber members who have a new, newly renovated, expanded, or relocated business.

A ribbon cutting marks a significant time in the history of a business and provides an opportunity for photos to commemorate that moment in time. Ribbon Cuttings are typically held outside of the main entrance of a business but can also be held inside if a business prefers to do so.

What does the Chamber of Commerce do for each ribbon cutting?

Before the event the Chamber staff will:

- Extend invitations to its board of directors, ambassadors and local government officials. The event is shared with all chamber members by email as well as promoted on social media to inform the community.
- Prepare the event agenda (see sample on next page).
- Ask the business owner/manager if he/she would like to say anything at the ribbon cutting. (Speaking at the event is optional. Some business owners/managers use this time to introduce staff members/employees, business partners, financial backers, family in attendance, etc. Some also share something about the business. Ideas than those who helped you along the way with opening the business; how you came about owning, updating, or moving the business; any upcoming events or specials.

At the event, the chamber staff will:

- Greet participants as they arrive at the event
- Distribute agendas
- Lead the ribbon cutting celebration/program
- Provide ribbon and official ribbon cutting scissors
- Take photographs
- Ask participants to sign the ribbon as a keepsake for the business

After the event the chamber staff will

- A press release will be written and submitted with photos local news outlets as well as published on Chamber social media outlets.

Things for you to consider:

When to schedule the event:

- Tuesdays, Wednesdays, and Thursdays seem to have the best attendance (unless coordinated with another community activity).
- Mid-morning, lunch, or mid afternoon

- Schedule the event during the lunch hour and provide a light lunch.
- Provide light refreshment for mid-morning or mid-afternoon event
- A typical ribbon cutting is approximately 20-30 minutes.

Who will cut the ribbon:

- Owners, managers, top executives typically do the honor, but it is up to each business

How you can maximize the program:

- Consider sending a special invitation to your clients/customers
- Offer a door prize(s) drawing to collect business cards to build your database and encourage people to attend
- Share the Chambers posts about the ribbon cutting on social media

SAMPLE RIBBON CUTTING AGENDA

Welcome/Introduction

Chamber staff

A Chamber staff person will welcome those in attendance, lead the program and introduce those who will speak and make remarks.

Prayer

Clergy or Designee (selected by business owner, manager, or contact person)

A clergy member will pray over the business, its owners, those that serve on the staff, and the clients and customers the business will reach. They will pray for prosperity over the business.

If you do not have a Clergy member or Designee in mind, the Chamber staff can find one for you.

Special Remarks (To be introduced by Chamber staff)

Business Owner, Manager, or Designee

This is a great time for you to tell the audience how the business was started and why. This is a great time to thank your guests for coming and to recognize your staff, family, and friends who have helped you in your business endeavors. Finally, you may wish to talk about the services you provide or any sales or events you would like to know about.

City or County Official or Designee

An official or designee from local government will make a statement.

Chamber Board Chairman or Designee

A member of the Chamber of Commerce Board of Directors or designee will welcome you into the Chamber on behalf of the Chamber board.

Ribbon Cutting

Chamber Staff

The Chamber staff will direct the group of attendees into the ribbon cutting location for pictures.

Reception

Chamber Staff

The Chamber staff will direct the group of attendees into the reception area. They will also sign the ribbon at this time for a souvenir. A Chamber staff person will take pictures of the owners, family, friends, and staff as directed during this time.