

Planning Tips for a Ribbon Cutting Ceremony

First of all, congratulations on your big business milestone – whether you just opened your doors or have purchased an existing business, it is a cause for celebration!



Tips for the Event:

- A typical ribbon cutting can last between 30 minutes to one hour. It is important to get the ribbon cutting started quickly out of respect for the busy schedules of our attendees.
- Offering a tour of the facility is always a bonus and can be done after the official ribbon is cut.
- Some may stay around for refreshments if you have them but that is optional.
- Having your ribbon cutting later in the day also assures higher attendance as people are more flexible at the end of the workday.
- The Chamber will bring the large scissors and ribbon as well as a camera.
- The Chamber will help with the ceremony and give you a chance to talk a little about the business so be prepared with some fun facts, a list of those that you want to acknowledge, or maybe the reason you are in the business.

To Do List:

- Choose a date.
- Email the date, time and location to info@superiorchamber.com and the staff will add it to the community calendar.
- Who to invite: neighbors to your location, vendors, employees, your bankers, insurance agents, contractors, customers, Chamber of Commerce members, friends, family
- Get the word out so add a notice to your front door. Post it to your social media sites.
- Send out a press release to the local news outlets.
- The Chamber will invite the Town Manager and staff as well as the Mayor and the Board of Trustees.
- Provide refreshments (optional).
- Have an email sign-up form available for guests to stay informed.
- Send everyone home with a little reminder of your business, as a thank you.