



Chamber Ribbon Cutting Information Packet

Congratulations! If you are reading this, you must be celebrating the opening of a new business, or the expansion/relocation of an existing business. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion! We hope the following information is helpful to you.

What is a Chamber ribbon cutting?

A ribbon cutting is the ceremonial opening of a brand new or newly renovated/relocated business that has opened **within the last six months**. It can inaugurate a business's first day of business, or it can take place weeks after the business's soft opening. A ribbon cutting is not an automatic event to mark a new membership.

Furthermore, the ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends, and family and all who have attended for support. They may also take the opportunity to talk about what their business does.

You must be a current Chamber member in good standing with the Ormond Beach Chamber of Commerce to endorse and help you coordinate the event.

What is the criteria for a ribbon cutting?

- Brand new business/new location
- Businesses expansion
- Relocation of your business
- Certificate Of Occupancy

What are the benefits of holding a ribbon cutting ceremony?

By hosting a ribbon cutting, you can:

- Introduce your business to both the public and other Chamber members
- Announce your ribbon cutting on the Chamber's website's calendar of events
- Familiarize the public and Chamber members with your location, products, and services
- Increase your customer base and generate possible leads and sales from attendees and those who have heard about it
- The opportunity to have your ribbon cutting photo on social media outlets, the Chamber website and will submit to local print publications. We do not guarantee your photo will be published or when it will be published in these publications. You will need to contact them directly.

What is the fee to conduct a ribbon cutting?

\$150.00 Fee to hold a Ribbon Cutting. A Chamber mailing excel membership list of **over 650 members** is available to you for purchase at a small fee of \$100.00 if you choose.

When can I hold a ribbon cutting?

There are only 4 Chamber ribbon cuttings a month: **Thursday's** from 4:00pm - 5:00pm. *Actual Ribbon cutting at 4:30pm.*

What does the Chamber do for my ribbon cutting?

The Ormond Beach Chamber of Commerce will gladly:

- ✓ Invite the City Elected Officials to attend (if inside city limits, but cannot guarantee their attendance)
- ✓ Invite our Board of Directors (cannot guarantee their attendance)
- ✓ Invite our OBCC Ambassadors and Leads Groups
- ✓ List your ribbon cutting on the Chamber's website calendar of events
- ✓ Provide the official Chamber's ribbon-cutting scissors

- ✓ Provide the Ribbon
- ✓ Publish your Ribbon Cutting photo on our OBCC Facebook page and our E-Newsletter
- ✓ Welcome attendees and speak at your ceremony if requested
- ✓ Publish your photos on the Chamber Facebook page

**Number of attendees is not guaranteed by the Chamber.*

What do I do for my ribbon cutting?

1. **Complete and return the Chamber's Ribbon Cutting Registration Form.** In order to officially get your ribbon cutting on the chamber event calendar payment **must** be received and the attached form **must** be returned to the chamber completed in full.
2. **Your date and time.** After hundreds of ribbon cuttings, the Chamber has discovered, ribbon cuttings scheduled on Thursday's at 4pm draw the largest crowds. We have also discovered that the listed day/time works best for attendance. **Cuttings must be scheduled at least 3-4 weeks out.**
3. **Who provides the ribbon?** We provide the ribbon to cut. We have official ribbon with the OBCC logo on the ribbon.
4. **Who will cut the ribbon?** The owner or top executive most frequently do the honors, but each business is different and can pick whomever they like.
5. **Who you'd like in the photo(s).** The Ormond Beach Chamber of Commerce will conduct staged cuttings to incorporate more employees, family, Chamber members, business partners, etc. The business will choose where the staged photo will be taken. Ormond Beach Chamber of Commerce will take the staged ribbon cutting photo. The business will supply the Ormond Beach Chamber of Commerce with a list of first and last names of the business employees.
6. **Your remarks or speech.** This is usually done when everyone is gathered around the ribbon and before it is cut.
7. **Other details to enhance your event.** Refreshments, drinks, light hors d'oeuvres, and decorations are all **optional** and up to you. Many businesses add these extra touches when conducting the ribbon cutting.
8. **Marketing Opportunity.** This is a great opportunity to market your services to community members and other business owners. Coupons/discount cards are a great way to track impact. Giving away something with your name is a great way to make a lasting impression as well.
9. **A special invitation.** The Chamber can provide a Chamber member excel mailing list for labels for a small fee of \$100 if you would like to mail an optional special invitation to the entire membership. This is especially encouraged if you are conducting a grand opening with prizes, business specials and refreshments.
10. **Organize a separate PR campaign.** If you would like to invite the general public, you should explore other advertising avenues and/or consider sending a press release to the local media. You can do this yourself or hire a marketing company to help you with this.
11. **Other Resources.** Our website has many resources available to you. Please consult our membership directory for other members who can help with your event such as photographers, PR firms, press, and caterers. Please contact us with any questions.

What have other businesses done to make their ribbon cutting and/or grand opening unique?

- Sent a special invitation to the whole Chamber membership
- Sent a special direct mail piece to area residents and/or non-member businesses
- Invited clients, employees, and board of directors from their organization
- Offered complimentary appetizers and beverages and gave free samples of their products/services
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, etc.
- Attended Chamber events leading up to their Ribbon Cutting to personally invite members to their Ribbon Cutting



Chamber Ribbon Cutting Registration Form - Complete this form and return it to the Chamber office

- Chamber Ribbon Cuttings must be **scheduled at least 3 weeks in advance. (Unfortunately, we cannot guarantee your day will be available).**
- **Payment of \$150 and Paperwork must be received before Ribbon Cutting is officially scheduled**
- Requests will be taken on a first-come basis and will not be considered without this form.
- We're sorry, the Chamber is unable to assist with events scheduled on weekends or holidays.
- Please confirm the Chamber's availability for ribbon cuttings BEFORE submitting this form.
- Membership mailing list will not be distributed until payment is received.

Section One: Tell Us About the Event

1. **Event Type:** **Ribbon Cutting**
2. **Event Date:** Thursday, Date: _____ From 4pm-5pm
3. **Time of the Actual Ribbon Cutting:** 4:30pm
4. **Logo required in jpg or png format only**
5. **Company Name:** _____
6. **Contact Name:** _____
7. **Contact Phone #:** _____ **Contact Email:** _____
8. **Address of Ribbon Cutting:** _____
9. **Your website address:** _____
10. **Description of event including special door prizes, event-only offers, catering, etc.:**

11. **Who is speaking for your company** _____
12. **\$150.00 Payment Information: Check #** _____ **(Make all checks to Ormond Beach Chamber of Commerce)**
Credit card #: _____ **Exp. Date:** _____
CVV Code (3 digits on back): _____
City/ST/Zip: _____

Section Two: Tell Us What You Need From the Chamber

- Chamber membership Excel Spreadsheet mailing list-\$100.00**
- Request a list of Chamber Member Caterers**

Please Email This Form to:

Ormond Beach Chamber of Commerce
Attn: Jessica Miller
Phone: 386-677-3454
Fax: 386-677-4363
jmiller@ormondchamber.com

Office Use Only:

- Chamber member in good standing
- Event on Website calendar
- Event on Community calendar
- Staff, Ambassadors, Net Chairs & Board Members notified
- Mailing list sent (if ordered and paid)
- City Elected Officials contacted (if requested, but not guaranteed)
- Facebook Event Created