

Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, or the expansion/relocation of an existing business in the Fergus Falls area. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion with a Groundbreaking or Ribbon Cutting.

WHAT IS A GROUNDBREAKING?

A Groundbreaking is the ceremonial "tossing of dirt" to launch a construction project. The Chamber will provide the "golden shovels" while your general contractor may provide hard hats and a pile of dirt. We partner with Greater Fergus Falls on many groundbreaking celebrations.

WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremony celebrating the grand opening, renovation or new ownership of a business. It can be held on the first day of business or weeks after the opening. Yes, you actually cut a ribbon. The most common location is the main entrance of the building, or it can also be stretched across an important location within the business, especially during inclement weather. Standard Ribbon Cutting celebrations are included with your Chamber membership. **PREMIUM CELEBRATIONS** include confetti cannons, Facebook Live video & more.



WHAT ARE THE BENEFITS OF HOLDING A CELEBRATION?

Because the groundbreaking or ribbon cutting marks a very significant moment in the business's history, this is a great photo opportunity. Each business chooses the group of people they want assembled for their photos. Furthermore, the celebration 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, construction crew, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a current member of the Fergus Falls Area Chamber of Commerce for us to endorse and help coordinate your ribbon cutting.

WHAT DOES THE CHAMBER DO FOR MY CELEBRATION?

We will invite the Chamber Board of Directors, Chamber Ambassadors, local government officials and members to attend. We promote your event through our online calendar, Facebook, and "The Business Buzz" email. We'll arrive at your location with shovels or ribbon & giant scissors, welcome attendees and introduce you. We will take photos and share them with you and local media afterwards. The Premium Celebration includes an eBlast invitation and a Facebook Live video.

THINGS TO CONSIDER...

WHO will cut the ribbon? The owners or top executives usually do the honors, but each business is different and can choose whomever they like.

WHEN will you hold your event? We find that Tuesday - Thursday, mid-day over the lunch hour, late afternoon or early evenings draw the largest crowds. We cannot assist with events scheduled on weekends or holidays.

WHAT you wish to share when you speak just before the ribbon is cut. You can thank those who helped in the process, how you came about owning/updating/moving, and share any specials or events. Please limit your speech to 3 minutes.

HOW you can maximize this program. Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your contact list.

PREMIUM CELEBRATIONS are available for both Groundbreakings and Ribbon Cuttings. The Premium event includes a personalized email invitation, news release, extra social media promotion, confetti cannons, and Facebook Live.

THE TYPICAL RIBBON CUTTING EVENT WILL LAST 15-30 MINUTES. Refreshments, drinks, door prizes, and decorations are optional and up to you. Keep in mind, however, that ribbon cuttings are typically short and sweet.

FERGUS FALLS CHAMBER CELEBRATION REQUEST FORM

- Chamber Ribbon Cuttings & Groundbreakings must be scheduled at least two weeks in advance.
- Requests will be taken on a first-come basis and will not be considered without this form.
- The Chamber can only host one celebration per week.

EVENT INFORMATION

Reason: Grand Opening Relocation Anniversary Expansion/Renovation Groundbreaking

Type: Private/By Invitation Chamber Members Invited Open to the Public

Celebration Type: Standard Premium \$500. Included: SPOTLIGHT, ACCESS, LEADER & STAKEHOLDER Levels

Requested Date/Time: _____

Alternate Date/Time: _____

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Location Address: _____

Description of Event (*including special door prizes, event-only offers, etc.*): _____

Who is speaking for your company (*please include names and titles*): _____

PHOTO REQUESTS

Consider who you want to be in the photo. Typically, owners, executive staff, and/or board members will cut the ribbon (or hold the shovels). One person holds the scissors.

Who will cut the ribbon? Name/Title _____

OR/Who will hold the golden shovels (up to 12 per photo)? _____

Are there other groups you would like to pose for a photo? (employees, board members etc). _____

WHAT DO YOU NEED FROM THE CHAMBER?

- | | |
|---|--|
| <input type="checkbox"/> #____ golden shovels for Groundbreaking (12) | <input type="checkbox"/> Notify Chamber Members |
| <input type="checkbox"/> Official giant ribbon cutting scissors. | <input type="checkbox"/> List of Chamber Member caterers |
| <input type="checkbox"/> Preferred ribbon color _____ | <input type="checkbox"/> List of local media contacts |
| <input type="checkbox"/> Chamber membership mailing labels - \$30 | <input type="checkbox"/> Contact information for other _____ |
| <input type="checkbox"/> Notify the Fergus Falls City Council | |
| <input type="checkbox"/> Notify the Otter Tail County Commissioners | |

Please email or mail this form to:

Fergus Falls Area Chamber of Commerce
202 S. Court Street | Fergus Falls, MN 56537
Phone: 218-736-6951
chamber@fergusfalls.com