

HOSTING A RIBBON CUTTING or GROUNDBREAKING

CONGRATULATIONS!

First and foremost, congratulations! Hosting a ribbon cutting or groundbreaking means you've made a big leap in your business - whether it be starting a new business, remodeling or moving locations, a big anniversary, or some other great accomplishment. We appreciate you allowing us to celebrate with you. These events are a great way to market your business, reach new audiences, celebrate with current customers, friends, and family. Here are some best practices we've learned for planning...

DAY/TIME

While ribbon cuttings can be held at any time of day, we typically schedule ribbon cuttings for later in the workday - it seems easier for people to take off work a few minutes early and attend an event on their way home. The noon hour is also a flexible time for many folks.

We try to schedule ribbon cuttings for Tuesdays, Wednesdays or Thursdays. Attendees often forget about Monday events, and Fridays have shown much lower attendance.

All of this will also depend on our Chamber staff's availability.

ATTENDANCE

Chamber staff invite our Ambassador Committee to all ribbon cuttings - this is a group of individuals that love to celebrate local businesses in many ways, ribbon cutting attendance being one of them. We usually see around 5 ambassadors attend each ribbon cutting.

You are welcome to invite as many people as you'd like - the more the merrier! Use this as an opportunity to reach both new and old clients. Invite friends and family to celebrate with you.

MARKETING

The Chamber will put a Facebook event out a couple weeks prior to the event and will add you as a "co-host." We will also advertise the event at least once in our weekly newsletter, the "Chamber Chat," and will post on social the day of or before the event.

Ribbon cuttings don't happen every day, so be sure to maximize on this opportunity! Some businesses host an open house that lasts an hour or two and schedule the ribbon cutting to take place during that timeframe.

DAY OF THE EVENT

Feel free to offer tours, special deals, or showcase products before and after the ribbon cutting. Have key employees on hand to answer questions and welcome attendees. Some hosts choose to offer refreshments for guests, but this isn't mandatory.

Chamber staff will arrive approximately 10 minutes before the scheduled ribbon cutting or groundbreaking. We will bring the scissors + ribbon or golden shovels, whichever is applicable, and a framed certificate to leave with you. We typically start the speaking just a few minutes after the scheduled time to allow everyone to get settled. This is the typical order of a program:

WELCOME

A member of the Chamber staff will welcome folks, thank them for attending, and explain what we're here to celebrate. Then we turn it over to you!

YOUR TURN!

People often explain their business and history, what's been improved/changed, introduce staff, and say thanks. [If you're not a fan of public speaking, no problem - our staff are great at it and can talk up your business as much as you'd like - just be sure to let us know beforehand!]

PHOTO OP & CONCLUSION

Chamber staff will take back over emcee duties and coordinate a group photo with the ribbon + giant scissors or golden shovels. After we grab a photo we'll count down from three, you and your employees cut the ribbon or break the ground, and the crowd cheers!

We can customize the order of the program, if you like! Attendees usually mingle for 10-20 minutes afterward. Questions? Call (605) 692-8922 or email info@brookingschamber.org.

SCHEDULING A RIBBON CUTTING or GROUNDBREAKING

EVENT LOGISTICS

Ready to schedule? We need a few pieces of information from you! Please complete this form and submit it to our email, info@brookingschamber.org, or in-person to our office at 1321 6th Street. Chamber staff will follow up to confirm a date and details.

WHAT OCCASION ARE YOU CELEBRATING?

- New Business
- Remodel
- New location
- Anniversary
- Groundbreaking
- Other: _____

LIST 5 PREFERRED DATES: _____

- Criteria:
 - 3+ weeks from today
 - Week days only
 - Tip: Avoid Monday mornings and Friday afternoons

PREFERRED TIME OF DAY: _____

- Criteria:
 - Between the hours of 8:00am - 5:00pm
 - Tip: Noon hour or late afternoon works best

WHO WILL BE SPEAKING ON BEHALF OF YOUR BUSINESS?

We want to allow you time to highlight what your business has to offer! We suggest giving attendees a brief history of the business, telling us a little bit about who you are as a company, sharing your goals for the future, or highlighting special services and promotions. Plan for 2-10 of speaking time.

Name of Speaker: _____

Role at Business: _____

DO YOU PLAN TO PROVIDE REFRESHMENTS AND/OR AN OPEN HOUSE?

- Yes
- No

If "Yes", please provide details: _____

ANYTHING ELSE WE SHOULD KNOW?

**HAVE OTHER QUESTIONS? DON'T HESITATE TO REACH OUT!
WE LOOK FORWARD TO CELEBRATING WITH YOU!**