

Ribbon Cutting FAQ

What are ribbon cuttings for?

Ribbon cuttings are a visible way to celebrate your milestones – grand openings, new locations, expansions, anniversaries and more. It's a great excuse for a party or a photo opportunity. Your ribbon cutting photos will reach a large audience and help build your presence in the community.

What support does the Chamber provide for ribbon cuttings?

- Invite local elected officials
- Mention the event in Chamber communications
- Bring big gold scissors and ribbon for the ceremony
- If desired, help lead the ceremony and say a few words of welcome
- Take photos to share in Chamber communications

How does the ribbon cutting ceremony work?

- A typical ribbon cutting ceremony takes about 10-15 minutes.
- Employees & VIPs gather in the best spot for photos and hold the ribbon in front of them.
- If there is a crowd, call the crowd together.
- Pose for photos. Smile and hold up the scissors. Don't cut the ribbon yet!
- If available, a Chamber representative will record a brief video.
- Cue the speaker(s) to do their part.
- The Chamber representative usually invites the crowd to count down 3, 2, 1, cut!

How should I prepare for the ribbon cutting?

- If you want a crowd, invite your family, friends, clients, and nearby businesses to attend.
- Decide if you want to provide any refreshments or activities
- Plan to say a few words during the ceremony
- Decide who else, if anyone, will speak. If you have several speakers, let them know the order. It can help if one person introduces each speaker.
- Ask your "VIPs" to be in the photos (employees, family, special supporters). It's great if your whole team can be included.
- On the event day, let the Chamber representative know if you would like them to lead the ceremony and/or say a few words of welcome.

What day and time are best for ribbon cuttings?

- Chamber staff are generally always available weekdays 9am-5pm with at least one month's advance notice. Weekday mornings are great.
- Weekend availability varies for Chamber staff. Please give as much advance notice as possible.
- For an open house or party, the best timing depends on your demographic. Weekdays at 4pm often work for business professionals. Friday late afternoon can work well for families with busy weekends.
- If you have a restaurant or other service business, pick a time when your staff isn't too busy to be in the photos.

Should I expect a crowd?

Ribbon cuttings don't normally draw large attendance unless you plan an exciting event and do a lot of promotion – or if you have a lot of enthusiastic supporters. For a typical small business ribbon cutting, only a few “members of the public” attend.

Should I plan a party?

This is totally up to you. It's not necessary, but it can be nice if you know there are people who will want to celebrate with you (friends and family, happy customers, your awesome team of employees).

Should I serve refreshments?

Refreshments are completely optional. It's nice to have a plate of cookies or simple snacks. If it's a business crowd, people may be too busy chatting and networking to eat anything more elaborate.

Should I have an Open House?

Hosting an Open House makes sense if you want to show off your location and you're confident there are people who will stop by (friends, clients, colleagues, prospective customers, your social media fans).

Should my event start with the ribbon cutting ceremony?

If your event lasts longer than an hour, we recommend starting the ribbon cutting ceremony at least 15 minutes later than the beginning of the event, so your guests have time to arrive.

Please do plan a specific time for the ceremony and start on time. Some guests may be on a tight schedule but don't want to miss your big moment.

Do I have to make a speech?

Be prepared to say a few words. It doesn't have to be formal. Introduce yourself, talk briefly about your business, thank your supporters. If there's a touching or funny story behind your business, share it. Otherwise, focus on what makes you a great addition to the community.