



# Ribbon

# Cutting

# Check List



*Table Rock Lake*  
Chamber of Commerce

# STAFF OF BUSINESS

- ✓ Designate a contact person.
- ✓ Think about where you want to stage the physical cutting of the ribbon and discuss with Chamber.
- ✓ Think about and make plans for how you will minimize touch-points for attendees.
- ✓ Plan additional opening day activities and communicate those to the chamber.
  - Entertainment
  - Product demos
  - Facility Tour
- ✓ Plan for how you will encourage social distancing during your event and any activities you have planned.
- ✓ Designate tour guides of business, if applicable.
- ✓ Finalize details with the chamber.
- ✓ Tell the chamber who will be speaking on behalf of your business.
- ✓ Design a flyer for the event. Give a copy to the chamber.
- ✓ Give chamber quote and highlights for the press release or write your own and provide to the Chamber.
- ✓ Go over rainy-day options. Are parking or traffic assistants needed?
- ✓ If business will be open the day of the ribbon cutting, advise chamber on any specials you are running or door prizes you're giving away.

# STAFF OF BUSINESS

- ✓ Run Paid Ads on Social Media (and/or) Other Media
- ✓ Schedule a paid Member Service Announcement with the Chamber. (When making reference to the Chamber on your flyer please use the wording: Ribbon Cutting ceremony provided by the Table Rock Lake Chamber of Commerce.)
- ✓ Post flyers.
- ✓ Decide on refreshments or a caterer and what you'll serve. Individually portioned items or one person serving guests is recommended. Advise chamber on these decisions.
- ✓ Determine room layout or where everyone will stand to maintain social distancing.
- ✓ Determine where you will place hand sanitizer.
- ✓ Order banners and signage.
- ✓ Advise chamber of product demos, samples, etc., for that day and any requirements, such as attendees must wear masks.
- ✓ Prepare guest list.
- ✓ Send email and paper invitations.
- ✓ Have sign-in sheets for guests. Place a line for optional emails (start building your list, if you haven't already).
- ✓ Send thank you emails and notes to attendees, speakers, and special guests.
- ✓ Share photos online.

# Chamber

# Staff

- ✓ Finalize details of when, where, what time.
- ✓ Place in ribbon cutting/community calendar.
- ✓ Provide the business with a copy of this checklist.
- ✓ Prepare ribbon.
- ✓ Request print and electronic logo from business (if you don't already have it).
- ✓ Request a copy of business' press release or work together to create and post to chamber website.
- ✓ Give press release to local media outlets.
- ✓ Invite Chamber members.
  - View Newsletter
  - Website Calendar
  - Social Media

# Chamber Staff

- ✓ Ask staff, board, and ambassadors to post about the event.
- ✓ Secure cutting utensil. Big scissors are popular but some businesses have creative ideas.
- ✓ Add info to your chamber newsletter and email blasts.
- ✓ Make social media posts during / after event.
- ✓ Update website with pictures from the event.
- ✓ Send ribbon cutting picture and business info to local media outlets.
- ✓ Thank everyone for attending.

# Ambassadors / Board

- ✓ Share information about the event by mouth and via social media.
- ✓ Attend the event.
- ✓ Get to know the new business owners and what they're looking to do and who they want to meet.
- ✓ Take pictures and/or share other attendees' pictures on social media.

# Questions.

The Chamber staff is here to help you. If you have questions, need suggestions or vendor referrals contact us anytime.



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