



Jackson County   
**CHAMBER**

## Ribbon Cutting & Grand Opening Tips

The Jackson County Chamber conducts ribbon cutting and grand opening ceremonies as a service to Chamber members. Ceremonies can be performed separately or as part of an open house or grand opening. This is your event, but the Jackson County Chamber is happy to help!

### Who Qualifies:

The Jackson County Chamber is available to assist with your ceremony if your business:

- Has opened its doors within the past 6 months
- Is under new ownership within the past 6 months
- Moved to a new location
- Has been remodeled or expanded its current location
- Is celebrating a milestone anniversary
- Is breaking ground on a new location or facility

### What does it cost:

- FREE - for current members or potential {new} members of the Jackson County Chamber

### What the Chamber does:

- Contacts the Mayor for availability
- Contacts the local newspaper
- Creates press release & sends to local radio stations and newspaper
- Brings the "giant" scissors
- Provides ribbon for cutting in color of your choice
- Meeting with Events & Marketing Coordinator to plan event
- Event promoted on Chamber/Community calendar
- Attends the event & takes pictures/video
- Post photos of the event to social media

## What the business does:

- Coordinate with the Events & Marketing Coordinator on the date and time of ceremony (typically Monday - Friday, between 10 am and 5 pm)
- Invite special guest(s) - The Chamber will promote the event on all places listed above, but you are strongly encouraged to conduct your own PR campaign to increase the attendance and awareness of your business' opening. Also consider inviting financiers, contractors, employees, customers, friends and family to celebrate this momentous occasion in your business's history. You should not rely solely on the Chamber to attract your audience.
- Provide refreshments for those in attendance and giveaways (optional)
- Prepare an agenda for the ceremony (sample agenda included)

## Sample Ceremony Agenda

- Company Representative welcomes guests
- Introduction of special guests/VIPs in attendance
- Introduction of Company President or Manager
- Congratulatory remarks
- Introduction of the company - done by a company representative - talk about your new business and what it does, or tell about your new location - give operating hours, introduce staff, etc.
- Cut the ribbon - usually done by head of company - some choose to have all employees do the cutting
- Invite everyone to come tour your facility, refreshments, etc.

## Jackson County Chamber

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