

Ribbon Cuttings

A ribbon cutting is the ceremonial opening of a brand-new or relocated business. It can inaugurate a business's first day or it can take place weeks after the business' soft opening.

Step 1: Email Event Coordinator

Consider the details: Will your event be public or private? Will you serve refreshments? What time of day will you host your event? Scheduling **Tuesday-Thursday 10:00am-5pm and Fridays 12:30pm-3:00pm** ensures Chamber staff and Ambassadors can attend. Please allow at least **one (1) month** to effectively promote the event.

Step 2: Invite and Publicize

Make a list: Create your invitation list based on your event's goals and budget. Consider the following potential guests: current/prospective customers; nearby businesses; community leaders, networking partners, and your employees. Add your own marketing - fliers, a Facebook event page, email newsletter to your mailing list. If you plan to invite the mayor or local leaders, please allow for at least 2-4 weeks advance notice.

Step 3: Plan to make the event AN event

Prepare: The event gives the business owner/manager a chance to publicly thank financial backers, contractors, employees, friends and family, and all who have attended for support. Prepare to talk about how the business was started, what the business does, etc. Decide who will cut the ribbon - owners or top executives frequently do the honors, but each business is different and can pick whomever they choose. If you choose to invite any elected officials to attend, he or she often cuts or assists in the cutting the ribbon.

Create some fun: Your ribbon cutting may be the first time some people enter your business - make it fun and festive. Tours, door prizes, giveaways, and discounts on products or services can add incentives for attendees to become customers. Having refreshments, music and/or decorations create a fun atmosphere. Assign different roles and responsibilities to the staff so everyone is engaged.

Go Social! Use social media to generate excitement and create awareness. Designate one of your staff to curate your social media before, during, and after your event. Create the event on Facebook, use a #hashtag, and encourage your attendees to "check-in" during the event.

Relax and enjoy. Be a warm host, welcome your guests - and have fun!



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Frequently Asked Questions

Why hold a ribbon cutting?

- To introduce your business to both the public and other Chamber members
- To familiarize the community with your location, products and services
- To increase customer base and generate leads from attendees
- To publicize the business

What role does the Chamber play in the ceremony?

- Provides the official scissors and ribbon
- Promotes the ribbon cutting on the Chamber's website calendar, social media outlets and the bi-weekly newsletter, both before and after the event
- Welcomes attendees and speaks at the ceremony, if requested

What have other businesses done to make their ribbon cutting unique?

- Sent a special invitation to the whole Chamber membership (email blast provided for a fee)
- Sent direct mail piece to area residents and/or non-member businesses
- Offered complimentary appetizers and beverages & gave free samples of their product/services
- Hosted an on-site remote radio broadcast
- Attended Chamber events to personally invite members to their Ribbon Cutting

Who will attend my ribbon cutting?

The Chamber invites the Chamber's Board of Directors, Staff and Ambassadors. Between five to twelve people from this group typically attend. Please understand that you should not rely solely on the Chamber to attract your audience. The Chamber does not request reservations and does not keep track of attendance on your behalf. The number of attendees is not guaranteed.

What is the fee to conduct a ribbon cutting?

If your business is a Chamber member in good standing and one of the following:

- Is brand new to the business community
- Found a new place and relocated
- Is opening its storefront

Then you are eligible for a complimentary ribbon cutting!

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