

Ribbon Cutting Overview

Our typical agenda:

Welcome- Executive Director, SouthWest Metro Chamber of Commerce

Introductions of attendees

- We like to have everyone in the crowd introduce themselves so you know who is attending your event. If you have a very large crowd of attendees (50+) it is not practical and takes too long.
- If you have a large crowd, we will introduce you and you should introduce your staff, key partners, etc.

Business Highlight

- Select the spokesperson(s) to talk about your business.
- Make sure to highlight your products and/or services in detail.
- If appropriate, offer tours of your business after the ribbon cutting.

Q & A

- Often times Chamber Ambassadors or others in attendance will have some questions.

Ribbon Cutting

- The Chamber provides the large scissors and ribbon.
- Typically, your storefront sign is the best backdrop for your photo but you may consider other options.
- Owner(s) or Manager(s) will be front and center in the photo. We also like to include your staff, family members and others you want in the front row. Our Chamber Ambassadors will flank the ends with our ribbon and others will fill in the photo.
- A Chamber staff person will give directions and take photos. Those pictures go in our Chamber e-newsletter and are typically in the Chaska Herald or Chanhassen Villager newspapers.

Remember, it's your Ribbon Cutting Ceremony! We can be flexible with agenda.

Guidelines Overview:

Chamber guidelines for Ribbon Cuttings

- Ribbon Cuttings are available for new members that have opened a business within the last 6 months. Ribbon Cuttings are also available for significant facility renovations, new ownership, and new branches/sites.

Who is invited?

- Chamber Staff will invite our Chamber Ambassadors, City Officials and post it on our event calendar and e-newsletter.
- Please feel free to invite your family and friends to enjoy this moment with you.
- If you are part of a larger business, consider inviting corporate management or work peers.

When should I schedule it?

- We recommend scheduling 2-3 weeks in advance so we can get it on everyone's calendar.
- We try to have ribbon cuttings during the lunch hour (typically between 12:00pm and 1:00pm).

Plan for the entire event to last 20-30 minutes

- We have found that it is best to do ribbon cuttings Monday – Friday only.
- Some businesses use the ribbon cutting as a kick off to an open house where customers and the community are invited. Note that we would promote your open house, but extra promotion on your part is necessary for a successful open house and you are responsible for the other logistics.

Contact to Schedule:

Matt Auvil, *Events & Marketing Coordinator*
SouthWest Metro Chamber of Commerce
Phone: 952-474-3233
Email: Events@swmetrochamber.com

