

# Ribbon Cutting Ceremony

*The Brandon Valley Area Chamber of Commerce conducts Ribbon Cuttings as a complimentary service for Chamber members. Ceremonies can be performed as a stand-alone event or as a part of an Open House or Grand Opening. We bring the camera, official scissors and, of course, the ribbon!*



**Midco Ribbon Cutting**



**Chaos to Calm Ribbon Cutting**



**Kingbird Coffee Ribbon Cutting**

## Congratulations!

See back for more information on Ribbon Cuttings/Ground Breakings.

# Ribbon Cutting/Ground Breaking

When would a business hold a Ribbon Cutting/Ground Breaking?

- ◆ If you are within the first year of opening your business, within a year of purchasing an existing business or if your business recently moved or has been remodeled

What are the benefits of holding a Ribbon Cutting/Ground Breaking?

- ◆ Ribbon Cuttings/Ground Breakings are a great opportunity for you to create public awareness about your business
- ◆ To thank contractors, lenders and other businesses who were involved in opening/remodeling your business
- ◆ A great time to show future customers 'behind the scenes' areas of your business

What the Chamber does:

- ◆ Sends out an email to Chamber Members and City Dignitaries to notify them of your Ribbon Cutting/Ground Breaking
- ◆ Promotes the event in the Chamber Calendar available to all Chamber members and the public
- ◆ If time allows, publishes an ad in the Brandon Valley Journal inviting the public to the event
- ◆ Provides the giant scissors and ribbon to cut (shovels for Ground Breakings)
- ◆ Typically our Chamber President, Board Members, and Chamber members attend the Ribbon Cutting/Ground Breaking
- ◆ A photo is taken and is included on our website and social media pages as well as the Brandon Valley Journal newspaper

What the Member Business does:

- ◆ Coordinates the date and time of the Ribbon Cutting/Ground Breaking with the staff of the Chamber. To avoid date and time conflicts, it's best to set a date well in advance, four to six weeks is optimal.
  - ◆ We strongly encourage you to schedule your Ribbon Cutting/Ground Breaking around lunch to avoid conflicts and give our members the opportunity to support the event.
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