



Ribbon Cutting Information Packet

Congratulations! If you are reading this, you must be celebrating the opening of a new business, anniversary, or the expansion/relocation of an existing business in Wylie. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.

What is a Chamber ribbon cutting?

A ribbon cutting is the ceremonial opening of a brand-new or newly renovated/relocated business that has celebrated one of these within the last 6 months. It can inaugurate a business's first day of business, or it can take place weeks after the business's soft opening. The Chamber will also consider ribbon cutting requests for renovation/expansion and anniversary celebrations.

Yes! You actually cut a ribbon. Each business decides where they would like to cut their ribbon. The most common location is the main entrance of your store front, but it can also be stretched across another important location within the business, especially during inclement weather. If you do not have a physical location or store front for your business, we offer ribbon cuttings after our Wednesday morning Business Card Exchange at the Smith Public Library in Wylie.

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. Each business chooses the group, or groups, of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used this time to publicly thank their financial backers, their employees, their friends, and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Wylie Chamber to endorse and help coordinate your ribbon cutting.

What are the benefits of holding a Chamber ribbon cutting?

By hosting a ribbon cutting, you can:

- introduce Chamber members to your business
- publicize your business within the local community
- generate possible leads and sales from attendees and those who heard about it

What is the fee to conduct a ribbon cutting?

We provide all the following services absolutely free to Wylie Chamber members as part of your member benefits!



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What does the Chamber do for my ribbon cutting?

The Wylie Chamber of Commerce will gladly:

- invite the Chamber Board of Directors and ambassador group to attend
- promote your event through our online calendar, Facebook page, and email newsletter
- arrive at your location early to deliver your ribbon and official ribbon-cutting scissors
- welcome attendees and speak at your ribbon cutting if you wish
- take a photo of your ribbon cutting and email it to you and to local media representatives following the event

Things to consider

You can help make your ribbon cutting a success by giving thought to:

- who will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.
- what you wish to share when you speak, just before the ribbon is cut. Please limit your speech to 3 minutes.
- how you can maximize this program. Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

Refreshments, drinks, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting. Keep in mind, however, that ribbon cuttings are typically short and sweet. ***The typical ribbon cutting event will last only 15-30 minutes.***

Complete the online form, the Chamber office will contact you with your Ribbon Cutting date

- Chamber Ribbon Cuttings must be scheduled at least 2 weeks in advance.
- The Chamber can only host two ribbon cuttings per week.
- Requests will be taken on a first-come basis and will not be considered without the online form.
- Our apologies, the Chamber cannot assist with events scheduled on weekends and holidays.
- Please confirm Chamber's availability for ribbon cuttings after 5:00 PM *before* submitting this form.