

Planning Your Ribbon Cutting or Groundbreaking Ceremony

SUGGESTIONS AND TIMELINE

- Set your date and time.
- Set your rain date if applicable. If planning an outdoor event, you may want to have an alternative date in case of inclement weather or other options such as a tent coordinated.
- Develop a budget for the event.
- Create your guest list, which may include:
 - Current customers and clients
 - Prospective customers and clients
 - Business partners
 - Contractors, etc.
 - Elected officials
- Prepare and send invitations. Invitations can include mailed invitations (formal or postcard), email blasts, Facebook event and invite, etc. If your event will need to know attendance count, don't forget to include a RSVP by date and way to RSVP. In addition to your invitation plans:
 - The Chamber will invite all members through a weekly Newsletter.
 - The Chamber will also invite all Chamber Ambassadors to each event
 - The Chamber will promote the event at the BB9 the month prior
 - The Chamber will promote the event on our website calendar
- Involve the media in the event. Ways to accomplish that:
 - Prepare and distribute a press release. An outline of how to write a press release is included in this guide.
 - Submit your ribbon cutting to local radio station's community calendars.
 - Possibly purchase radio or print advertising promoting your event.
- Plan the agenda for the program, using the attached outline in this handout. The program is usually short, no more than 20-30 minutes to allow for networking, tours and other activities. Submit the attached worksheet (page 4 & 5) so that the Chamber staff can be prepared with names and information about your business for the program.
- Select and contact suppliers if necessary, such as:
 - a. Caterer (Light refreshments are recommended, but not required.)
 - Photographer (The Chamber will take a picture for submission, but you may want professional photographs taken for future use.)
 - Florist or other décor coordination
 - Tent, AV support, other if large event is planned.
- Outline materials and/or staff members needed:
 - Giveaways and/or door prizes
 - Business brochures, coupons or other handouts about your services
 - Sign-up sheets
 - Greeters, tour guides, etc.
 - Name tags for your employees and guests.

- . The Chamber will provide the Ribbon, the Scissors, the plaque to present
 - . We DO NOT provide shovels for a groundbreaking - check with your contractor
 - . Hardhats, safety glasses, hairnets, etc. if you are doing tours of your business and those are required.
 - . Signage promoting your business, displays, photos highlighting your business.
 - . Microphone and speakers.
 - . Podium.
- The Chamber will arrive 20 minutes prior to your event for a walk-through and to get comfortable with the agenda, flow and set-up.
- Post-event tasks
 - . Send thank-you notes to participants
 - . Submit photo and follow-up press release to media
 - . Post photo and attendees on company website, newsletters, Facebook. On Facebook, tag attendees and businesses who attended and supported your efforts.