



## **RIBBON CUTTING FAQS FOR HOSTS**

**Congratulations! Our Ambassadors are excited to celebrate with you. As you are planning or thinking about a ribbon cutting, you may have some questions. If you have a question not included here, don't hesitate to reach out to our Member Relations Director.**

### **IS THERE A TIME LIMIT FOR SCHEDULING MY RIBBON CUTTING?**

- In general, your ribbon cutting should be scheduled within one year of the reason for the ribbon cutting (new Chamber member, grand opening, major remodel, etc.).

### **WHO ARE THE AMBASSADORS?**

- The Ambassadors are unpaid volunteers representing Chamber member businesses and organizations.
- Their mission is to serve as high profile representatives of the Chamber, promoting community and our members.

### **WHEN SHOULD I HOLD MY RIBBON CUTTING?**

- Ribbon cuttings typically have the best attendance on weekdays at 7:30 a.m., 12:15 p.m. or 4:30 p.m. as long as no other Chamber or major community events are scheduled for that time. Exceptions outside of these days and times may be considered. Please contact our Member Relations Director to discuss at 672-2485.
- Weekends often have fewer Ambassadors available to attend.
- Ribbon cuttings are scheduled on a first come, first served basis.
- To best promote your ribbon cutting and allow time for Ambassadors to sign up, we recommend scheduling your ribbon cutting at least two weeks in advance. Please check the Chamber's website or Facebook page for currently scheduled ribbon cuttings and events.
- You are welcome to pair your ribbon cutting with an open house or grand opening event or simply have the ribbon cutting.

### **WHERE SHOULD I HOLD MY RIBBON CUTTING?**

- If you have a physical location, that is a great place to hold your ribbon cutting.
- Mobile business? We can hold your ribbon cutting in front of your business vehicle.
- No physical location? No problem! We love to host ribbon cuttings at our office.
- Decide where you would like to have the photo:
  - Do you want it inside or outside? Keep in mind the time of day/season for outdoor photos. Make sure it won't be dark at that time.
  - Do you have a sign you would like to have in the photo?
    - keep in mind that signs may be blocked from view with all of the people in the photo

- if the sign is too high, it may be difficult to include it in the photo
- Photos that focus on the people in it are much more interesting, and we include your business name on the photo template.

#### **DO I NEED TO PROVIDE THE RIBBON, SCISSORS OR PHOTOGRAPHER?**

- The Chamber provides the ceremonial scissors and ribbon.
- A staff member of the Chamber will provide photography of the ceremony.
- You are welcome to have your own photographer/videographer as well. Please have any additional photographers coordinate with the Chamber staff photographer to ensure both get quality images/video.

#### **DO I NEED TO INVITE ANYONE?**

- The Chamber will bring the Ambassadors.
- You are welcome to invite anyone else you would like.

#### **WHAT ARE THE PROMOTIONAL OPPORTUNITIES ASSOCIATED WITH A CHAMBER RIBBON CUTTING?**

- The Chamber, if enough time is given in advance, will promote ribbon cuttings prior to the event on:
  - Chamber website
  - Facebook page
  - Chamber Online e-newsletter
- Following the ribbon cutting, the Chamber will share the ribbon cutting photo on/to:
  - Chamber's Facebook and Instagram pages
  - Chamber Online e-newsletter
  - Local media (*publication and placement is entirely at each media organization's discretion*)
- We will provide you with an 8x10 framed print of the photo.

#### **DO I NEED TO PROVIDE FOOD?**

- This is your event, so make it as grand or as simple as you like. There are no expectations to have food or beverages, and if you choose to have them, it can be as simple or as elaborate as you would like.
- If you are using a caterer, we encourage you to use a Chamber member. Search for caterers on the member directory on our website or request the list from the Chamber staff.

#### **WHAT ELSE DO I NEED FOR MY RIBBON CUTTING?**

- Determine ahead of time who you would like to include in your ribbon cutting photo – this is a special memento that will last for a long time.
  - If you are considering including employees, think about if they were to leave...do you want them in your special photo?