



Guide to a Successful Ribbon Cutting

Guidelines

- Ribbon Cutting events are primarily for announcing new members as well as significant name changes, major expansion or renovation, relocations, or second locations.

Chamber Responsibilities

- Invitation to all Culpeper Chamber of Commerce Members
- Provide Ribbon – Organization chooses colors
- Provide Scissors
- Provide Printed Program
- Microphone & Tripod for Social Media Video
- Invite Elected Officials & Media

Business Responsibilities

- Select a time Monday-Friday (We have found the most successful dates to be Tuesday-Thursday) between the hours of 9:00 am and 4:00 pm
- Decide and communicate color of ribbon to Chamber
- Designate organization representative to speak briefly
- Promote, market, and invite your Customers, Family, and Friends
- Provide refreshments (Not required but encouraged-this give you the opportunity to keep your ribbon cutting audience around to network after the cutting)

What To Say At A Ribbon Cutting

- Overview of services
- Quick history of the business
- Reason for expansion/relocation/second location (if applicable)
- Introduce staff/officers/board/family/ anyone who played a key role

Agenda

- A Chamber representative will welcome everyone and introduce elected officials/the owner/manager
- Business owner is given the opportunity to explain the business
- Gather behind the ribbon and wait for instructions to “cut” the ribbon
- Photos taken by Chamber staff and sent to local paper

Helpful Hints...

- It's a time to celebrate and food is a great way to get people to stick around and mingle, especially a meal. Don't break the bank by going overboard – the important thing is to introduce people to your business. We see everything from finger foods and snacks to catered, hot food. Totally up to you!
- Short and Sweet. No one wants to be gone from work for too long, so keep it simple.
- Promote and market on your own through Social Media, invite family and friends, advertising, etc.
- Be creative by putting your personal touch on things to make it memorable.
- DO NOT STRESS! It's a celebration and it's meant to be FUN! We want you to come away feeling the support of the Chamber and the business community.
- Outdoor photos are typically best to incorporate your logo/sign/marquee.
- Friday afternoons are a great time if you are planning to have an Open House that weekend.