

# Ribbon Cuttings

## Frequently Asked Questions

### Why hold a ribbon cutting ceremony?

- To introduce your business to both the public and other Chamber members
- To familiarize the community with your location, products and services
- To increase customer base and generate leads from attendees
- To publicize the business

### What role does the Chamber play in the ceremony?

- Provides the official scissors and ribbon
- Promotes the ribbon cutting on the Chamber's website calendar, social media outlets, and the bi-weekly newsletter, both before and after the event
- Welcomes attendees and speaks at the ceremony, if requested

### What have other businesses done to make their ribbon cutting unique?

- Sent a special invitation to the whole Chamber membership (email blast provided for a fee)
- Sent direct mail piece to area residents and/or non-member businesses
- Offered complimentary appetizers and beverages and gave free samples of their products/services
- Hosted an on-site remote radio broadcast
- Attended Chamber events to personally invite members to their Ribbon Cutting

### Who will attend my ribbon cutting?

The Chamber invites the Chamber's Board of Directors, Staff, and Ambassadors. Between five to twelve people from this group typically attend. Please understand that you should not rely solely on the Chamber to attract your audience. The Chamber does not request reservations and does not keep track of attendance on your behalf. The number of attendees is not guaranteed.

### What is the fee to conduct a ribbon cutting?

Ribbon cuttings are a complimentary benefit for members in good standing.



**We'll bring the  
ribbon and big  
scissors!**