

# Ribbon Cuttings & Milestone Celebrations

**Hosting a ribbon cutting for a new business or new location announces you're open for business!**

A ribbon cutting is the ceremonial opening of a brand-new or relocated business. It can inaugurate a business's first day or it can take place weeks after the business' soft opening.

## Step 1: Submit the Ribbon Cutting Request Form

**Consider the details:** Will your event be public or private? Will you serve refreshments? What time of day will you host your event? Scheduling Monday-Friday between 9am-4pm ensures Chamber staff and Ambassadors can attend. Please allow at least two (2) weeks to effectively promote the event.

## Step 2: Invite and Publicize

**Make a list:** Create your invitation list based on your event's goals and budget. Consider the following potential guests: Current/prospective customers; nearby businesses; community leaders, networking partners, and your employees. Add your own marketing—fliers, a Facebook event page, email newsletter to your mailing list. If you plan to invite the mayor or local leaders, please allow for at least 2-4 weeks advance notice.

## Step 3: Plan to make the event AN event

**Prepare:** The event gives the business owner/manager a chance to publicly thank financial backers, contractors, employees, friends and family, and all who have attended for support. Prepare to talk about how the business was started, what the business does, etc. Decide who will cut the ribbon—owners or top executives most frequently do the honors, but each business is different and can pick whomever they choose. If you choose to invite any elected officials to attend, he or she often cuts or assists in the cutting of the ribbon.

**Create some fun:** Your ribbon cutting may be the first time some people enter your business—make it fun and festive. Tours, door prizes, give-aways, and discounts on products or services can add incentives for attendees to become customers. Having refreshments, music, and/or decorations create a fun atmosphere. Assign different roles and responsibilities to the staff so everyone is engaged.

**Go Social!** Use social media to generate excitement and create awareness. Designate one of your staff to curate your social media before, during, and after your event. Create the event on Facebook, use a #hashtag, and encourage your attendees to "check-in" during the event.

**Relax and enjoy.** Be a warm host, welcome your guests - and have fun!



The Greater Bloomington  
Chamber of Commerce

*Better business. Better community.*

**812.336.6381**

**[info@chamberbloomington.org](mailto:info@chamberbloomington.org)**



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