



Ribbon Cutting Guidelines and Ideas

Reasons to have a ribbon cutting ceremony:

- Joined the Chamber of Commerce
- Opened its doors in the last 12 months or to recognize a Grand Opening
- Celebrated an anniversary or special achievement
- Offered a new service or product
- Been remodeled or expanded at its present location
- Moved to a new location

What are the benefits of a Chamber ribbon cutting:

- Introduce both the public and Chamber members to your business
- Build a customer base
- Published photo of your ribbon cutting in Chamber's newsletter
- What the Chamber will provide:
 - Official Chamber Ribbon Cutting Scissors
 - Chamber Logo Ribbon
 - Ribbon cutting added to the Chamber Events Calendar
 - Picture in Chamber E-Newsletter

Ribbon Cutting Checklist:

- Select a date: Coordinate with the Chamber at least 2 weeks in advance, a month is better to give more time for promoting.
- Program & Activities: Welcome guests and introduce any other speakers such as business partners, management, other leaders in your industry, or city officials that are invited. Explain about your business, history and any important information about you and your business.
- Set up some food or beverages to encourage networking. Or work with another chamber member in food service to partner with them.
- Invitations: Email, Evites, flyers, printed letters or postcard invites
- Your guest list can include staff, clients, business associates, neighboring businesses, volunteer associations, community leaders, elected officials, and the media.
- We recommend scheduling your ribbon cutting M-F between 9pm-6pm as this will draw more chamber members to attend and get to know you and your business.

Greater Statesville Chamber of Commerce

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