

Ribbon Cutting Expectations and Guidelines

Ribbon cuttings are typically planned for a business expansion, relocation, grand opening, major anniversary, ground breaking, or renovation. Ribbon cuttings are available for members and non-members of the Chamber of Commerce, but there is added value to businesses that are members.

Date and Time

The Chamber asks for at least two week's notice to schedule a ribbon cutting. Ribbon cuttings should take place during normal business hours, Monday through Friday from 9:00 a.m. until 5:00 p.m. Ribbon cuttings outside normal business hours make it difficult for Chamber Ambassadors to attend and usually experience a decrease in attendance.

Attendance Expectations, Invitations, Publicity

The Chamber of Commerce will invite their Ambassadors, Board Members, staff and media. There is no minimum attendee guarantee. They will also publish the event in their ENotes and on their website. Any additional promotion is up to the business. The photograph will be in a future edition of The Alpena News, and if the business is a member of the Chamber, the event will be a Facebook Live event on the Chamber's Facebook page. Members will also have their ribbon cutting photo posted on the Chamber's Facebook page after the event.

Ribbon and Scissors

The Chamber of Commerce will provide the giant scissors, the ribbon and a plaque for the business.

Photographer

The Chamber will assure there is a photographer present.

Food

The Chamber will not provide any refreshments, and refreshments are not required, however, the business may choose to have refreshments available, especially if they are also hosting an open house.

The Ceremony

Prior to the starting time, the photographer and business representative will determine the best location for the presentation and ribbon cutting. When it is time, a Chamber representative will greet the guests. The business representative will be invited to say a few words or can choose to be asked questions (see below) instead. After the business representative presents, the Chamber staff representative will say a few remarks and then direct everyone to the photo location. Staff will assist in setting up the photo. Once the ribbon is cut, the business keeps the cut piece of ribbon and the plaque. The official portion of the event is then complete.

Questions for the business representative:

- 1) Please introduce yourself and your staff.
- 2) Tell us what services and products your business offers.
- 3) What made you want to start your business? OR Why is this a milestone event for your business?
- 4) What are you most excited about with your business venture? OR What are you most excited about for the future of your business?
- 5) Is there anything else you want to share with us about your business or what today means to you?

