

Ribbon Cutting Guidelines

Ribbon cuttings are typically planned for a business expansion, relocation, grand opening or re-opening, ground breaking, or renovation. Ribbon cuttings are available for all businesses, but there is added value to businesses that are chamber 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.-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. Chamber members will 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 certificate for the business to keep.

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 ribbon cutting. The business representative will be able say a few words if they choose to. Once the ribbon is cut, the business keeps the cut piece of ribbon and the certificate. The official portion of the event is then complete.

