

# RIBBON CUTTING INFORMATION FORM

***Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, or the remodeling, expansion or relocation of an existing business in Preble County. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.***

## **WHAT IS A CHAMBER RIBBON CUTTING?**

A ribbon cutting is the ceremonial opening of a brand-new, newly renovated, or relocated business. It can inaugurate a business' first day of business or it can take place weeks after the business' soft opening. The Chamber also considers ribbon cutting requests for renovation, expansion and anniversary celebrations. We provide these services absolutely free to Chamber members.

Yes, you actually cut a ribbon. The most common location is the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

## **WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?**

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. Each business chooses the group of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered.

Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Preble County Chamber to endorse and help coordinate your ribbon cutting.

## **WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?**

Preble County Chamber of Commerce will gladly invite the Chamber Board of Directors and local government officials to attend, promote your event through our online calendar, Facebook page, and electronic newsletter, arrive at your location with red ribbon and the official big ribbon-cutting scissors, welcome attendees and introduce you at your ribbon cutting, invite the local media for news coverage, and share the photo and your information online and in an upcoming Chamber newsletter.



## **THINGS TO CONSIDER**

**WHO** will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.

**WHEN** will you hold your event? We find that Tuesday-Thursday, mid-day over the lunch hour, late afternoon or early evenings, draw the largest crowds. We sometimes cannot assist with events scheduled on weekends or holidays.

**WHAT** you wish to share when you speak just after the ribbon is cut. You can thank those who helped along the process, how you came about owning/updating/moving, and share any specials or upcoming events. Please limit your speech to 3 minutes.

