



Ribbon Cutting/Ground Breaking Check List

Ribbon cutting and ground breaking type events are planned, organized and carried-out by the opening business or organization. However, the RHBC Chamber of Commerce is pleased to offer support by publicizing events to Chamber members, the Chamber Board of Directors and Chamber Ambassadors, providing media and elected officials contact information as well as loaning our ceremonial scissors, golden shovels and ribbon. The Chamber will also publicize a submitted photo from the ribbon cutting in the weekly Around The Hill – e-newsletter. ***See reservation/publicity requirements below.***

Things to consider when planning your event:

- Set a date and time – *remember to make this convenient for your potential guests – Mornings (usually works best for the media), lunch, and late afternoons typically work best - Tuesdays, Wednesdays & Thursdays may be good choices as well. Please review the date with the Chamber prior to publicizing the event to make sure scissors are available.*
- Decide a budget, number of guests to invite, and if food is to be served. *If yes to food, determine the menu (food/drinks – heavy or light, etc).*
- Decide your location - *where (inside or outside) - try to use a site that will allow your business sign or logo to be in the picture and make sure to block parking in front of your designated site before the event. If outside - have an alternative plan for inside with ample space in case of weather issues. If it is a groundbreaking, a canopy or tent may be used.*
- Decide if you will need chairs; also, don't forget to get a table for food or supplies, *if needed.*
- Decide if you are sending personal invitations and, if so, who will get them.
- Send out invitations (*mailing labels are available at the Chamber office at no charge to members*). ***Remember, the Chamber will invite the Membership through the weekly e-newsletter and the RHBC Chamber Board of Directors Ambassadors via a special email. However, we will need a short information sheet – who, what, when – date & time, and where - from you to get this listed. We need this info a minimum of two weeks in advance, but we prefer a four week notice.***
- Decide if you would like to invite dignitaries and elected officials, *especially those in your district.*
- Contact the media and ask them to cover your event. *The Chamber offers a media contact list for you.*
- With your permission and input, the RHBC Chamber will issue a press release, *which is basic information about your event and send it to all media outlets. They may help you publicize it.*

- Have media equipment available, such as cameras, videos and microphones, *if needed*. *Be sure to have a camera so you can submit your event photo to the media and, if needed, to the Chamber as we will put it in our weekly e-newsletter.*

Things to consider for the day of the event:

- You may want to designate two volunteers to hold the ends of the ribbon at the event as you or someone from your business will hold the large scissors** (*If a groundbreaking, then shovels may be used*)
- You may ask someone to act as a speaking host to introduce the business and you (owner/manager) or you can start by doing this yourself. *Be sure to introduce the staff and tell about the business – what you do, why you are unique, hours of operation, special services, etc).*
- Make sure you have people to take a photo when you cut the ribbon or "plant" the shovel. *Decide if you would like everyone in the photo or staff only, etc. Take a practice photo before actually cutting the ribbon then cut the real one on count of three.*
- Thank your guests for attending and remind them you are open now for their shopping pleasure!

Reservation/Publicity Requirements:

****Chamber members may borrow ceremonial scissors and ribbon at no charge, on a first come, first serve basis. For Chamber assistance with listings, scissors, and publicity, we must receive information about event in writing (who, what, when, where) and any additional event details *a minimum of two weeks* in advance. Please email to: info@rhbcchamber.org**

You should receive confirmation of receipt from the Chamber before your event. If you do not receive confirmation, contact us at (912-756-3444). Thank you.