

Chamber Ribbon Cuttings

Congratulations! If you are reading this, you are either new to the Chamber, celebrating the opening of a new business, anniversary or expanding/relocating of an existing business in West Winnipeg or surrounding area. 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 or newly renovated or relocated business that has not celebrated one within the last 6 months. It can inaugurate a business's first day of business, or it can take place weeks after the business's soft opening. The Chamber will also consider ribbon cutting requests for renovation/expansion and anniversary celebrations.

Yes! You actually cut a ribbon. Each business decides where they would like to cut their ribbon. The most common locations are the main entrance of the building, but it can also be stretched across another important location within the business, especially during inclement weather. Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity.

What are the benefits of holding a Chamber ribbon cutting?

A ribbon cutting is a great opportunity for the community to see what your organization has to offer. "What is it that you do?" If you have promotional company swag or want to do small raffles, you may do so. 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 everyone in attendance, their financial backers, employees, friends, family, and their business partners. They also take the opportunity to talk about what their business does.

By hosting a ribbon cutting, you can:

- Introduce Chamber members to your business
- Publicize your business within the local community
- Generate possible leads and sales from attendees and those who heard about it

Things to consider

You can help make your ribbon cutting a success by giving thought to:

- Who will cut the ribbon? The owners or top executives most frequently do the honours, but each business is different and can pick whomever they like. If the Mayor attends, he often helps to cut the ribbon.
- What will you say; just before the ribbon is cut? Please limit your speech to 3 minutes.
- Will anyone else be invited to speak?
- How you can maximize this program? Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

Refreshments, drink, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting. Keep in mind that ribbon cuttings are typically short and sweet. The typical ribbon cutting event will last only 15-30 minutes.

The Assiniboia Chamber of Commerce will:

- Supply the large scissors and ribbon
- Invite the Chamber Board of Directors and local government officials to attend
- Promote your event through our online event calendar, social pages, and *Chamber Connections* newsletter
- Welcome attendees and speak at your ribbon cutting; if you wish

Free to Assiniboia Chamber of Commerce members (\$50.00 for non-Chamber members)

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Chamber Ribbon Cutting Request Form

Complete this form and return it to the Chamber office by email to info@assiniboiachamber.ca

NOTE: Chamber Ribbon Cuttings must be scheduled at least 2 weeks in advance.

Event Information

1. Event Type (please check all that apply):
 Grand Opening Relocation Anniversary Expansion/Renovation
2. Requested Date/Time of the event:
3. Time of the Actual Ribbon Cutting:
4. Company Name:
5. Contact Name:
6. Contact Phone Number:
7. Location Address:
8. Description of the event (including special door prizes, event-only offers, etc.):
9. Who is speaking for your company (please include names and titles):
10. Will anyone else be speaking (please include names and titles):
11. Who will be holding the scissors (please include names and titles):

- Chamber Use Only:** Member Non-Member
- Notify the Mayor of Winnipeg and City Council
 - Notify the Media
 - Notify local MP & MLAS
 - Share in *Chamber Connection* newsletter and social media pages (if open to the public)
 - Ribbon colour _____
 - ChamberMaster event

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