



## **Ribbon Cutting Informational Packet**

Congratulations! This informational packet will help to make your ribbon cutting event a success. This guide will help to put the finishing touches on the months or years you have waited and worked towards making your grand opening or re-opening a success. As a valued member of the Chamber we appreciate the opportunity to help you mark this momentous occasion! We hope the following information is helpful to you throughout this exciting process.

Please contact the Chamber office at (757) 325-8162 with any questions you may have.

### **Through hosting this event you will:**

- Introduce both the public and Chamber members to your business
- Announce your ribbon cutting on the Chamber's website calendar
- Familiarize the public and Chamber members with your products or services
- Familiarize the public and Chamber members with your physical location
- Begin and add to your customer base

### **The Virginia Peninsula Chamber of Commerce will gladly:**

- Provide ceremonial ribbon-cutting scissors, ribbon and certificate
- Provide contact information for local elected officials for you to invite to your event (pages below)
- Provide a local media contact list (pages below)
- Provide staff support for the event
- Announce your ribbon cutting on the Chamber's website calendar

# **Check List for a Successful Ribbon Cutting Event**

## Event:

- Set your date. Choose a day that falls close to the ground breaking or opening of your office/store. Create an event agenda. Ideas to consider include:
  - Tours of the Facility
  - Speeches
  - Entertainment
  - Refreshments
  - Exhibit display area

## Invitations/Promotion:

- Send out invitations (utilize the Chamber database for your mailing). Remember to give people time to respond and mark their calendars. People on your invitation list could include:
  - Neighborhood organizations
  - Elected officials
  - Media
  - Community leaders
- Create an accurate map to include with the invitation

## Speakers (optional):

- Contact and arrange for appropriate speakers. Remember to give them enough notice and let them know how long they will have to speak. Speakers you might consider to include:
  - Mayor or other elected official
  - Representative from local Chamber of Commerce
  - Community leaders

## Media (optional):

- Contact local media to arrange for coverage of event.
- Develop press kit (This would feature a press release that will be submitted to local media sources about your event. Check with media source for their requirements for the press release. Always a good idea to provide a picture of the event).

## Logistics:

- Organize event logistics, including:
  - A/V equipment
  - Seating
  - Caterer
  - Photographer/Videographer
- Reconfirm all logistics a week before the event. Call:
  - Speakers
  - Caterer
  - Photographer/Videographer
  - Virginia Peninsula Chamber of Commerce

# Elected Officials

The following is a list of the local elected officials serving the area. If you would like one of these members to attend your Coffee Connection event, you can contact them via email or the contact number provided for more information.

## **The City of Newport News**

<http://www.nngov.com/465/Elected-Officials>

Mayor: McKinley L. Price, DDS - Email: [council@nngov.com](mailto:council@nngov.com) 757-926-8618

Vice Mayor: Tina L. Vick – Email: [council@nnva.gov](mailto:council@nnva.gov) 757-926-8618 (South District 3)

### Council Members:

- Marcellus L. Harris III – 757-926-8618 (North District 2)
- Sharon P. Scott - Email: [council@nngov.com](mailto:council@nngov.com) 757-926-8618 (North District 1)
- Herbert H. Bateman, Jr. - Email: [bertbate@aol.com](mailto:bertbate@aol.com) 757-249-7687 (Central District 2)
- Dr. Patricia P. Woodbury - Email: [patwoodberry@patwoodberry.com](mailto:patwoodberry@patwoodberry.com) 757-926-8634 (Central District 2)
- Saundra Nelson Cherry, D. Min. - Email: [council@nngov.com](mailto:council@nngov.com) 757-926-8618 (South District 3)

## **The City of Hampton**

[www.hampton.gov/council/](http://www.hampton.gov/council/)

Mayor: Donnie R. Tuck - Email: [dtuck@hampton.gov](mailto:dtuck@hampton.gov) 757-727-6315

Vice Mayor: Linda Curtis - Email: [lcurtis@hampton.gov](mailto:lcurtis@hampton.gov) 757-727- 6315

### Council Members:

- W.H. “Billy” Hobbs, Jr. - Email: [bhobbs@hampton.gov](mailto:bhobbs@hampton.gov) 757-766-1787
- Will J. Moffett - Email: [wmoffett@hampton.gov](mailto:wmoffett@hampton.gov) 757-884-8543
- Teresa L. V. Schmidt - Email: [tvschmidt@hampton.gov](mailto:tvschmidt@hampton.gov) 757-727-6315
- Chris Osby Snead - Email: [csnead@hampton.gov](mailto:csnead@hampton.gov) 757-850-0648
- Jimmy Gray - Email: [jgray@hampton.gov](mailto:jgray@hampton.gov) 757-727-6315

## **The City of Poquoson**

[www.ci.poquoson.va.us/government/council\\_members](http://www.ci.poquoson.va.us/government/council_members)

Mayor: W. Eugene Hunt, Jr. – Email: [gene.hunt@poquoson-va.gov](mailto:gene.hunt@poquoson-va.gov) 757-868-7628

Vice Mayor: Carey L. Freeman - Email [carey.freeman@poquoson-va.gov](mailto:carey.freeman@poquoson-va.gov) 757-868-0811 (Western Precinct)

Council Members:

- Henry W. Ayer, III. - Email: [henry.ayer@poquoson-va.gov](mailto:henry.ayer@poquoson-va.gov) 757-868-8829 (Central Precinct)
- Traci-Dale Crawford - Email: [traci.crawford@poquoson-va.gov](mailto:traci.crawford@poquoson-va.gov) 757-868-8861 (Eastern Precinct)
- Herbert R. Green, Jr. - Email: [herbert.green@poquoson-va.gov](mailto:herbert.green@poquoson-va.gov) 757-868-6442 (Eastern Precinct)
- Charles M. ‘Bud’ Southall, III.-Email: [charles.southall@poquoson-va.gov](mailto:charles.southall@poquoson-va.gov) 757-868-9956 (Central Precinct)
- Raymond E. Vernall-Email: [raymond.vernall@poquoson-va.gov](mailto:raymond.vernall@poquoson-va.gov) 757-868-5064 (Western Precinct)

**James City County**

[www.jamescitycountyva.gov/bos/index.html#](http://www.jamescitycountyva.gov/bos/index.html#)

Chairman: Michael J. Hipple, Chairman - Email [michael.hipple@jamescitycountyva.gov](mailto:michael.hipple@jamescitycountyva.gov) 757-634-9895 (Powhatan District)

Vice Chairman: John J. McGlennon - Email [john.mcglennon@jamescitycounty.va.gov](mailto:john.mcglennon@jamescitycounty.va.gov) 757-221-3034 (Roberts District)

- Kevin Onizuk - Email [jccboard@jamescitycountyva.gov](mailto:jccboard@jamescitycountyva.gov) 757-258-0460 (Jamestown District)
- Ruth Larson – Email: [ruth.larson@jamescitycountyva.gov](mailto:ruth.larson@jamescitycountyva.gov) 757-603-0508 (Berkeley District)
- Sue Sadler – Email: [sue.sadler@jamescitycountyva.gov](mailto:sue.sadler@jamescitycountyva.gov) 757-585-9272 (Stonehouse District)

**York County**

<http://www.yorkcounty.gov/>

Chairman: Jeffery D. Wassmer – Email: [wassmer@yorkcounty.gov](mailto:wassmer@yorkcounty.gov) 757-969-6569 (District 4)

Vice Chairman: Sheila S. Noll - Email [noll@yorkcounty.gov](mailto:noll@yorkcounty.gov) 757-877-7790 (District 2)

- Walter C. Zaremba – Email [zaremba@yorkcounty.gov](mailto:zaremba@yorkcounty.gov) 757-253-0477 (District 1)
- W. Chad Green – [Chad.Green@yorkcounty.gov](mailto:Chad.Green@yorkcounty.gov) 757-369-3394 (District 3)
- Thomas G. Shepperd, Jr. - Email [shepperd@yorkcounty.gov](mailto:shepperd@yorkcounty.gov) 757-868-8591 (District 5)

# Successful Press Release Guide

Here is a step-by-step guide on how to prepare your press release, but it also recommended that you contact your media choice for their requirements on submitting a release.

Before you start to write your press release, get organized. Identify the “who,” “what,” “when,” “where,” and “why.” You will want to include those important details!

Who – you; what – writing; where – (your location – Hampton); when – (the actual date of writing the release, but keep it close to the event date); why – to tell of or invite you to my reopening or grand opening....etc.

1. **Contact Information:** At the very top of your press release, in the upper left or upper right hand corner, include the bold words “Contact” and your name, and “Phone” with your phone number. This is a resource for any media representatives who might want to contact you. If you are using your computer to send press releases to websites, include “Email” as well. Example:

**Contact:** Your Name

**Phone:** Your Phone Number

**Email:** Your Email Address

2. **Headline:** Start your press release with a clear headline. Your headline should be in bold type, and should clearly announce the “who,” “what,” and “where.” A little creativity can be good in a headline. You do want to grab attention, but it is more important to be clear.
3. **Dateline:** The dateline is often left off press release these days, especially if you are sending a blurb out to your local media contacts. If you are sending a national press release, it is good to include your city, state, and the date.
4. **Body:** Your first paragraph should briefly tell the reader the important news about you and your articles: who you are, what you write about, why your articles or you as a writer are interesting, if you have won any honors or scored high page views, etc. If you have a lot of interesting things to say, write two paragraphs for the body of your press release.
5. **Close:** The final paragraph should include a brief author bio and information about the site or sites you write for, as well as contact information or one short URL. Long URLs don’t translate well in print or on the air. While it is fine to list your personal phone number in the “Contact” info at the top of the press release, be careful about publishing it in the body of your press release for all to see.
6. **Conclusion:** It used to be the norm to end a press release with – 30 – but now a press release often just wraps up with a good summary statement. An example: “To find out more about Your Name, visit <http://www.yourwebsite.com>.” This can be your blog, your personal website, or your favorite profile. Keep the content short and concise or your

release will be cut. It is always a great idea to submit a picture with the release, but make sure it is a “clear” picture, with not too much background clutter if possible.

Local Newspapers:

- The Daily Press <http://www.dailypress.com/services/dp-pressreleases,0,4537054.htmlstory>
- The Virginia Pilot <http://hamptonroads.com/>

Link to State of Virginia Newspapers: <http://www.usnpl.com/vanews.php>

# Virginia Peninsula Chamber of Commerce

HAMPTON • NEWPORT NEWS • POQUOSON  
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## Ribbon Cutting Agreement

The undersigned agrees to host a Ribbon Cutting in accordance with the guidelines and responsibilities in the VPCC's Ribbon Cutting Packet.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Additional Contact Names (if any): \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Ribbon Cutting:  Time:

Sponsor's Signature: \_\_\_\_\_ Title: \_\_\_\_\_

VPCC Approved: \_\_\_\_\_ Title: \_\_\_\_\_

PLEASE SIGN AND EMAIL TO: [sjohnson@vpcc.org](mailto:sjohnson@vpcc.org)

This agreement must be returned 30 days prior to the Ribbon Cutting, unless previous arrangements have been made between VPCC and the member.

