



RIBBON CUTTING INFORMATION & GUIDELINES

Flow of the Event:

1. Chamber Ambassador will advise Employees, Elected Officials, and Attendees where to stand.
2. The Chamber thanks everyone for attending, introduces the Board of Directors, Elected Officials, and Planning Commissioners.
3. Chamber makes opening remarks and presents certificates.
4. RSM City Officials are introduced and make a brief statement then present certificate.
5. Chamber will make final remarks.
6. Business is given the opportunity to thank attendees and invite them after ribbon is cut for refreshments.
7. Business and Chamber take photos in front of store and perform the official ribbon cutting.

Things to consider prior to your ribbon cutting:

- The Chamber Facilitator will arrive 15–30 minutes prior to the event, bringing the large scissors and ribbon. Please have an accessible place to store these items until the event.
- Please designate a member of your team to cut the official ribbon.
- Plan to have your staff and guests arrive promptly so we can start on time.
- Please provide refreshments and a light snack for the attendees following the ceremony (usually 15–30 in attendance). Alcoholic beverages may be served, if desired.
- To attract more visibility to your event, you may want to purchase balloon decor or other promotional items to be displayed at your storefront.
- This is an opportune time to hand out promotional incentives to bring people back to the store (i.e. coupon, special, or promotional item with logo)
- Make an effort to meet everyone in attendance and thank them for attending. They will be more likely to refer you to others if a connection is made.
- Relax, enjoy, and have fun!

Questions? Contact Curt Stanley (949) 257-9997 | curt@advinadv.com