



# Ribbon Cuttings

## OPEN HOUSES & GRAND OPENINGS

The Greater Columbus Georgia Chamber of Commerce conducts Ribbon Cutting Ceremonies as a service to Chamber Investors. Ceremonies can be performed by themselves or as a part of an open house or grand opening. The Chamber is happy to help! Below is the information that you will need.

### **WHO QUALIFIES:**

Current Investors of the Greater Columbus GA Chamber of Commerce who are:

- In their first year of opening a business
- In the first year of purchasing an existing business
- An existing business that has moved to a new location or remodeled

### **WHAT THE CHAMBER DOES:**

- Provides the “giant scissors”
- Provides red ribbon (if want different color, you must provide)
- Promote event on Chamber website
- Includes event in weekly email to all Chamber Investors
- Attends the event and takes pictures
- Post pictures to our social media

### **WHAT THE COMPANY DOES:**

- Coordinates with Debbie Seeley on date, time, and place of event
- Invite special guest
  - The Chamber will promote your event through several different platforms. We encourage you promote yourself and invite your own special guests. You should consider: Mayor, City Officials, Financiers, Contractors, Employees, Customers, Family, Friends, and Media.
- Provide refreshments for your attendees (optional)
- Provide door prizes
- Prepare an agenda and timeline

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Chamber of Commerce



## HOW IT RUNS:

### Sample Ceremony Agenda

- Company Representative welcomes guest
- Introduction of Special Guests/VIPs in attendance
- Introduction of Company President or Manager
- Congratulatory remarks
- Introduction of the company-talk about the business, what it does, your new location or remodeling, give your operating hours, introduce staff, etc.
- Cut the Ribbon-pose with the ribbon and scissors, include whoever you would like for this moment: staff, dignitaries, family, and/or friends
- Invite attendees to tour your facilities, refreshments, etc.

## KEEP IN MIND:

- The further ahead you contact us, the more exposure you will receive
- Keep in touch with your Chamber contact as plans progress
- If parking will be an issue, let us and your attendees know in advance

## WHAT CAN I DO TO MAKE IT THE BEST?

- Create a unique flyer to share on social media, we can include in our monthly Investor email, email to your invited guest
- Send out a direct mail piece to invite local residents, businesses, etc.
- Create a press release and send to local media
- Invite clients, employees, board of directors, local officials, etc.
- Invite corporate staff from out of town/corporate headquarters
- Invite anyone who helped with your business (bank, attorneys, accountants, etc.)
- Offer complimentary snacks and beverages, door prizes, or take-aways
- Invite local sports or business mascots and superheroes in costumes

## RIBBON CUTTING CHECK LIST

- ✓ Fill out the Ribbon Cutting Information Sheet and return to Debbie Seeley
- ✓ Coordinate with Debbie Seeley at the Chamber for date, location, and time
- ✓ Contact Mayor's office to request attendance
- ✓ Create Invite List and send out invitation (printed, digital, social media, etc.)
- ✓ Prepare agenda for event
- ✓ Plan refreshments, tours, door prizes, etc.
- ✓ Send agenda to Debbie Seeley prior to event
- ✓ Day of event: enjoy your guests and showcase your business to Columbus