

Guide to hosting a successful *Ribbon Cutting*

Whether you are a new member or owner, celebrating a new location, new ownership, expansion or milestone anniversary, we are grateful for the opportunity to be a part of your special event.

Planning your ceremony

Attendance

Ceremonies are held Mondays at 4:30 p.m., Tuesdays-Thursdays at 11:30 a.m. or 4:30 p.m. and Fridays at 11:30 a.m. Typically 10-12 Chamber volunteers attend the event, but the total number of attendees can be influenced by how much outreach your business conducts prior to the event.

In addition, we suggest:

- Inviting family, friends, clients and neighboring businesses.
- Promoting the ceremony on your website and/or social media channels.
- Combining a planned open house, grand opening or other celebration with your ribbon cutting ceremony to maximize attendance.

Many businesses choose to offer light refreshments. You are welcome to do so, but it is not required for hosting a ribbon cutting event. If you choose to do so, you can find caterers, restaurants and grocery stores in our [Chamber Member Directory](#) at siouxfallschamber.com.

Share your details

The Chamber will send you a questionnaire that must be completed — at minimum — one week in advance of your ceremony. This information allows us to plan the program and complete your personalized agenda.

Plan ahead by selecting:

- A representative of your business to give brief remarks during the program. This can be an overview of your products/services, recent developments, future goals, expressions of gratitude, etc.
- Two people to hold the ribbon during the ceremony. These individuals should be separate from your speaker(s). We strongly recommend that your ribbon holders be over the age of 12.

Marketing your event

The Chamber publicizes your ribbon cutting by:

- Inviting our Board of Directors and members of our Ambassador, Diplomat and YPN Steering Committees.
- Listing your event on our website's event calendar.
- Promoting it in *Quickly*, our weekly email to members.
- After the ribbon cutting, the Chamber will post a photo on our social media pages, tagging your business.



Your ribbon cutting agenda

Please communicate this plan with your staff who will be involved in the ceremony, your speaker(s) as well as ribbon holders so everyone knows what to expect.

Before the ceremony

- Chamber staff will arrive approximately 30 minutes before the ceremony to set up and review the agenda.
- The Chamber will furnish a microphone and speaker, ribbon and scissors and will also take photos during the ceremony.
- From the arrival of Chamber staff to the departure of most guests, plan on approximately 60-75 minutes total. The typical ceremony itself lasts about 20 minutes.

During the ceremony

- A member of our Ambassador Committee will act as the emcee of the event. They will open the ceremony by reading the information about your business you provided on the questionnaire.
- A member of the Diplomat Committee will offer a short message congratulating you and your business.
- A member of the Young Professionals Network will offer a brief message of congratulations.
- The person(s) you have designated to speak on behalf of your business will be introduced to share remarks.
- A plaque to commemorate the event will be presented to your designated speaker.
- Chamber staff will take limited photos of the event, including an extended group photo for our social media pages, a formal photo for *Chamber News* magazine and selected speaker photos. These photos will be provided to you following the event.
- For the formal photo, we will count down from three, at which point, you may cut the ribbon.
- After the ribbon is cut, feel free to greet your guests and celebrate the occasion with them!

Questions? Contact **Parker Rieffenberger** for more information or to schedule your ribbon cutting at (605) 373-2007 or prieffenberger@siouxfallschamber.com