



2009 Chamber Ribbon Cutting Information Packet

Congratulations! If you are reading this, you must be celebrating the opening of a new business or the expansion/relocation of an existing business in Walker County or the surrounding area. We are excited for your success and value the opportunity to help you mark this important occasion! We hope the following information is helpful to you. Please contact the Chamber office at (706) 375-7702 with questions.

~Walker County Chamber of Commerce~

What is a Chamber ribbon cutting?

A ribbon cutting is the ceremonial opening of a new or newly-renovated/relocated business. It can launch a business's first day of business or it can take place after the business's opening. Yes, you actually cut a ribbon! Each business decides where they would like to cut their ribbon. The most common location is across the main entrance of the building but it can also be at another important location within the business, especially during inclement weather.

Because a ribbon cutting marks a very important moment in the business's history, it is also a great photo opportunity. Each business chooses the group of people they want assembled for their photo. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those who attend. In the past, business owners have used the time to publicly thank those who have helped to make their business aspirations a success. They also take the opportunity to talk about their business' products and services.

You must be a new or current Chamber member in good standing for the Walker County Chamber to support and help coordinate your ribbon cutting.

What are the benefits of holding a Chamber ribbon cutting?

By hosting a ribbon cutting, you can:

- Announce your ribbon cutting on the Chamber's website calendar
- Begin a customer base
- Familiarize the public and Chamber members with your physical location
- Familiarize the public and Chamber members with your product/services
- Generate possible leads and sales from attendees
- Have your business's ribbon cutting photo and cutline sent to local media outlets
- Introduce both the public and Chamber members to your business
- Publish a photo of your ribbon cutting in the Chamber's bi-monthly publication, Chamber News, to approximately 500 businesses

What does the Chamber charge to conduct a ribbon cutting?

We provide all of the following services absolutely free to Walker County Chamber members as part of your membership benefits!

What does the Chamber do for my ribbon cutting?

The Walker County Chamber will gladly:

- Arrive at your location early to go over the outline of the event
- Bring the official ribbon-cutting scissors
- Invite Chamber members, local officials and the media
- List your ribbon cutting on the Chamber's website calendar
- Provide you with the ribbon
- Publish a photo of your ribbon cutting in bi-monthly publication, Chamber News
- Send the photo of your ribbon cutting and a cutline to local media outlets (Walker County Messenger, Chattanooga Times Free Press, Chattanooga.com and more)
- Take a photo of your ribbon cutting and email it to you afterwards (using our camera)
- Welcome attendees and speak at your ribbon cutting

What do I do for my ribbon cutting?

We ask you to carefully consider and determine:

1. Your date and time. After *many* ribbon cuttings, the Chamber has discovered that mid-day ribbon cuttings draw the largest crowds. We have also discovered that mid-week (Tuesdays through Thursdays) work best for attendance. We're sorry; the Chamber cannot promise assistance with ribbon cuttings on weekends and holidays.

2. Who will cut the ribbon? The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like! If the Mayor attends, he or she often cuts or helps to cut the ribbon.

3. Your remarks or speech. This is usually done when everyone is gathered around the ribbon and before it is cut.

4. Other details to enhance your event. Refreshments, drinks, 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.

5. Organize a separate PR campaign. If you would like to invite the general public, you should explore other advertising avenues.

6. Complete and return the Chamber's Ribbon Cutting Registration Form. This form is included in this packet.

Who will attend my ribbon cutting?

The Chamber will automatically invite the Chamber's membership, media and local officials by sending them a Ribbon Cutting Notice two weeks before the event and a reminder the week before.

While we'll list your ribbon cutting on our website calendar, we encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. You should also consider inviting your business partners, financiers, contractors, employees, customers, friends, and family to be with you to celebrate this momentous occasion in your business's history.

What have other businesses done to make their ribbon cutting and/or grand opening unique?

- Conducted a separate PR campaign to try to grab media attention
- Decorated with balloons, banners, lights, and etc.
- Gave door prizes or other give-a-ways
- Gave free samples of their product or services
- Hosted an on-site remote radio broadcast
- Invited corporate staff from out-of-town corporate headquarters
- Invited lots of clients, employees, and/or board directors from their organization
- Offered complimentary appetizers
- Offered complimentary beverages
- Sent a special direct mail piece/invitation to area residents and/or non-member businesses
- Sent a special invitation to the entire Chamber membership

NOTES

- You must be a new or current Chamber member in good standing for the Walker County Chamber to endorse and help coordinate your ribbon cutting.
- There are approximately 350 Walker County Chamber of Commerce members. Our membership represents small organizations, big corporations, and self-employed individuals.



Ribbon Cutting Registration Form

- Ribbon Cuttings must be scheduled at least two weeks in advance.
- We're sorry; the Chamber cannot promise that a Chamber representative will be present at events scheduled after 5 p.m. Monday thru Friday, on weekends or holidays.

- Complete this Form and Return it to the Chamber Office -

SECTION ONE: TELL US ABOUT THE EVENT

Event Type (please check all that apply):

Grand Opening Relocation Remodel Ground Breaking

Date of the Event: _____

Time of Actual Ribbon Cutting Ceremony: _____

Company Name: _____

Contact Name: _____

Phone Number: _____

Email: _____

Address of Ribbon Cutting: _____

Description of event including special door prizes, event-only offers, etc.: _____

Please fax or e-mail this form to:

Walker County Chamber of Commerce

Phone: 706-375-7702

Fax: 706-375-7797

E-Mail: info@walkercochamber.com

Office Use Only:

Date form received: _____

Chamber member in good standing

Website calendar updated

Notice Scheduled

Reminder Scheduled

Photo of event sent to media: after event