

**Tips for a successful Ribbon Cutting**

**Scheduling a Ribbon Cutting**

Congratulations on having a reason to host a ribbon cutting!  Whether you are just opening your doors or expanding to a new location, it’s a very exciting time for your business or organization.  The Harrah Chamber of Commerce is truly honored to be a part of your big day.

**Ribbon Cutting ceremonies are the perfect way to celebrate a:**

* Grand opening
* Expansion
* New Location
* Rebrand
* Anniversary

At the Harrah Chamber of Commerce, we are happy to help you coordinate your Ribbon Cutting ceremony.  Please keep the following in mind:

* *Advanced notice:* We recommend scheduling your Ribbon Cutting at least two weeks in advance, preferably longer, to ensure that we have gotten the word out to all our members.
* *Time:* The best time to schedule a Ribbon Cutting is on a Monday-Thursday between the hours of 9am – 4pm, but we have found Tuesdays and Thursday 11am or 1pm work best for the highest Chamber member attendance. Night time and weekend events are difficult because of other professional/personal commitments.

*Supplies:* The Chamber will bring ceremonial scissors and red ribbon for you to cut.  People often ask if our scissors actually cut. And yes, they certainly do!

*Marketing and Promotion:* The Chamber will assist you in promoting your Ribbon Cutting.  Your event can be open to the public or small and intimate with only invited guests.  That’s entirely up to you! The Chamber will photograph the event and the images will be published on our Facebook and in our weekly email blast.

**Preparing for your Ribbon Cutting:**

* Think about who you would like to attend your Ribbon Cutting. You are welcome and encouraged to invite anyone to your ribbon cutting, including current clients, prospective clients, suppliers, family members and friends, office neighbors, etc. This includes inviting the local media. (A great way to do this is by writing and issuing a press release.) You can keep it small or make it a big event.
* Let the Chamber know if you want us to post it on our website as a Chamber event.  This will ensure that we promote it via our website, email blasts and social media.
* If you choose to make this a grand event, be sure to share the event on social media (including creating a Facebook event that we will share), the homepage of your website and email blasts.
* The best spot to cut the ribbon is in front of a sign, door or wall that has your company name or logo.  This makes for a great photo opportunity.
* Consider designating someone to take photos of the ceremony for you.
* You may want to have a short speech prepared to say to your guests after you cut the ribbon.
* Some businesses like to provide refreshments and tour for their guests. Drinks and snacks are a great way to keep people socializing at your business, building relationships and facilitating networking. Food can range from simple crackers/ appetizers with soft drinks, wine and beer, desserts to whatever you choose. This is NOT a requirement, but it is a nice touch.

Most importantly, have fun with your ribbon cutting!  It’s a great opportunity to showcase and celebrate your business with the local community.  Questions about planning your ribbon cutting can be directed to our Executive Director Brandy McKay 454-2190/ 405-618-1725

*Remember, the Harrah Chamber of Commerce is here to help you along the way!  Please reach our so we can ensure that your Ribbon Cutting goes off without a hitch!*