



## RIBBON CUTTING INFORMATION PACKET

Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, or the expansion/relocation of an existing business in the Nucla Naturita Area Chamber of Commerce (NNACC) region. We are excited about your success and appreciate the opportunity to help you mark this momentous occasion.

### WHAT IS A CHAMBER RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new, newly renovated, or relocated business. It can inaugurate a business's first day of business, or it can take place weeks after the business's soft opening. The Chamber also considers ribbon cutting requests for renovation/expansion and anniversary celebrations. We provide these services absolutely free to Chamber members.

Yes, you actually cut a ribbon. The most common location is the main entrance of the building, but it can also be stretched across another important location within the business, especially during inclement weather.

### WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. Each business chooses the group of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered.

Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Shelton-Mason County Chamber to endorse and help coordinate your ribbon cutting.

### WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?

The NNACC will gladly invite the Chamber Board of Directors and local government officials to attend, promote your event through our online calendar, Facebook page, and electronic E-news, arrive at your location with ribbon and official ribbon-cutting scissors, welcome attendees and introduce you at your ribbon cutting, and take photos and share them with you and to local media representatives following the event.

### THINGS TO CONSIDER

**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.

**WHEN** will you hold your event? We find that Tuesday – Thursday, midday over the lunch hour, late afternoon or early evenings draw the largest crowds. We cannot assist with events scheduled on weekends or holidays.

**WHAT** you wish to share when you speak just after the ribbon is cut. You can thank those who helped along the process, how you came about owning/updating/moving, and share any specials or upcoming events. Please limit your speech to 3 minutes.

**HOW** you can maximize this program. Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

**THE TYPICAL RIBBON CUTTING EVENT WILL LAST ONLY 15-30 MINUTES.** Refreshments, drinks, door prizes, and decorations are optional and up to you. Keep in mind, however, that ribbon cuttings are typically short and sweet.

- Chamber Ribbon Cuttings must be scheduled at least two weeks in advance.
- Requests will be taken on a first-come basis and will not be considered without this form.
- The Chamber can only host one ribbon cutting per week.

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## EVENT INFORMATION

Event Type:     Grand Opening     Relocation     Anniversary     Expansion/Renovation

Requested Date/Time: \_\_\_\_\_

Alternate Date/Time: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Location Address: \_\_\_\_\_

Description of Event (including special door prizes, event-only offers, etc.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who is speaking for your company (please include names and titles): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PHOTO REQUESTS

Consider who you want to be in the photo. Typically, owners, executive staff, and/or board members will cut the ribbon; up to three people can comfortably hold the scissors.

Who will be holding the scissors? Name/Title \_\_\_\_\_

\_\_\_\_\_

The people who hold the ribbon are considered honored guests. Consider up to four of your employees, family, business partners, etc. for this position.

Who will do the honor? Name/Title \_\_\_\_\_

\_\_\_\_\_

## WHAT DO YOU NEED FROM THE CHAMBER?

- Chamber official ribbon cutting scissors
- Contact local media
- Colored ribbon
- Notify the Town Council & Mayor
- Notify the Montrose County Commissioners

<p><b>Please email, fax, or mail this form to:</b></p> <p>Nucla Naturita Area Chamber of Commerce PO Box 425   230 W. Main Street   Naturita, CO 81422 Phone: 970.865.2350   Fax: Same <a href="mailto:NNACCDirector1@gmail.com">NNACCDirector1@gmail.com</a></p>	<p><b>Office Use Only:</b></p>
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