



## **RIBBON CUTTING CEREMONY**

**This is one of the Benefits of being a Chamber Member!**

**Take this opportunity to showcase your business or organization!**

The Otay Mesa Chamber of Commerce conducts Ribbon Cutting Ceremonies as a free service to Chamber members. Ceremonies can be performed by themselves or as a part of an open house or grand opening.

- Any business or organization moving to a new location, remodeling its facility, under new ownership or new management, or launching a new product or service qualifies for a ribbon cutting ceremony.
- A Ribbon Cutting Ceremony must be requested and set up at least 4 weeks prior to the event.

### **WHAT THE CHAMBER DOES:** (Costs are covered through your Chamber Membership)

- Attend the event - Typically our Ambassadors, Executive Director and Chamber staff attend. On occasion and upon availability, the President of the Board, Board Members and City Councils may attend.
- Promote the event beforehand by posting the ceremony on the Chamber website calendar of events
- Market the ceremony by sending out a broadcast email to all our members Ambassadors, Chamber Board Members, and dignitaries to notify them of your opening
- Attends the event and takes pictures of the Ceremony (we bring camera) – Photos emailed to you upon request

### **WHAT YOUR COMPANY DOES:**

- Sets the date and time of the event – typically at the end of the work day (4PM or later) – please coordinate this with the Chamber if at all possible well in advance to avoid date and time conflicts
- Determines which public officials will attend – those you invite could include:
  - For the City – Mayor, City Manager, City Council Members
  - For the County – County Commissioners
  - State officials if applicable (depending on the nature of the business)
  - Your Board of Directors, if applicable
  - Friends and Family
  - Those who helped with your new location – contractors, bankers, etc.

- Invite the media –
- Provides the scissors and ribbon to cut
- You provide any refreshments for those in attendance – this is entirely up to you
- Prepare an agenda (We strongly encourage you to prepare an agenda, things run much more smoothly with an agenda, even if it's just sketched out. See below.)
- Provide background information on your company ahead of time to those who are speaking so they can prepare remarks

**HOW IT RUNS:** Your agenda could be something like this...

- Welcome Guests & Congratulatory Remarks – The Executive Director for the Chamber will say a few words about welcoming your new business or organization and introduce you as the owner or representative - These are very brief (1-3 minutes)
- Introduction of Chamber Representatives in attendance, dignitaries, Chamber Staff.
- Thank you for attending – by a company/organization representative
- Intro on the company/organization – Explain what you do if a new business/organization, If a new or remodeled location – if a second location or a move, your hours; introduce your staff
- Cut the ribbon – usually done by dignitaries and head company/organization rep., some choose to have all employees do the cutting.
- Refreshments may be served, at which time people have the opportunity for a tour of your business.
- You may want to advertise and offer a discount promotion for a few hours surrounding the ceremony; for example: a 15% discount on merchandise or services purchased for the two hours following the ceremony.

**KEEP IN MIND:**

- The further ahead you contact us the more publicity we can give your event
- Weekend grand openings (including Friday after 5:00) are harder for the Chamber to draw attendance to than weekday events
- Keep in touch with the Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute, or will show up without RSVP-ing
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance

For more information, contact us by emailing Rebecca A. Torra, Marketing Manager at [rtorra@otaymesa.org](mailto:rtorra@otaymesa.org) or calling (619)661-6111.