



HOW TO:

HOST A RIBBON CUTTING
OR GROUNDBREAKING
CELEBRATION

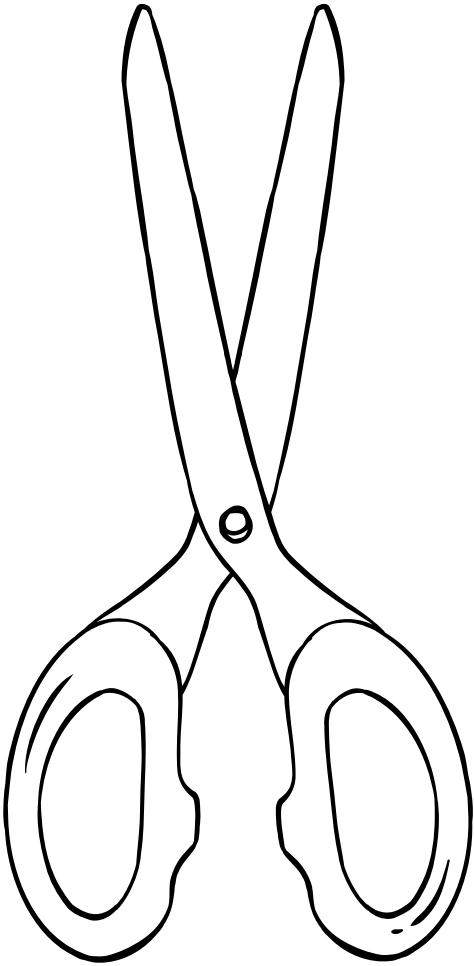


menomonie area
CHAMBER & VISITOR CENTER

WHAT IS A RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new business, newly renovated business, relocation, groundbreaking, anniversary, or other major milestones for a business.

You must be a new or current Chamber member investor in good standing (dues paid) for the Menomonie Area Chamber & Visitor Center to participate in your celebration.



Benefits of a Chamber Ribbon Cutting or Groundbreaking

- Introduce the public & Chamber member investors to your business
- Invitations for your event are sent to the Chamber's email list, including Elected Officials
- Press releases are generated to enhance media exposure with local news outlets
- Your event receives a listing on the Chamber website
- Introduce the community to your product(s) or service(s)
- Begin or expand the business customer base
- You will have full access to photos taken by the Chamber staff during your event
- Event photos are posted on the Chamber's social media platforms, boosting your exposure
- No fees are issued by the Chamber to host this special event with your business

WHAT CAN THE CHAMBER STAFF DO FOR YOU?

A ribbon cutting or a groundbreaking is YOUR event. The Chamber is here to assist you with the following:

- Invite the community. This includes Chamber Board members, Ambassadors, Committee members, and member investors
- Invite Elected Officials and local media
- Distribute event press release
- List your event on our social media platforms & website
- Provide a welcome speech and congratulations
- Bring the BIG SCISSORS and ribbon
- Provide three golden shovels (groundbreaking)
- Record the event for social media platforms
- Take photos of your event
- Design promotional image and send to the host
- Be available to assist you with questions



WHAT ARE THE HOST RESPONSIBILITIES?

Your business is the host of this event. Make it yours!

The Chamber is here to help you. However, we strongly encourage you to take some of the following suggestions into consideration. Conducting your own PR campaigns to increase awareness is highly suggested. Please note, that you should not rely solely on the Chamber for your audience or event festivities.

- Designate a contact person who will communicate with the Chamber
- Give a quote for a press release, or write your own, and send it to the Chamber
- Finalize details before promoting the event, ensure the Chamber and the host are on the same page
- Run ads on social media
- Send email & paper invitations
- Invite clients, employees, friends, family, contractors, and past, present, and future customers
- Order banners and signage, if you choose
- Consider offering branded giveaway items or having door prizes
- Designate a speaker/speakers for the event
- Consider giving guided tours, product demos, etc., if possible
- Food and beverages are not required but are recommended, they add a nice touch! Please contact the Chamber team to ensure you are in compliance for food and beverage safety.
- Have a sign-in sheet for guests with a line for email addresses
- Send thank you emails/notes to attendees, speakers, and special guests