



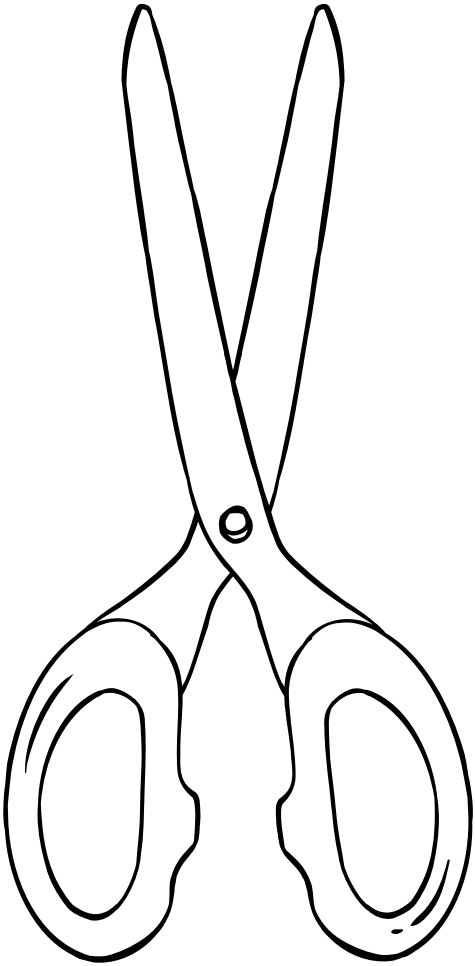
# HOW TO:

*Host a Ribbon Cutting or  
Groundbreaking Celebration*

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**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

# Ribbon Cutting Frequently Asked Questions

Planning a Ribbon Cutting is EXCITING! You may have many questions or not know where to start. Luckily, since this is your event, there are no set rules! Here are a few FAQ that may help.

**Q: When should I begin talking to the Chamber about my event?**

*A:* Begin the conversation approximately 1 month prior to the Ribbon Cutting. This allows the Chamber to confirm the date, add it to the calendar, and share it with investors and media

**Q: When is the best time to have a Ribbon Cutting?**

*A:* Ribbon Cuttings are best on Tuesday, Wednesday, or Thursday between 9:00 AM and 2:00 PM. The Chamber is NOT able to assist with Ribbon Cuttings on the weekend or after 5:00 PM.

**Q: How many guests can we expect?**

*A:* The Chamber cannot guarantee the number of attendees. Multiple factors play into how many guests will attend. You are welcome to require an RSVP if you choose.

**Q: What kind of speech should I prepare?**

*A:* We recommend a 3-5 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude.

**Q: How long does a Ribbon Cutting last?**

*A:* Generally, the ceremony lasts 10-20 minutes. Many hosts choose to extend activities for 30 minutes to two hours after the ribbon is cut.



# Ribbon Cutting Information Form



Ready to host your Ribbon Cutting or Groundbreaking Celebration? Please fill out this form and return it to the Chamber no later than 4 weeks prior to your event.

**Business Name:**

**Contact Person:**

**Contact Email:**

**Requested Dates (list 3):**

**Description of Event:**

**Event Style:**

- Public Event (open to the community)**
- Private Event (invitation only)**



# Congratulations!

This is a significant milestone, and we are grateful for the opportunity to be a part of your special event.

Whether you are a new business, celebrating an anniversary, launching a new product, or just simply celebrating a milestone event, we extend our sincere congratulations to you on this new endeavor.

Thank you for being a valued member investor of the Menomonie Area Chamber & Visitor Center! We appreciate the opportunity to serve you.



**QUESTIONS?**

Contact Us:

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menomoniechamber.org  
715-235-9087

