

Ribbon Cutting Ceremony Planning Guide

Ribbon Cuttings are an excellent way to announce to the whole community that you are Open for Business! Any business moving to a new location, remodeling its facility, under new ownership or new management, launching a new product or service qualifies for a ribbon cutting ceremony as long as that business is a member in good standing of the West Jordan Chamber of Commerce.

The West Jordan Chamber of Commerce is pleased to assist you with your grand opening or ribbon cutting. Here are the answers to a few commonly asked questions:

WHAT DOES THE CHAMBER DO?

- Sends out a broadcast email in our weekly Happenings Newsletter to notify our members of your opening.
- We put your event on our Monthly Events Calendar.
- Provides the official ribbon cutting “giant scissors” with ribbon.
- Takes pictures for the Business Pulse in the West Jordan Journal Newspaper, facebook, and for local publications for possible media coverage.
- Arranges for our Chamber President, Board Chairperson, Board Members and West Jordan Mayor. (May vary due to scheduling)
- We put your ribbon cutting picture and bio in the West Jordan Journal the following month.
- Sam’s Club will donate a cake for your event. We will send your logo to them to have them put on cake.

WHAT DOES YOUR COMPANY DO?

- Schedules a date and time of the event – please coordinate this with the Chamber 30 days in advance to avoid date and time conflicts.
- Send the Chamber your Logo and bio.
- Provides background information on your company and write a short summary of the facts and reasons for the ceremony, approximately 35 words long. Please e-mail this to Erica@westjordanchamber.com when you schedule the Ribbon Cutting to prevent delays in printing.
- Be there – this is your ribbon cutting we need you for the pictures and information.
- Invitations –Please invite as many people as possible for the greatest impact. Suggestions include: your family, friends, business associates, customers, etc. You may want to offer an advertised discount promotion for a few hours surrounding the ceremony; such as a 15% discount on merchandise purchased for the two hours following the ceremony.
- Provides light refreshments. It can be a nice touch depending on the type/size of the event. We can provide you with a list of Chamber Members that can help cater or a list of any rental needs.
- You may hold on-going activities, specials, and/or drawings throughout your event to encourage attendance and purchase.
- If you have a home-based business, or feel your location would not be suitable for the ceremony, you can use the Chamber facility free of charge.

KEEP IN MIND:

- Weekend ribbon cuttings (including Friday after 5:00) are harder for the Chamber to draw attendance to than weekday events. We want your event to be successful!
- The ribbon cutting location – the ribbon cutting should take place in an area that might have your company name in the background
- Keep in touch with the Chamber as your plans progress.
- 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.
- The farther ahead you contact us the more publicity we can give your event.
- If you have a digital version (jpg/gif) of your logo, please email it to Erica@westjordanchamber.com so it can appear on our email.