



## **Ribbon Cutting Procedure for New Chamber Member Without a Physical Location**

Welcome new member!

Ribbon-cutting ceremonies are a great way to have your business introduced to the Chamber membership and community. Plus, it creates a special memory to signify your new membership in the Chamber.

Our goal is to provide a seamless experience for new Chamber of Commerce members who do not have a physical location and to hold their ribbon-cutting ceremony at the Chamber office.

The Chamber schedules ribbon cuttings on either a Tuesday or Thursday starting at 5 PM with the ribbon being cut around 5:30 PM for maximum success. We want attendees to network and get to know the new member.

Here's how it all works.

## 1. Initial Coordination and Planning:

- Welcome Call/Meeting: Set up an introductory call or meeting between the Chamber representative and the new member to confirm the ribbon-cutting date, time, and expectations.
- Confirmation of Supplies and Responsibilities: Confirm the new member will bring light appetizers, beer, wine, and water. Bring items that reflect your business.
- The Chamber will provide:
  - Venue (Chamber office and courtyard).
  - Ribbon, scissors, and ambassadors.
  - Photographer to capture moments during the event.

## 2. Pre-Event Marketing and Promotion

- Event Announcement: The Chamber will announce the ribbon cutting on all social media channels, the Chamber website, at prior events, and in newsletters, tagging the new member's business (if applicable).
- Invitations: Businesses are encouraged to invite their customers, vendors, and community partners, and post the event on their social media platforms.
- Event Reminders: The Chamber sends out reminders to all ambassadors 24 hours before the event and posts them on social media.

## 3. Event Day Procedures

- Set-Up (Chamber Office): The Chamber team will prepare the venue by setting up the ribbon-cutting area, and setting up a table for the appetizers and beverages provided by the new member.
- Ensure all equipment for ribbon-cutting photos (ribbon, scissors) is readily available.
- Business Arrival: The new member should arrive 30-45 minutes early with appetizers, beverages, and any promotional materials. Don't forget your business cards.
- A Chamber representative will assist in setting up the refreshments and ensure everything is arranged.
- Welcome and Networking: Chamber ambassadors will greet attendees, introduce the new member, and facilitate networking.
- Offer guests the provided refreshments.

#### 4. Ribbon Cutting Ceremony:

- Chamber staff will gather attendees and prepare the new members for the ribbon cutting.
- The Chamber's representative will say a few words, introducing the new members and the services they provide.
- Conduct the ribbon cutting, followed by photo opportunities.

#### 4. Post-Event Marketing and Follow-Up

- Press Release and Photo Distribution: The Chamber will send a press release to local media, including photos from the event.
- Social Media Highlights: Post-event highlights on Chamber social media platforms, tagging the new members and celebrating their official welcome.
- Newsletter Recap: Include a feature in the Chamber newsletter with photos and a description of the new member's business.
- Thank-You Note: Send a thank-you note to the new members, thanking them for their participation and refreshments, and welcoming them again to the Chamber community.

To schedule your initial ribbon cutting please contact the Chamber at [director@carefreecavecreek.org](mailto:director@carefreecavecreek.org).

Ribbon-cutting ceremonies for new members are part of your membership benefits. We hope you take advantage of this great marketing opportunity.