



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 non-brick and mortar ribbon cuttings once a quarter on a Tuesday 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 members.

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, water, cutlery, cups, etc. 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.
 - Email, mail your clients and vendors
 - Post the ribbon cutting graphic the Chamber creates on all your social media platforms announcing your ribbon cutting
- Event Reminders: The Chamber sends out reminders to all ambassadors 24 hours before the event.
- Event Reminder: The Chamber posts a reminder on all social media platforms the morning of the ribbon cutting.

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 or business owner will say a few words, introducing themselves to everyone about who they are and the services they provide.
- Conduct the ribbon cutting, with the photo opportunities.

4. Post-Event Marketing and Follow-Up

- Social Media Highlights: Post-event photo highlights will be posted on all the Chambers's social media platforms, celebrating their official welcome.
- Celebration Newsletter: Announcements and photos will be included in the monthly celebration newsletter.
- Thank-You Note: We recommend the new business send a thank-you note to all those who attended their ribbon cutting.

To schedule your initial ribbon cutting please contact the Chamber at 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.