



RIBBON CUTTING CEREMONY PLANNING GUIDE

WAYNE COUNTY CHAMBER OF COMMERCE

The Wayne County Chamber of Commerce wants to celebrate with your 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 Wayne County Chamber of Commerce.

SCHEDULING

Please contact Lara Landers, lara@waynecountychamber.com, as soon as you determine the date and time you would like to hold your event. This will provide the time needed to ensure there are no other conflicts with the date and that proper marketing time is allocated.

- Weekend ribbon cuttings (including Friday after 5:00) are harder for the Chamber to draw attendance to than weekday events.
- Please provide background information on your company, logo and a short summary of the reasons for the ceremony, approximately 50 words long.

Green Thumb Florist
Thursday, June 1, 2017
4:30pm
101 W. Chestnut St.

EXAMPLE

“Green Thumb Florist was started in 2003 in Faison, NC but in January 2017 they began to make plans to move to historic downtown Goldsboro just around the corner from the Paramount. We are a full service florist serving the Wayne County and the northern end of Duplin county areas. With 20+ years of floral experience our designers can create a beautiful arrangement for any occasion. Open Monday thru Friday 9am-5pm and Saturday 9am to 12noon. Please join us for our Grand Opening,” stated Elva Graham, owner.

- 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.
- 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.
- Consider providing light refreshments for attendees. It can be a nice touch depending on the type/size of the event.
- 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.

WHAT DOES THE CHAMBER DO?

- The Chamber will include your event invitation in the weekly e-blasts to more than 2,000 names on our email list to notify them of the event.
- Provides the official ribbon cutting “giant scissors” with bows and ribbon
- Takes pictures of your event, provides commemorative plaque, and records the event live on Facebook
- In addition, the Chamber arranges for Chamber President, Board Members, City/County Officials and Ambassadors to attend. (May vary due to scheduling)

We look forward to working with you!

Kate Daniels, President

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