



Ribbon Cutting/Grand Opening Checklist

The Little River Chamber of Commerce & Visitors Center is excited about your upcoming ceremony and we are committed to providing you with maximum exposure! We offer this service as a benefit of being a chamber member at no additional cost to you. Ribbon Cutting services are available to any new member or any member with a new or changed location. The success of a ribbon cutting or grand opening ceremony can directly impact your business' potential. We respect that each business owner has different resources and desires during this occasion and we work to make each event personal according to your business needs.

The Chamber will:

- Schedule the event according to your time and wishes
- Photography services
- Provide ribbon and scissors for the event
- Publicize your ceremony in the weekly e-newsletter, website calendar of events, dedicated e-blasts and mentions on Chamber Chat, weekly chamber radio segments on Cool 105.3 and WNMB 900.
- Post event publicity to include press releases to local media, pictures and write-up on Ribbon Cutting Page on Chamber's website and Social Media Platforms and inclusion in published Chamber newsletter.

Business owners should:

- Contact the chamber with a date and time that is good for you, preferably during normal business hours.
- Submit a News Release through the member section of the chamber website *or* email us a copy of your logo and an "about us" paragraph.
- Update your Business Directory listing as we will be linking to it in anticipation for your Ribbon Cutting/Grand Opening.
- Invite those you would like to attend the event, including: customers/patrons, family, staff, friends, political leaders and anyone else you would like present at your event.
- Provide refreshments at your discretion. Some businesses only have time to cut the ribbon and then get back to business, while some provide light refreshments for the event for a longer period of time. This is a matter of personal choice, resources and time.
- Address those in attendance and introduce key staff members that are in attendance, speak about what sets your company apart from the competition, and highlight any products or service you provide.
- Your ribbon cutting will be the first time many people enter your business. Consider giving tours or demonstrations, discounts on products and services, hand out marketing materials including brochures, price lists and/or sample products that will encourage your guests to become customers.
- Have fun! Anything goes as this is your event.

Please contact the Little River Chamber of Commerce & Visitor's Center at 843-249-6604 or at info@LittleRiverChamber.org with any questions. Congratulations and best of luck to you!