

# Fort Worth Chamber (FWC)

## Ribbon Cutting Resource Guide

### ***What is the purpose of a Ribbon Cutting Ceremony?***

A Ribbon Cutting Ceremony is an event that's focused on celebrating your business' milestones or publicizing a new achievement. It can be for:

- Marking a grand opening
- A re-opening or new management
- Celebrating a milestone
- A new location of business

### ***Responsibilities and expectations:***

FWC will provide the following:

- Promote the ribbon cutting on the FWC events calendar to other members
- Remarks by Action Ambassador Chair or FWC representative
- Supply the ribbon and ceremonial scissors

### ***What happens at the ceremony?***

A ribbon cutting ceremony often includes:

- 1) Remarks by stakeholders, owners, or other business representatives
- 2) Cutting of the ribbon\*
- 3) A tour of the business and networking
- 4) Refreshments

### ***Who cuts the ribbon?***

Typically, the person responsible for cutting the ribbon is the owner, senior executive, or other notable person. Who you select to cut the ribbon is ultimately your choice!

*\*If you have a photographer, make sure they are aware of who will be cutting the ribbon so that they can capture quality photos.*

### **Your Ribbon Cutting Checklist:**

- 1) **Select the date and time:** Please note that FWC can only attend Ribbon Cuttings held Monday through Thursday from 9am to 4pm.
  - Be aware of major holidays and avoid planning for those days
  - Tuesdays, Wednesdays, and Thursdays are best for attendance
  - Choose a date that you are 100% certain your space will be complete and available
  - If your ceremony is outside, create a contingency plan to relocate inside if needed
  - Ensure all key stakeholders can attend on the tentative date/time
  - Select a time: 2pm - 3pm in the afternoon is when most people may be more available and is between mealtimes
  
- 2) **Make a guest list:** Review your list with leaders and key stakeholders. Take the size of your venue into consideration as you refine your list. Invitees may include:
  - Potential & current customers
  - Suppliers and other partners
  - Neighboring businesses
  - Dignitaries and public [figures](#)
  - Media
  - Team members and their families
  - Friends and family
  - Supporters, sponsors, and donors
  
- 3) **Choose who will cut the ribbon:** Your ribbon cutter may want to create their own speech. Encourage them to keep it short and sweet.

#### Unsure what to say? Here are some suggestions:

- Welcome, introduce the business and yourself (My name is \_\_\_\_\_ and I am the \_\_\_\_\_ of [business name])
- Show appreciation to the community and audience for attending as well as to supporters and key stakeholders that helped make this milestone and event happen
- Introduce notable members of the community in attendance and who will be cutting the ribbon
- Describe what will happen after the ribbon cutting ceremony (such as building/office tour, refreshments, or more speakers)

**4) Create and send your ribbon cutting invitation:**

- Include time, date, location, directions, parking and dress code
- If RSVP is desired, give a minimum of 10 days to respond and track responses
- Decide whether you'll be sending paper invites, digital, or both
- Create a press release for your ribbon cutting that you can share with media
- Publicize your event on your social media accounts
- Send out reminder emails as the ceremony nears

**5) Other event planning considerations:** Additional vendors may be needed for the following event needs, if not being done in-house:

- Emcee, host, or Master of Ceremonies
- Audio/visual rentals
- Entertainment (live music, DJ, photo booth, etc.)
- Refreshments & food
- Door prizes (including fishbowl to collect business cards)
- Supplies & décor (flowers, balloons, tablecloths, napkins, etc.)
- Photographer (provide a list of key moments in the agenda and names of people that you want the photographer to capture)

**6) Create your ceremony run of show:**

- Welcome
- Introduction and thank notable guests, sponsors, and stakeholders
- Brief history of business and impact on community or intended impact
- Gather staff or anyone included in the picture
- Ribbon Cutting
- Tour/Demonstration/etc.

\*If including tours or demonstrations, be sure friendly and knowledgeable employees conduct group tours. Unguided self-tours by guests are not as valuable as guided tours.

- Refreshments

*Here is an example timeline:*

2:00 pm – Gather employees and guests in one area for welcome

2:05 pm – Introductions and remarks

2:10 pm – History and reason for celebrating; additional speakers

2:30 pm – Ribbon Cutting and photo opportunities

2:35 pm – Tour, networking, and refreshments