

## Ribbon Cutting Guidelines

The following guidelines will assist you in planning a successful ribbon cutting. The JAX Chamber provides this as a service to our members. Ribbon cuttings are usually planned for businesses' expansion, relocation, grand opening or ground-breaking.

### Setting the Date

Ribbon cuttings should be scheduled at least **two weeks** in advance. Complete the Ribbon Cutting Request Form by providing two date and time preferences for your ribbon cutting. Once your request is received, the Chamber will coordinate with you on your date selection and pertinent details to help make your ceremony as memorable as possible. Please contact us at 904-366-6679 with any questions.

### Chamber Representation

Given the large number of members that we serve and the number of events that we host, it is not always possible for Chamber staff to attend all ribbon cuttings. To help us better serve you, we have an elite group of seasoned Chamber members that serve as Chamber Diplomats. Once we receive your ribbon cutting request form, we will coordinate with the Diplomat group to ensure adequate event coverage. At a minimum you should expect your account manager and one Diplomat. We offer many other ways to assist you in getting the word out, but ultimately, it's up to you to do the extra promotions. (See the Event Publicity section for more info.)

### Time

Ribbon cuttings generally take place on business days, Monday through Friday from 8 a.m. to 6 p.m. If you wish to request a date or time outside of the normal work week, please be advised that Diplomat participation may be minimal. We try to be mindful of scheduling demands on our volunteers.

### Send Invitations

Although not necessary, attendance at your event may be more successful if you send out an invitation in writing. The Chamber will provide you with a suggested VIP list, which includes the media and elected officials (see contact links below). You may also purchase a mailing list for \$300 which includes all members of the JAX Chamber.

### The Ceremony

A typical ribbon cutting lasts approximately thirty minutes. Out of respect for your guests, it is important to start your ceremony on time. The Chamber will ask our Diplomats to be present at your event should their schedules permit. Those who can attend will often remain for networking, tours, refreshments, etc. The following is a typical ceremony:

10:00 a.m. Guests arrive

10:10 a.m. Brief speech by Company Representative and Recognition of Special Guests

10:20 a.m. Gather group for pictures

10:25 a.m. Ribbon Cutting

10:30 a.m. Refreshments, tours, mingling/networking, etc.

## Refreshments

It is your occasion; make it as simple or as grand as you like! Volunteers will not expect any refreshments. They are dedicated to making you feel welcome and providing you with information from a members' perspective on how the Chamber can help your business. If you choose to provide breakfast goodies, coffee, wine, cheese, etc., please let us know and we will promote it in the invitation email to Diplomats.

## Event Publicity

The Chamber will promote your ribbon cutting in at least one e-mail notification to all Chamber Diplomats and Council Board officers (about 75 key business professionals). If your event is scheduled 14 days in advance, it can be included on the Chamber's web page, [www.myjaxchamber.com](http://www.myjaxchamber.com).

## Social Media

If you are looking for an additional outlet to promote your ribbon cutting, you may consider posting something on the Chamber's wall on Face Book, LinkedIn or Twitter. It is up to you to take additional steps to promote the occasion. For more information on how to do this, please email us at [Involvement@myjaxchamber.com](mailto:Involvement@myjaxchamber.com).

## Suggested People to Invite:

Media:

Florida Times Union: <http://jacksonville.com/contact>

The Beaches Leader: <http://www.beachesleader.com/site/contact/>

Shorelines: <http://events.jacksonville.com/listings>

Jacksonville Business Journal: <http://www.bizjournals.com/jacksonville/about-us/contact/>

City Council Members: <http://www.coj.net/City+Council/City+Council+members.htm>

Additional Resources: [http://myjaxchamber.com/grow\\_business/gb\\_localcontacts.aspx](http://myjaxchamber.com/grow_business/gb_localcontacts.aspx)

## Questions

We are here to help and want to see you succeed in business and become a viable asset to the First Coast business community! If you have any additional questions, please do not hesitate to contact us.

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