

## Ribbon Cutting Guidelines for Chamber Members

The following guidelines will assist you in planning a successful ribbon cutting. Ribbon cuttings are usually planned for businesses' expansion, relocation, grand opening or groundbreaking. The JAX Chamber supports these events as a service to our members. If you are not a Chamber member and wish to become one, please call (904) 366-6600 to speak with an account manager.

### 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. 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 on our Ribbon Cutting Committee. Once we receive your ribbon cutting request form, we will coordinate with the committee to obtain event coverage. At a minimum, you should expect at least one representative. We offer many other ways to assist you in getting the word out, but ultimately, it is up to you to do extra promotion. (See the Event Publicity section for more info.)

### Time

Ribbon cuttings take place on business days, **Monday through Friday from 8 a.m. to 6 p.m.**

**Coverage is not available for weekend events.** We try to be mindful of scheduling demands on our volunteers. If your event must be held on the weekend, please let us know so we may discuss other options.

### Send Invitations

Although not necessary, attendance at your event may be more successful if you send out a printed invitation. The Chamber will provide 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 about thirty minutes. Out of respect for your guests, it is important to start your ceremony on time. The Chamber will ask Ribbon Cutting Committee members 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; each hosting member determines specific details of the event:

10:15 a.m. Guests arrive

10:30 a.m. Brief speech by company representative and/or Chamber rep (Must request in advance)

10:40 a.m. Ribbon Cutting/group photos

10:45 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 the committee.

## Event Publicity

The Chamber will promote your ribbon cutting in at least one e-mail notification to the Ribbon Cutting Committee 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 Facebook, 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).

Chamber's Social Media Links:

Facebook: <https://www.facebook.com/JaxChamber>

LinkedIn: <http://www.linkedin.com/groups/JAX-Chamber-956637/about>

Twitter: <https://twitter.com/JaxChamber>

## 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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904-366-6679

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904-366-6653





# Ribbon Cutting Committee Handbook

Updated: January 2016

## **JAX Chamber Ribbon Cutting Committee**

Through the years, the JAX Chamber has been recognized as one of the prime contributors to the growth and vitality of the Jacksonville community. In concert with members like you, we continue to lead our region into greater economic prosperity.

### **Mission Statement**

To drive quality economic growth in Northeast Florida.

### **Vision Statement**

Northeast Florida is the best place to live, work and play.

### **About the Committee:**

The Ribbon Cutting Committee serves as the volunteer welcome arm of the JAX Chamber. Participation in ribbon cuttings is a great way to get to know fellow Chamber member businesses and build lasting relationships. Involvement in this group has proven to be mutually beneficial for both the new member and the member volunteer.

### **Eligibility:**

Any ACTIVE Chamber member can serve on a Ribbon Cutting Committee. There is no requirement with regards to how long you have been a member to get involved. The sooner you get involved, the more connections you make!

### **Chamber Staff Support:**

- Monisa Thompson, Coordinator, Member Relations, 904-366-6679, [Monisa.Thompson@myjaxchamber.com](mailto:Monisa.Thompson@myjaxchamber.com)
- Misty Galeani, Director, Member Relations, 904-366-6653, [Misty.Galeani@myjaxchamber.com](mailto:Misty.Galeani@myjaxchamber.com)

## About Ribbon Cuttings:

- Monisa Thompson will coordinate all Ribbon Cuttings. Monisa can be reached by phone at 366-6679 or by email [Involvement@myjaxchamber.com](mailto:Involvement@myjaxchamber.com).
- Monisa sends frequent emails with details of upcoming ribbon cutting opportunities. Please respond and RSVP so we may include you in the volunteer head count we give the host business 48 hours in advance.
- Chamber staff typically take the lead during the ribbon cutting ceremony by working with the company in advance and coordinating final event details. Seasoned Ribbon Cutting Committee volunteers may also be asked to take the lead in ceremonies, if a staff member is unable to attend.
- Staff will bring or coordinate ceremonial supplies such as ribbon, scissors, etc.
- On the day of the event, please wear your volunteer name badge (provided upon approval of application) and arrive 15 minutes prior to the designated time.
- Upon arrival, seek-out the new member contact, introduce yourself and let them know you are a fellow Chamber member and Ribbon Cutting Committee volunteer.
- Volunteers are encouraged to invite new members to upcoming Chamber events, Councils meetings and networking opportunities. If you invite someone to a meeting, consider meeting them at the door to help introduce them to other attendees.

## Ribbon Cutting Committee Application

To participate in a Ribbon Cutting Committee, complete the application and sign the acknowledgement below:

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### I agree to:

- Support new Chamber member businesses by attending at least one ribbon cutting per quarter
- Send RSVP of my attendance to ribbon cuttings to the Chamber staff organizer
- Be respectful towards Diplomat leadership, including Team Chairs and Diplomats who take the lead on a ribbon cutting
- Dress professionally at all times when attending a ribbon cutting
- Exercise the best, sound judgment when interacting with my fellow members

### I will NOT:

- Attempt to sell my product or services while attending a ribbon cutting in a Chamber volunteer capacity (THIS IS MOST IMPORTANT! We do not want to flood our new member businesses with sales pitches during their first interaction with our Chamber!)
- Spam new members by including them in e-newsletters without their consent

I have read and agree to the conditions and expectations of serving on the Ribbon Cutting Committee of the Chamber Diplomats Program. I understand that this is a voluntary commitment and that I may resign at any time by notifying Misty Galeani by email at [Misty.Galeani@myjaxchamber.com](mailto:Misty.Galeani@myjaxchamber.com). I understand that if I am found to be acting in a manner outside of the expectations of this volunteer role, I may be asked to resign and will be removed from ribbon cutting announcements and correspondence.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_