



## **Ribbon Cutting Guidelines**

A ribbon cutting ceremony is a great way to recognize a special event. The Murphy Chamber of Commerce is delighted to help your business celebrate with a ceremony and will be happy to facilitate a ribbon cutting. If your business does not have a storefront, we are happy to have your ribbon cutting during our Chamber luncheon, held on the third Tuesday of the month.

This service is at no cost to MCC members. It is just a nice way for the Chamber to help you and your business.

To schedule a ribbon cutting, please fill out the ribbon cutting request form on our website. If you have any questions before scheduling, please contact the Chamber Office at 972-805-3749 or by email at [info@murphychamber.org](mailto:info@murphychamber.org) to make arrangements. Please schedule three weeks ahead for optimum Chamber participation.

As a MCC member benefit, the chamber is available to assist with your ceremony if your business:

- Became a Chamber member within the past six months
- Changed ownership or is under new management
- Moved to a new location due to expansion
- Remodeled or expanded its current location
- Is celebrating a milestone anniversary (5yr, 10yr, 25yr, etc.)
- Is celebrating a groundbreaking

### **What the MCC can do for you:**

- Email ribbon cutting announcements to Chamber members and board members.
- If enough lead time, announce the ribbon cutting at the Chamber luncheon.
- Include the event on the Chamber's online Calendar of Events.
- Provide our large ceremonial scissors and ribbon.
- Secure participation of MCC representatives.
- Provide contact information for local media and city officials.
- Take pictures at the event and post them to the Chamber web site.
- Send event photos to the local media for possible publication.
- Alert the media.
- Contact key City of Murphy government officials.

## Helpful Planning Tips

Here are suggestions to help you plan a successful event.

### Date Selection

- Choose a date that avoids major conflict with community events or holidays. Check the Chamber web site at [www.murphychamber.org](http://www.murphychamber.org) and the city web site at [www.murphytx.org](http://www.murphytx.org) for local event calendars. Check school district calendars for major events such as winter and spring breaks. Plano ISD: [www.pisd.edu](http://www.pisd.edu); Wylie ISD: [www.wylieisd.net](http://www.wylieisd.net).
- Give yourself plenty of preparation time. Three to four weeks will allow optimum Chamber participation.
- Tuesday, Wednesday, and Thursday are usually the best days during the week for business people.
- The Chamber respectfully requests not scheduling the event the same day as recurring Chamber events. Every Thursday morning is our Business Card Exchange. The second Thursday of the month is our board meeting and the third Tuesday of the month is our Chamber luncheon.

### Time

- Careful consideration of the time of your event determines the atmosphere of the celebration.
- Avoid late evening functions where people will have to go home between the end of their work day and your event (unless your business is best suited for this type of event).
- So far, events starting about 4:30 p.m. have had the best turnout; at lunchtime would be the second best.

### Program Agenda

Our usual agenda for ribbon cuttings follows. Note that media and Chamber members need a firm time set for the ribbon cutting so they may plan attendance and arrange their work schedule accordingly.

- A Chamber representative will give opening remarks prior to the ribbon cutting.
- Next is the ribbon cutting.
- After the ribbon cutting, you may wish to introduce yourself and your employees and welcome any special guests.
- To conclude the ceremony, you will be presented with your membership plaque.
- Facility tours and reception are recommended for after the ceremony.

## **Invitations**

Who you invite to your event is as important as hosting the event. Your invitations may be as simple as an e-mail or as elaborate as a formal invitation. Be sure to include: who, what, where, why, and when as well as a RSVP method to help plan accordingly for food and beverage. If you need a printer, check the MCC member listing on our web site and in our directory.

The following are some suggestions of people to consider when creating your invitation list:

- Current, past and potential customers;
- Family and friends;
- Suppliers;
- Your employees and their spouses/guests;
- Those that helped you get started: banker, accountant, lawyer, architects, builder, realtor, etc.;
- Neighboring business people.

## **Refreshments**

Providing time-appropriate refreshments is very well received. For example: assorted light hors d'oeuvres or finger foods is appropriate. If you need a caterer, be sure to check the MCC member listing on our web site and in our directory.

## **Additional Suggestions**

- Have plenty of brochures, business cards, and handouts available for your guests. If you'd like, have promotional items such as pens, magnets, mugs, etc. available to hand out.
- Have a drawing or give-away. Winning a sample of your product or a gift certificate can add to your guests' enjoyment and perhaps build attendance.

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