

Congratulations! If you are reading this, you must be celebrating the opening of a new business, an anniversary, a groundbreaking or the expansion/relocation of an existing business in the Hermantown Area. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion.

WHAT IS A CHAMBER RIBBON CUTTING?

A ribbon cutting is the ceremonial opening of a brand-new, newly renovated, or relocated business. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening. The Chamber also considers ribbon cutting requests for renovation/expansion and anniversary celebrations. We provide these services absolutely free to Chamber members.



Yes, you cut a ribbon. The most common location is the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

WHAT ARE THE BENEFITS OF HOLDING A CHAMBER RIBBON CUTTING?

Because the ribbon cutting marks a very significant moment in the business's history, this is also a great photo opportunity. Each business chooses the group of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered.

Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does. You must be a new or current Chamber member in good standing for the Hermantown Area Chamber of Commerce to endorse and help coordinate your ribbon cutting.

WHAT DOES THE CHAMBER DO FOR MY RIBBON CUTTING?

The Hermantown Area Chamber of Commerce will gladly invite the Chamber Board of Directors and local government officials to attend, promote your event through our online calendar, Facebook page, and electronic Weekly Update, arrive at your location with ribbon and official ribbon-cutting scissors, welcome attendees and introduce you at your ribbon cutting, and take photos and share them with you and to local media representatives following the event.



THINGS TO CONSIDER

WHO will cut the ribbon?

The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.

WHEN will you hold your event?

We find that Tuesday – Thursday, mid-day over the lunch hour, or late afternoons draw the largest crowds. We cannot assist with events scheduled on weekends or holidays.

WHAT you wish to share when you speak just after the ribbon is cut?

You can thank those who helped along the process, how you came about owning/updating/moving, and share any specials or upcoming events. Please limit your speech to 3 minutes.

HOW you can maximize this program?

Consider sending a special invitation to your clients, offering a drawing or raffle to collect business cards to build your database.

THE TYPICAL RIBBON CUTTING EVENT WILL LAST ONLY 15-30 MINUTES. Refreshments, drinks, door prizes, and decorations are optional and up to you. Keep in mind, however, that ribbon cuttings are typically short and sweet.

RIBBON CUTTING INFORMATION FORM

- Chamber Ribbon Cuttings must be scheduled at least two weeks in advance.
- Requests will be taken on a first-come basis and will not be considered without this form.
- To keep your business in the spotlight, the Chamber prefers to only host one ribbon cutting per week.

EVENT INFORMATION

Event Type: Grand Opening Relocation Anniversary Expansion/Renovation

Requested Date/Time: _____

Alternate Date/Time: _____

Company Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Location Address: _____

Description of Event (including special door prizes, event-only offers, etc.): _____

Who is speaking for your company (please include names and titles): _____

PHOTO REQUESTS

Consider who you want to be in the photo. Typically, owners, executive staff, and/or board members will cut the ribbon; up to three people can comfortably hold the scissors.

Who will be holding the scissors? Name/Title _____

The people who hold the ribbon are considered honored guests. Consider a group of your employees, family, business partners, etc. for this position. We also have Chamber Ambassadors that often join in the background.

Who will do the honor? Name/Title _____

WHAT DO YOU NEED FROM THE CHAMBER?

- | | |
|---|--|
| <input type="checkbox"/> Chamber official ribbon cutting scissors | <input type="checkbox"/> List of member professional photographers |
| <input type="checkbox"/> Colored ribbon | <input type="checkbox"/> Notify the City Councilors of _____ |
| <input type="checkbox"/> Chamber membership mailing labels - \$100 | <input type="checkbox"/> Notify the St. Louis County Commissioners |
| <input type="checkbox"/> Chamber membership mailing list (Excel) - \$50 | <input type="checkbox"/> Notify the _____ Township Board |
| <input type="checkbox"/> List of Chamber member caterers | <input type="checkbox"/> Notify other dignitary(ies) _____ |
| <input type="checkbox"/> List of local media contacts | _____ |

PLEASE EMAIL, DELIVER OR MAIL THIS FORM TO:

Hermantown Area Chamber of Commerce
5094 Miller Trunk Highway, Suite #600 | Hermantown, MN 55811
Phone: (218)729-6843 | Email: info@hermantownchamber.com

Office Use Only: