



Ribbon Cutting/Groundbreaking Guidelines

A ribbon cutting is a great way to recognize a special event. The Dayton Area Chamber of Commerce is delighted to help your business celebrate. This is a *FREE* service to DACC members. To schedule a ribbon cutting, contact our Marketing & Communications Department at 225-8274 or email psmith@dacc.org.

Criteria for ribbon cutting/groundbreaking ceremonies:

- New business to the region
- Changed ownership or under new management
- Moved to a new location due to expansion
- Celebrating a milestone anniversary (5yr, 10 yr, 25 yr, etc.)
- Celebrating a groundbreaking

DACC will provide:

- Email announcements to Chamber Ambassadors, Board members and surrounding member businesses
- Posting on the Chamber's online Calendar of Events
- Large ceremonial scissors and ribbon
- Contact information for local media and city officials
- Photography at event to be posted on DACC social media pages
- A press release to local media (if requested)

**If you are already planning your ribbon cutting with another party, DACC will gladly provide a chamber Representative to speak and/or attend the event. No other chamber supplies and/or resources will be provided.*

Keep in mind:

- The further ahead you contact the chamber, the more publicity we can give your event
- Keep in touch with the chamber as your plans progress
- People typically wait until the last minute, or will show up without an RSVP

Member company role:

- Sets the date and time of the event (Coordinate with DACC to avoid conflicts)
- Sends invites and determines which public officials it wants to attend
- Generates press release (unless it requests this of DACC)
- Provides refreshments for guests (this is up to the member business)
- Prepares an agenda
- Provides background information about the business to help participants prepare remarks



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Ribbon Cutting Helpful Hints:

- Choose a date that avoids major conflict with community events or holidays. Check the chamber website, DaytonChamber.org, for upcoming chamber events.
- Give yourself plenty of preparation time. Three to four weeks will allow optimum chamber participation.
- Provide some sort of light refreshment such as coffee and water.

Example Program Agenda:

- Welcome Guests
- Introduction of Company President or representative
- Introduction of chamber representatives and dignitaries
- Congratulatory remarks (These are very brief, 1-3 minutes)
- Information about the company (By company president or representative)
- Thank you for attending remarks (By company president or representative)
- Cutting of the ribbon
- Offer guests an opportunity to tour the facility

Invitations:

Your invitations may be as simple as an email or as elaborate as a formal invitation. Be sure to include who, what, where, why and when as well as an RSVP method to help plan accordingly for refreshments. If you need a printer, check the DACC member listing at DaytonChamber.org.

Who to invite:

- Current, past and potential customers
- Family and friends
- Suppliers
- Employees and their spouses/guests
- Those who helped you along the way (Ex: banker, accountant, lawyer, architects, builder, realtor)
- Neighboring business people

Refreshments:

Providing time-appropriate refreshments is very well received. Assorted light finger food is usually a hit. If you need a caterer, check the DACC member listing at DaytonChamber.org.

Additional suggestions:

Have plenty of brochures, business cards and handouts available for your guests. Also provide promotional items such as pens, magnets, mugs, etc. to hand out.