



RIVERBEND GROWTH ASSOCIATION

RIBBON CUTTING GUIDELINES

GUIDELINES

Ribbon cutting events are held to announce a grand opening, a milestone anniversary (5, 10, 15, or more years), relocations, and opening of second locations, within 4 months.

SCHEDULING

Ribbon cutting events are scheduled mid-morning to mid-afternoon, Monday through Friday. We advise businesses to avoid early mornings (before 8AM through 10AM) and late afternoons (5PM and later). If having a Ribbon Cutting in those times the RBGA will not be able to invite our Ambassador Committee. We also prefer a two (2) week notice in order to best prepare.

AGENDA

- A RiverBend Growth Association (RBGA) representative will welcome everyone and introduce the owner/manager as well as RBGA staff, Ambassadors and elected officials in attendance.
- Business owner is given the opportunity to explain the business
- Gather around a ribbon and scissors (RBGA provides these items)
- Photos taken by RBGA staff and posted on social media

WHAT TO SAY

- Short overview of services
- Quick history of the business
- Reason for expansion/relocation/second location (if applicable)
- Introduce staff/officers/board members/construction teams/family/anyone who played a key role

HELPFUL TIPS

- It's a time to celebrate and food is a great way to get people to stick around and mingle. Don't break the bank by going overboard – the important thing is to introduce people to your business. We see everything from finger foods and snacks to catered, hot food. Totally up to you!
- Short and sweet. No one wants to be gone from work for long, so keep it simple.
- Promote and market on your own through social media, invite family and friends, advertising, etc.
- Be creative by putting your personal touch on things to make it memorable.
- DO NOT stress about it – they are meant to be FUN! We want you to come away feeling the support of the RBGA and the business community.
- Outdoor photos are typically best to incorporate your logo/sign/marquee.
- Fridays are a great day if you are planning a larger, fun event as it gets people excited for the weekend.
- SMILE for a practice shot during the RC photo. This is followed by the "3, 2, 1" countdown and CUT! (insert claps)
- Invite your neighbor businesses and remember to GO LOCAL! Together we can accomplish more.

What Consists of a Ribbon Cutting

- Facebook post 1 week prior to event

- Run in the Monday morning email
- RBGA Invites:
 - Mayor
 - Ambassadors
 - Public through Facebook
 - Membership through Monday email
 - Press/Media
 - Advantage
 - Illinois Business Journal
 - Riverbender.com
 - The Telegraph
 - WBGZ/Alton Daily News
- RBGA puts together a Slide-Show Video to be shared with local media and on our YouTube Page and Facebook Page.
- Present business in front of audience as host at Ribbon Cutting
- Write Up in
 - Advantage
 - Business Edge
 - The Telegraph
- RBGA puts on website and Facebook

Cost

- \$175.00