



Grand Opening/Ribbon Cutting Guide





Having a Grand Opening, Ribbon Cutting or Groundbreaking Ceremony?

Let the St. Matthews Chamber help you celebrate.

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The Chamber would be delighted to help your business celebrate with a Grand Opening, Ribbon Cutting or Groundbreaking Ceremony. Your business must meet the following criteria:

- Opened its doors in the last 12 months.
- Changed ownership or under new management.
- Moved to a new location.

Has been remodeled or expanded at its present location.

A Ribbon Cutting Ceremony is an important part of your overall marketing and advertising plan and is a great way to kick-off a grand opening of a business. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and chamber members. The St. Matthews Chamber would enjoy assisting you in planning a successful event for your business.

The chamber will take digital photos of the event which can be emailed at no additional cost. Scheduling with the chamber should take place a minimum of four weeks prior to the event. Hors d'oeuvres and beverages are usually served, but it is your decision. Your plan can be as simple or elaborate as you like, whatever fits your budget.

The Chamber Staff will help make things go as smoothly as possible by:

- Notifying the Chamber's Board of Directors, Ambassadors, City Dignitaries and Chamber members encouraging them to attend your event.
- Putting you in touch with other chamber businesses that can provide catering, deli and beverage services, publicity and even invitations.
- Bringing the giant scissors and taking pictures at the appointed time.
- Providing the ribbon.



Grand Opening/Ribbon Cutting Checklist

- Please contact Claire Wepler the Membership Services Coordinator at the Chamber with several dates and times for the event.
- Claire will clear the potential event date with Susan Clark, the St. Matthews City Clerk in order to confirm a representative from the City of St. Matthews if your business is within St. Matthews. If it is not Claire will call John Coots with the Louisville Metro Development group and confirm his presence . Claire will then call the business back with a confirmation for the rest of the planning to proceed.
- The business owner should email or fax a paragraph or press release about the business' grand opening. (Sample Press Release is attached.) The proclamation plaque will be read by a representative of either St. Matthews or the City of Louisville and presented to the business owner on the day of the event prior to the ribbon being cut. Proclamation Plaques are presented to businesses moving into the City of St. Matthews. Please have this information to Claire **no later** than ***two weeks*** prior to the event.
- Take 20 unaddressed invitations/fliers to the Chamber for distribution to the City Council, Mayor, and city staff marked Attention to Elizabeth Cleary. The invitations should state the date and time of the Ribbon Cutting, location and name of the business. Please have this to the Chamber, 3940 Grandview Avenue Ste. 216, **no later** than ***one week*** before the event.
- Please send invitations and announcements to those within your own company. This is YOUR celebration! Send us a list of those that will be attending from your Executive Management team, **no later** than ***two days*** before the event.
- The business is responsible for sending invitations to the community or membership for attendance. Elizabeth can email an excel spread sheet/ mailing list of Chamber membership (available to Chamber members only) over to the business as soon as a date is confirmed for the event.
- Claire will send emails to the Chamber Board of Directors, Ambassador Committee, and internally to encourage attendees on behalf of the Chamber. Elizabeth will make sure that the event is listed on the Chamber's website and in the weekly SMACC Talk email blast (free to all Chamber members).
- The Chamber will provide a wide red ribbon for ribbon cuttings and will bring their own ceremonial scissors.
- The photos will be taken by Glenn Knight or another Chamber representative and can be emailed to the owner, they will also be added to the Chamber's Facebook page.

REMEMBER: This is your celebration! Please send invitations/announcements to your partners , vendors, customers, family, and friends! Send press releases to media Contacts, and post your event on websites such as www.louisville.com.



Sample Agenda for the Day of the Event:

3:00— The Grand Opening Begins

3:15— Claire will start to get the business owners, Chamber representative, and City representative in place for the Ribbon Cutting.

3:20— Start the ribbon cuttings and welcoming remarks*

- The owner/manager will open and welcome everyone. You will have 1-3 minutes to introduce your staff, give history of the business, give a brief description of the services that you offer, tell the guests of any special offers or discounts that are available to them and invite them to come in and take a tour/see the facility and get refreshments (if you are offering them).
- Then you will turn the program over to the City officials. Also in attendance may be the Chamber President and other officials, each speaker will introduce the next. The proclamation will be read and the ribbon will then be cut.
- Pictures taken with the City officials, Chamber officials, Business Owner, and staff are done while the ribbon is being cut and the proclamation being read. The ribbon cutters will pose for a moment to get a picture and then will proceed to actually cut the ribbon when the photographer says they have gotten what they need.

3:40— Everyone is invited to refreshments, snacks, tour of facility, networking etc. (if you are offering this.)

Please be sure to block the 2 parking spots in front of your building so that no one parks their car where we will be speaking, taking pictures, cutting the ribbon, etc.

If you need help planning your Grand Opening, we have many Chamber members that can help you! From catering to event planning, you can instantly connect your business to fellow Chamber members by going to www.stmatthewschamber.com and viewing our membership directory.

****Sample Press Release****

YOUR LOGO HERE

For additional information

Contact NAME, PHONE NUMBER, EMAIL, WEBSITE

DATE

FOR IMMEDIATE RELEASE

OFFICIAL COMPANY NAME will celebrate our moving to NEW ADDRESS, with a ribbon-cutting ceremony performed by the St. Matthews Area Chamber of Commerce on DATE and TIME. We are delighted to celebrate with CITY REPRESENTATIVE, City of St. Matthews, and CHAMBER REPRESENTATIVE, St. Matthews Area Chamber of Commerce.

COMPANY, is a Louisville-based certified public firm and represents numbers small businesses and individual clients. These clients, located in 20 states, are provided with a wide variety of tax accounting, financial planning, and small business consulting services. The mission of our company is to provide excellent customer care and timely service.

The firm is led by CONTACT NAME, TITLE (add additional managing partner if applicable). CONTACT NAME has been in public practice since YEAR.

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****THIS IS JUST A SAMPLE. YOU MUST ADD CORRECT INFORMATION.****

You may want to send this press release to:

Courier-Journal Neighborhoods Section - neighborhoods@courier-journal.com

Business First - Louisville@bizjournals.com

We also encourage you to go online to submit your business on the "YourBusiness Form" on the Courier-Journal Neighborhoods Section and to submit your information on other local websites such as Louisville.com, townplanner.com, etc.