

Ribbon Cutting Ceremony Check-list

1. Plan Ahead: Do yourself a favor and take 90 days to plan your party. **A ribbon cutting does not have to be the day you open for business.**
2. Pick a Date and Time: **Pick a date and time that make sense.** Depending on who your clients are, certain days and times will be better; plan with your audience in mind.
3. Contact Casey Mason from the Millcreek Business Council to schedule your Ribbon Cutting Ceremony.
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4. Invite People: Create fliers and go **business-to-business** in a 2-3 mile radius from your business inviting them. Identify your **referral partners** and invite them (these don't have to be in that 2-3 mile radius). Invite your **friends, family & neighbors** as well.
5. Plan Food, Drink & Prizes: **People love free things.** Water bottles, finger foods, cookies, or sandwich platters work great. Ask businesses you've built relationships with to donate in exchange for recognition at your event.
6. Display Your Business: Have a system set up to show off your company. Set up a party timeline as you plan to lay-out what you want to accomplish during the event. **Give tours, provide explanations, or display signs** to explain why your business should be used.
7. Gather Information: Make sure you use a system to collect information from attendees, such as a **check-in desk**. This can be a great place to get a bracelet or ticket for refreshments, or to enter a raffle drawing.
8. Find a Photographer: **Find a friend that can take pictures at the event.** Ask them to help you capture the event and the big moments. You'll want these for memory sake, but also for marketing after the event.
9. Actual Ribbon Cutting: **Plan the actual ribbon cutting for when the MOST people will be there.** The Business Council representative or Mayor will offer a few words. Have something prepared to say.
10. Follow up: **Use the sign in sheet to build your business.** Send out thank you's to those who came/helped with the event.

