



CONNECTIONS **IMPACT** SUCCESS

The Mission of the St. Charles Regional Chamber is: We advocate for our business community by developing opportunities and partnerships that strengthen the economic prosperity and sustainability of our region.

Please provide the following information so that we may arrange a St. Charles Regional Chamber ribbon cutting for your business. For more information, review the Ribbon Cutting Guidelines, available on the Chamber website: [www.StCharlesRegionalChamber.com](http://www.StCharlesRegionalChamber.com)

**Business Name:** \_\_\_\_\_

Address: \_\_\_\_\_ City / State / Zip: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alternate Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Website: \_\_\_\_\_

I am a Member in good standing with the St. Charles Regional Chamber:

Yes  No

1st Choice (Please review ribbon cutting guidelines before choosing a date and time)

Date: \_\_\_\_\_ Time: \_\_\_\_\_

2nd Choice

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Event Details to Promote	Yes	No	Details
Refreshments?			
Entertainment (i.e. bounce houses, band, etc.)			
Tours of facility?			
Will you be open for business during event?			
Will someone be available to briefly speak at event?			
Will corporate VIP's be present?			
Will any vendors with samples be present?			

By signing this request form for a ribbon cutting, I know that I will be contacted to coordinate and finalize plans

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Minimum of two weeks' notice recommended for coordination purposes.**

**Email completed form to [Wendy@StCharlesRegionalChamber.com](mailto:Wendy@StCharlesRegionalChamber.com)**

Please call Wendy Rackovan, V. P. of Marketing & Communications with any questions

636-946-0633



### **Ribbon Cutting / Groundbreaking Information**

The Chamber of Commerce has compiled a Ribbon Cutting Planning Guide to help make your event easy and fun to plan. Ribbon cuttings and groundbreakings are held on Tuesdays, Wednesdays and Thursdays from 9 am to 4 pm with at least two weeks notice given to the Chamber. The Chamber respectfully requests that you complete the ribbon cutting request form and that you do not schedule an event on the same day as recurring Chamber events.

#### **Important information for Members:**

Sponsored Ribbon Cuttings are for Member businesses of the St. Charles Regional Chamber and must be limited to the following criteria:

- Launching a new business or relocating an existing business (*within the first 6 months of opening*)
- Significant expansion or remodel of your business (*within the first 6 months of opening*)
- New management or ownership (*within the first 6 months of opening*)
- Must be a storefront business (Home-based business owners please contact the Chamber office for ribbon cutting opportunities at an offsite location).

#### **What Does the Chamber Do?**

- Sends out a special email to all of our board of directors, ambassadors and elected officials to notify them of your ribbon cutting.
- Includes your ribbon cutting on our Calendar of Events for all members of the Chamber of Commerce and public to see.
- Provides the official ribbon cutting “Giant Scissors” with ceremonial ribbon.
- Takes photos for our electronic newsletter, social media and for local publications for news release.
- Arranges for our Chamber President, Board Members and Ambassadors to attend. (May vary due to scheduling).

#### **What Does the Company Do?**

- Schedules a date and time of the event – please coordinate this with the Chamber office at least 2 weeks in advance to avoid standing committee and meeting conflicts.
- Provides background information on your company and write a short summary of the facts and reasons for the ceremony, approximately 50 words long. Please e-mail this to [Wendy@StCharlesRegionalChamber.com](mailto:Wendy@StCharlesRegionalChamber.com) when you schedule the Ribbon Cutting to prevent delays.
- Be There – this is your ribbon cutting and we need you for the photos and information.

- Invitations – Please invite as many people as possible for the greatest impact. Suggestions include: your family, friends, business associates, customers, etc. You may want to offer an advertised discount promotion for a few hours surrounding the ceremony; such as a 15% discount on merchandise purchased for the two hours following the ceremony.
- Provides light refreshments. It can be a nice touch depending on the type / size of the event.
- If you have a home-based business, or feel your location would not be suitable for the ceremony, we can arrange for your ribbon cutting to take place at the EDC offices where the Chamber is located.

### **Keep In Mind**

- We do not conduct ribbon cuttings on Mondays or Fridays, on the weekends or after 4pm. Our Ambassadors and Board members participate as a part of their business and we don't ask that they take personal time away from their family to attend.
- Ribbon cuttings should take place in an area that might have your company logo or name in the background.
- Keep in touch with the Chamber as your plans progress.
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance.
- As stated above, we require two weeks notice via the ribbon cutting request form. This allows Chamber staff to give ample notification to our Board of Directors, elected officials and Ambassadors so they can put your event on their calendar.

### **Date Selection**

- Choose a date that avoids major conflict with community events or holidays. Check the Chamber website at [www.StCharlesRegionalChamber.com](http://www.StCharlesRegionalChamber.com) for local event calendars.
- Give yourself plenty of preparation time. Two weeks or more will allow optimum Chamber participation.

### **Program Agenda**

Our usual agenda for ribbon cuttings follows. Note that Chamber members need a firm time set for the ribbon cutting so they may plan attendance and arrange their work schedule accordingly.

- Chamber members and business guests will arrange themselves in front of the business or signage.
- Several photos will be taken to make sure all faces can be seen followed by the actual ribbon cutting. Only one photo will be taken of the cut.
- After the ribbon cutting, you may wish to introduce yourself and your employees, tell a little bit about your business, etc.
- The Mayor or City official on hand will speak next, followed by a representative of the Chamber.
- All attendees will be invited to sign the ceremonial ribbon as a keepsake for the business. Facility tours and reception are recommended for after the ceremony.

### **Invitations**

Who you invite to your event is as important as hosting the event. 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 a

RSVP method to help plan accordingly for food and beverage. If you need a printer, check the ST. CHARLES REGIONAL CHAMBER member directory for a list of businesses that can help you.

### **Refreshments**

Providing time-appropriate refreshments is very well received. For example: assorted light hors d' oeuvres or finger foods is appropriate for an afternoon ribbon cutting. If you need a caterer, be sure to check [www.StCharlesRegionalChamber.com](http://www.StCharlesRegionalChamber.com) in the member directory for a referral.

### **Additional Suggestions**

- Have plenty of brochures, business cards, and handouts available for your guests. If you'd like, have promotional items such as pens, magnets, mugs, etc. available to hand out.
- Have a drawing or give-away. Winning a sample of your product or a gift certificate can add to your guests' enjoyment and perhaps build attendance.

The ribbon cutting request form must be submitted and confirmed with Chamber staff before it is put on the Chamber calendar and sent out to the Board of Directors, Ambassadors and City officials. For more information, please contact Wendy Rackovan at [Wendy@StCharlesRegionalChamber.com](mailto:Wendy@StCharlesRegionalChamber.com) or by phone at 636-946-0633.

### **St. Charles County Businesses who are NOT Members:**

We are happy to conduct a ribbon cutting for a new business that is not a member of the St. Charles Regional Chamber but which is located within the city limits of St. Charles, St. Peters or Unincorporated St. Charles County.

### **You will receive:**

- Chamber staff to conduct the ribbon cutting / groundbreaking ceremony.
- Ceremonial scissors and ribbon to use for your ribbon cutting.
- Staff photographer to take photos of the cut.

All photos will be emailed to the contact person named on the request form. It is the responsibility of the business to write and mail out their own press release. Please note: *The Chamber of Commerce does not distribute their list of media contacts.*