

## Frequently Asked Questions about a Manor Chamber Ribbon Cutting



A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business under new management. It can inaugurate an organization's first day of business or it can take place weeks after the business' soft opening.

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. The ceremony gives the business owner or manager a chance to say a few words to those in attendance. Business owners have used this time to publicly thank their financial backers, their employees, their friends and family, and/or their business partners. They also take the opportunity to talk about what their business does.

### What are the benefits of holding a Manor Chamber ribbon cutting?

By hosting a ribbon cutting, you can:

- Introduce both the public and Chamber members to your business
- Announce your ribbon cutting on the Chamber's website and Facebook page
- Familiarize the public and Chamber members with your product/services
- Familiarize the public and Chamber members with your physical location
- Begin a customer base
- Generate leads and sales from attendees
- Publish a photo of your ribbon cutting in the Chamber's newsletter as well as the local newspaper – The Manor Journal.

### Is the ribbon cutting my business' event or a Chamber event?

This is your event. The Chamber will gladly assist you with the following:

- Notify the Chamber's Board of Directors and Chamber members encouraging their attendance
- Invite local officials (including the mayor) on your behalf
- List your ribbon cutting on the Chamber's Facebook page and website
- Have a member of the Chamber's Board of Directors provide congratulatory remarks
- Bring the "giant scissors" and ribbon
- Take pictures at the event and publish a photo in our newsletter, Facebook page and submit an article to The Manor Journal.
- Provide you with copies of the photos for your use

### What do we do?

Because your ribbon cutting is your event, there are no set rules. To make your event successful, please consider the following:

- Tuesdays, Wednesdays, or Thursdays are usually the best days during the week for business people. We also suggest a 10:30a.m. or 11:00 a.m. start time with the entire ceremony lasting about 10 minutes followed by the serving of light refreshments.
- Determine who will cut the ribbon. The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.
- Who will be in the photo(s)? We can take multiple photos with various groups of people before actually cutting the ribbon. Photos might include employees, family, Chamber members, and business partners.
- Your remarks or speech. This is usually done when everyone is gathered before cutting the ribbon.
- Invite everyone you know! Invite your family, friends, past, current and potential customers, business associates (including your accountant, banker, and property owner,) suppliers, your employees, the media, neighboring businesses, and government officials.
- Consider having giveaways, especially logo items that guests can take back to their offices. Food and beverage is not required, but for open house events, it makes a nice touch. The Chamber is happy to provide you with members who can help you with catering
- Prepare a quick speech and be sure to have plenty of brochures available.



Baylor Scott and White Clinic - Manor



HOPE reSTOREd Center and Food Pantry



Panaderia y Fruteria de Manor

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The new gazebo at Jennie Lane Park