

## Ribbon Cuttings – What To Expect

Hello Member,

Thank you for your interest in a Ribbon Cutting! We are thrilled at the idea of helping you to showcase your business. A ribbon cutting is a great way to highlight a new business, a new location or a refresh of your current location. People, especially those in the business community love ribbon cuttings because they are symbolic of a thriving business community.

At the Chamber, we go the extra mile to help you make your ribbon cutting a success. That's part of our job as an advocate for businesses in our community. While it may seem like there are a lot of moving parts, this is not our first rodeo or ribbon cutting. Let talk about what to expect and how you can assure your ribbon cutting will be a memorable event.

1. Ribbon cuttings must be pre-scheduled with the Chamber. We suggest that you schedule them at least a month in advance. Why? It gives us time to get the word out to our members. We want them to attend and learn about your business. Ribbon cuttings are held Monday through Friday between 10 am and 2 pm.
2. Businesses that have the most successful ribbon cuttings announce their ribbon cuttings to their customers, business contacts and friends. You do that, and we'll take care of getting the message out to members of the business community. As with any celebration, the more the merrier!
3. On the day of your ribbon cutting we will be there about a half hour in advance with a huge ribbon, special ribbon cutting scissors and a special chamber proclamation designed for your business. In addition to Chamber staff your ribbon cutting will be attended by the Chamber's Ambassadors. You will be able to identify them by their blue jackets. Get to know them. They can help you maximize the value of your Chamber membership.
4. Although a ribbon cutting is not a business mixer, it is always a good idea to have a promotional item or a snack for those in attendance. Remember the goal is to have people remember they had a great time at YOUR ribbon cutting.
5. After the event, your ribbon cutting will be featured in an ad run in the Puyallup Herald.
6. Make sure to let our Chamber staff know if you would like to get a copy of your special ribbon cutting proclamation. While it is an extra expense, it is a great way to preserve the stages in the growth of your business.

Sincerely,

The Chamber