



For small business owners, the purpose of a grand opening event is to introduce your company, and its products or services, to the community. You want to attract as much attention as possible and create enough buzz to draw in customers.

### **How Spotsylvania can help with your ribbon cutting**

- Promotion of your event through social media, online calendar, electronic newsletter
- Notify the County Board of Supervisors
- Provide the ceremonial scissors and ribbon
- Coordinate a County official to speak at the event
- Provide opening remarks on behalf of the County and introduce you & your company
- Take video and photos of your ribbon cutting
- Provide your business with the photos and video of the event
- Post the photos & video to our social media accounts, County television channel and our electronic newsletter

Below are some helpful tips to prepare for your ribbon cutting.

### **When Should I Hold a Ribbon Cutting?**

Many businesses have already opened before the ribbon is actually cut and that is a widely acceptable protocol. Getting your business up and running is your first priority. Scheduling the ribbon cutting event within 2 months of your business opening is ideal.

### **Choose Your Time Wisely**

Check local calendars for any large events that might coincide with your ribbon-cutting ceremony.

### **Provide Enough Notice**

Invites should be sent out at least three to four weeks before your event to provide ample notice. Be sure to clarify any special instructions such as the best place to park.

### **Invite Friends, Family, and Acquaintances**

Be sure to invite your employees, key customers/potential customers, business partners, government and business officials, media/bloggers, neighboring businesses (especially those who will serve as great referral sources) and of course your friends and family.

### **Decide on Your Communications Strategy**

How will you advertise your ribbon cutting? Flyer distribution/invitations, social media, emails, digital marketing, etc.

### **Back-up Plan**

If your event is outside, have a back-up plan in case of inclement weather. Be prepared to hold the official ribbon cutting ceremony under a tent or take it inside.

## Refreshments

Light refreshments have proven very popular and may entice those people who might be on the fence about attending.

## Feature Your Services or Products

During the ribbon cutting, you can share information about your business. Don't miss the opportunity to shine a spotlight on your new venture.

## Who's Cutting the Ribbon?

Plan, in advance, who will partake in the ribbon cutting and who will actually cut the ribbon.

## Gifts or Souvenirs

A small gift or souvenir for your guests can help to make your opening more memorable.

## Quick Tips

- The official ceremony should last no longer than 20 to 30 minutes, with 10-15 minutes being ideal.
- Mention giveaways, door prizes or special offers in your invitation to entice attendees.
- Send reminder emails one week before the ceremony.
- Leave a lasting impression by sending thank you notes to attendees of your ribbon cutting.

## Sample Ceremony Schedule

- 3:00 PM – Guests arrive (*out of respect for your guests, please start your ribbon cutting on time*)
- 3:05 PM – A County official will welcome guests and introduce your business. Then you or your representatives can give remarks.
- 3:10 PM– Cut the ribbon
- 3:15 PM– Refreshments, tours, networking

## Resources for new businesses

Fredericksburg Chamber of Commerce-

[www.fredericksburgchamber.org/Home](http://www.fredericksburgchamber.org/Home)

UMW Small Business Development Center-

<https://economicdevelopment.umw.edu/home/programs/sbdc10/>