



GUIDE TO HOSTING A
RIBBON CUTTING OR
GROUNDBREAKING
CELEBRATION



CHIPPEWA FALLS
AREA CHAMBER

Hosting a Ribbon Cutting or Groundbreaking Celebration

The Chippewa Falls Area Chamber of Commerce proudly hosts groundbreaking events and ribbon cutting ceremonies for member businesses in good standing (dues paid) that are celebrating these exciting milestones:

- Opening of new business
- Business expansion or relocation
- New ownership

Benefits of a Chamber Ribbon Cutting or Groundbreaking

- Introduce or promote your business to Chamber members and the community
- Begin or continue expanding customer base & business connections
- Receive event marketing, boosting your exposure
- Celebrate your hard work and this milestone with friends, family, and your community
- Meet individuals from your local municipality, county, and Chamber that help advocate for your business and are invaluable resources

Chamber To Do's

A ribbon cutting or groundbreaking ceremony is YOUR event - but the Chamber is here to assist you with the following:

- Create event agenda by coordinating speakers and the ribbon cutting/groundbreaking portion
- Invite speakers from the Chamber, municipality (city, village, town), County, and Chippewa Falls Main Street (if located in BID)
- Invite Chamber staff, board members, ambassadors, and our members
- Promote your event on our social media platforms and website
- Bring the BIG SCISSORS and ribbon (ribbon cutting)
- Provide golden shovels (groundbreaking)
- Take photos and post to the Chamber's social media platforms following the event



Business To Do's

The Chamber is here to help you, however, we strongly encourage you to take the following steps while planning your event with us:

Please note, that you should not rely solely on the Chamber for your event promotion and audience.

- Designate a contact person who will coordinate with the Chamber
- Coordinate event details with the Chamber before promoting the event to ensure all parties are on the same page as to how you envision your event
 - (i.e. providing refreshments/snacks, tours, open house, product demos, etc.)
- Provide a 3-5-sentence overview of your business, to the Chamber prior to the event
- Designate a speaker(s) for the event that will be part of the agenda
- Promote through your communication channels or social media
- Invite clients, customers, employees, friends, family, partners, and any others you want to attend
- Consider giving away branded items to promote your business
- Welcome attendees with a sign-in sheet to gather emails for future connections or thank you's

Frequently Asked Questions

Planning a ribbon cutting or groundbreaking is EXCITING! You may have some questions, such as where to start! Luckily, since this is your event, there are no set rules, but here are a few FAQs that may help direct you as you plan your event:

When should I begin talking to the Chamber about my event?

Begin the conversation at least one month prior to the event date. This allows Chamber staff to confirm the date, and have adequate time to invite speakers and share it with our members.

When is the best time to have a ribbon cutting or groundbreaking?

Based on availability, we are able to host events Monday - Thursday from 9:00 am - 4:30 pm and Fridays before 12:00 pm. The Chamber is not able to assist with ribbon cutting or groundbreaking ceremonies after 5 pm or on the weekends.

How many guests can we expect?

The Chamber cannot guarantee a number of attendees. Multiple factors play into how many guests will attend, including who you invite as well.

What kind of speech should I prepare?

We recommend a 2-4 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude towards those that have supported you. We encourage you to share your business' mission, products/services you provide, and how the community and Chamber can support you.

How long does the ribbon cutting or groundbreaking last?

Generally, the ceremony itself lasts approximately 10 minutes. Many hosts choose to extend activities for 30-60 minutes after to allow guests time for tours, refreshments, and networking.



Event Information

Ready to host your Ribbon Cutting or Groundbreaking Celebration?

Please submit the following information to the Membership Director at least 4 weeks prior to your event.

Business Name:

Contact Name:

Contact Email:

Requested Dates [list 3]:

Description of Event:

Event Style: *Public Event [open to the community]* OR *Private Event [invitation only]*

Congratulations!


This is an exciting milestone, and we are grateful for the opportunity to be a part of your special event, supporting you and your business!

Thank you for being a valued member of the Chippewa Falls Area Chamber!

Contact us!

Email Membership Director, Angela, to plan your event!

 angela@chippewachamber.org

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