



What is a Chamber ribbon-cutting?

A ribbon-cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has opened within the last six months. It can inaugurate an organization's first day of business or it can take place weeks after the business's 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 gathered. 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.

You must be a new or current Chamber member in good standing (including dues paid) for the Lakeview Roscoe Village Chamber of Commerce (LRVCC) to participate in your ribbon cutting.

Who qualifies for a ribbon-cutting?

Lakeview Roscoe Village Chamber of Commerce is available to assist with your ceremony if your business has:

- Opened its doors within the past six months
- Moved to a new location due to expansion
- Has been remodeled or has expanded its current location
- Is celebrating a milestone anniversary (1 year; 5 years; 10 years; 25 years; etc.)
- Groundbreaking

What are the benefits of holding a 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 Community Calendar
- 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 eNewsletter with a distribution list of about 8,000 people!

What does the chamber do?

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

- Notify the local Alderperson, Chamber's Board of Directors, and Ambassadors Committee members about your ribbon-cutting, encouraging their attendance
- Have a member of the Chamber's Team provide congratulatory remarks
- Bring the "BIG scissors" and ribbon
- Coordinate professional photos of the event free of charge, which will be shared with you, publish a photo in our Happening in Lakeview and Roscoe Village newsletter and share images on our social media channels
- Provide a list of Chamber member caterers (upon request only)
- Provide a contact list of local media outlets (upon request only)

While the Chamber will extend the above-mentioned invitations and list your ribbon-cutting on our website, we strongly encourage you to conduct your own PR campaign to increase the attendance and awareness of your business's opening. Please understand that you should not rely solely on the Chamber to attract your audience.

Contact Colton Davis at 773.472.7171 X 106 for more information.

What does my business do?

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

- Schedule your event via email at least two weeks in advance. Tuesdays, Wednesdays, and Thursdays are usually the best days during the week for business people, not earlier than 9:00 am and avoiding later evening functions. Unfortunately, the Chamber cannot assist with ribbon-cuttings after 5:00 pm or on weekends and holidays. Also, we ask you to please take a moment to cross-check your preferred date and time of celebration with the LRVCC's [events calendar](#) to prevent scheduling conflicts with Chamber events.
- 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)? Some businesses will take multiple photos with various groups of people before actually cutting the ribbon. Photos might include employees, family, Chamber members, business partners, and Ambassadors for example.
- 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 local government officials.

- Prepare a quick speech and be sure to have plenty of brochures available.

Please note: We highly recommend scheduling your ribbon-cutting at least two weeks in advance so we can accommodate the date and time that works best for you. Events are scheduled based on availability. Ribbon-cuttings are conducted Monday – Friday from 9:00 am – 4:00 pm.

Other details to enhance your event

Refreshments, drinks, door prizes, and decorations are optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon-cutting. The Chamber is happy to provide you with members who can help you with gifts and catering.

A special invitation. The Chamber can provide you with a member mailing list if you would like to mail an optional special invitation to the entire membership. This is especially encouraged if you are conducting a grand opening with prizes, business specials, and refreshments.

Organize a separate PR campaign. If you would like to invite the general public, you should explore other advertising avenues and/or consider sending a press release to the local media. You can do this yourself or hire a marketing company to help you with this. The Chamber can provide you with a list of the local media contacts and a membership directory to locate a marketing firm.