



OVERVIEW

Congratulations! Your ribbon cutting or groundbreaking represents an important day for your business.

SET YOUR DATE

Select a date several weeks in advance. We recommend that you schedule your event Monday through Fri. between 10:00 a.m. and 4:00 p.m. These times often receive the most media coverage and garner the best attendance enabling elected officials, dignitaries and Ambassadors to attend. We offer ribbon cuttings M-F 8:30-4:00PM though. Your ribbon cutting date and time MUST be confirmed with Bridget Brandt at 512-259-1907 or president@leandercc.org at least TWO WEEKS in advance.

If your location is under construction, consult your construction team when setting the date.

DETAILS

For the event, Leander Chamber of Commerce will:

- Provide Scissors & Ribbon
- Invite Leander Chamber of Commerce President & CEO to emcee (if not available, a Leander Chamber of Commerce Executive Team Member will emcee)
- Invite Leander Chamber of Commerce Ambassadors
- Invite the Media to cover
- Share the event: Leander Chamber of Commerce Calendar of Events at least One Weekly e-newsletter
- Take the ribbon cutting photo

After the event:

- We will submit the photo to the media who did not attend
- Share the photos on our Facebook page

CEREMONY AND PROGRAM

The actual ceremony is usually brief (about 20 to 30 minutes) and should be planned ahead of time.

Ribbon cutting - Decide who will cut the ribbon and notify them in advance. Have the cutter (and any other attendees you desire) stand.

Groundbreaking - Stage those involved and have a photographer or volunteer ready with a camera.

WHO'S WHO INVITATION LIST

When developing the list of who you will invite, consider the following groups of people:

- Potential/current customers
- Suppliers
- Employees and their domestic partners
- Key public officials – city council members, mayors and public officials from the district where your business is located. If your goal is to have a public official present, you may want to schedule that person first and build your event around his/her availability.
- Media outlets
- Neighboring businesses
- Friends and family
- Business associates

INVITATION LIST

Once you have identified your guest list, here are some tips to remember when sending out invitations:

- Prepare a basic invitation that is simple and to the point. Make sure all the basic information is included – who, what, when, where and why.
- If desired, include an RSVP. This will give you an idea as to how many people can attend and how much food/beverages to have on hand.
- Allow a sufficient amount of time for guests to return their reply.
- A week to 10 days is sufficient for most events, although two weeks would be preferable.
- Be sure to include a good map or very clear instructions on how to get to your event. A street address alone is not sufficient.
- Identify parking areas for your guests.
- If spouses or other guests are also invited, indicate that as well.

Leander Chamber of Commerce MEMBERSHIP LIST

If you would like to invite fellow Leander Chamber of Commerce member businesses, you can request a membership list. It lists all active members, the main contact at that company, address and phone number. Due to proprietary reasons, email addresses are not published. Membership mailing lists (via email in Excel format) are available for a fee of \$50.