

Wellfleet Chamber

Ribbon Cutting Event



Planning your Wellfleet Chamber Ribbon Cutting Event!

Businesses typically celebrate with a ribbon cutting if the company has:

- Opened its doors within the last 6 months
- Joined as a first-time member of the Wellfleet Chamber
- Celebrated a milestone anniversary (5 years, 10 years, etc.)
- Offered new products or services
- Moved to a new location, remodeled or expanded

What are the benefits of a Wellfleet Chamber Ribbon Cutting?

- Introduce both the community and Chamber members to your new business
- Familiarize the community and Chamber members with your product and services
- Published photos of your ribbon cutting on the Chamber's social media channels, and in our monthly newsletter that reaches approximately 4,800 contacts and potential customers

Pick a date

The date for your Ribbon Cutting must be selected and confirmed 8 weeks in advance of your event. It is recommended that you schedule your event Monday, Tuesday, Wednesday or Thursday between 2:00-6:00p.m, as these times often garner the best attendance. Check for schedule conflicts with other events or holidays - community events, Town Meetings, school vacations etc.

Preparing for the event

Information [[SUBMISSION FORM HERE](#)] about your business is due 4 weeks prior to your event, to guarantee invite distribution to our Chamber Members, contacts and local media.

Ribbon Cuttings give the business owner a chance to address those gathered, and you are encouraged to be prepared to say a few words. Business owners have used this time to publicly thank employees, friends and family, and/or business partners. It is also a great opportunity to talk about what your business does.

Temp Food Permits

Temporary Food Permits are required by the Town of Wellfleet if you are a non-food establishment seeking to serve food, or if you are a restaurant seeking to serve food outside of your internal operation (e.g. at a non-food establishment or in your parking lot). You are responsible for contacting the Board of Health and obtaining the required permits.

The Chamber's services include:

- Provide the BIG Scissors & Ribbon
- Chamber staff member to emcee the event
- Invite Chamber Members, Town Officials and the public via dedicated Chamber eblast
- Send press release to invite local media
- Share the event in our monthly e-newsletters and social media pages
- Take the ribbon cutting photos

After the event:

- The Chamber will submit photos to local media
- Share the event photos on our Facebook page, in our monthly e-newsletter

Ceremony and Program

- The actual ceremony is brief (about 20 to 30 minutes) and should be planned ahead of time.
- The Chamber will create the agenda with regards to speaker order, the actual ribbon cutting or groundbreaking and any other activities you plan to include.
- Decide who will cut and hold the ribbon and notify them in advance. Have the cutter (and any other attendees you desire) stand. You may want to have the audience do a countdown to the actual cutting.

Who's Who Invitation List

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

- Potential/current customers
- Employees and their families
- Wellfleet Chamber Board Members
- Public officials (TA, Selectboard, Planning Board, Finance Committee,
- Cultural Council, Police and Fire Chief)
- Local 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 to the point. Include who, what, when, where and why.
- We recommend that you 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.
- Identify parking areas for your guests.