



Planning your Ribbon Cutting or Groundbreaking Ceremony

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

- Opened its doors in the last 12 months or to recognize a Grand Opening
- Celebrated an anniversary or special achievement
- Offered a new service or product
- Been remodeled or expanded at its present location
- Moved to a new location
- A millionth customer designation (or some other number)
- Reopening under new management
- Reopening after a devastating event (like a fire or COVID)
- or any reason your business feels you need to present yourselves to the community

What are the benefits of a Chamber ribbon cutting?

- Introduce both the public and Chamber members to your business
- Begin a customer base
- Familiarize the public and Chamber members with your product and services
- Published photo of your ribbon cutting in Chamber's newsletter to approximately 1,200 member representatives and potential customers.

Set your date

Select a date eight weeks in advance. We recommend that you schedule your event Monday, Tuesday, Wednesday or Thursday between 2:00-6:00 pm, the afternoon receives more attendance. These times often garner the best attendance enabling elected officials, dignitaries and chamber members to attend. Your ribbon cutting date and time must be confirmed with the Chamber office at (508) 240-7211 or info@eastthamchamber.com at least **two months** in advance. A brief informational sheet or press release about your business is due **two weeks** prior to your ribbon cutting to guarantee distribution to the elected officials and media. Check for schedule conflicts with other events - Chamber events, Community events, Town Meetings etc. If your location is under construction, consult your construction team when setting the date.

Temporary Food Permits & Other Town Licenses

Only food prepared by a licensed and certified caterer or food service establishment is allowed by the Town of Eastham if you are a non-food establishment seeking to serve food to the public.

If the Town requires you to have a temporary food or alcoholic beverage permit, a copy must be held by the Chamber. If you are required to have a permit and do not produce one 30 days prior to your scheduled event we will have to cancel the ceremony.

Hosts are not permitted to charge for food and cash bars are not allowed unless you are a restaurant with a liquor license.

If you plan on having live music you must inquire with the Town's permitting office to confirm if an Entertainment Permit is required within 30 days of your event. Please forward a copy of your communication and permit to the Eastham Chamber of Commerce.

The Chamber's services include:

- Provide Scissors & Ribbon
- Invite Executive Director to emcee
- Invite the appropriate local elected officials to speak
- Invite Chamber Members
- Invite the Media to cover
- Share the event: Calendar of Events, Two Weekly e-newsletters, Chamber Facebook page
- Take the ribbon cutting photo

After the event:

- We will submit the photo to the media who did not attend
- Share the photo on our Facebook page and in our newsletter
- Contact you when photo appears in publications

Ceremony and Program

The actual ceremony is usually 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.

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. You may want to have the audience do a countdown to the actual cutting or groundbreaking.

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
- Eastham Chamber Board Members
- Key public officials – Public officials from the town where your business is located (Selectmen, Planning Board, Director of Planning, Finance Committee, Cultural Council, Police and Fire Chief) 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

To help identify public officials and/or Chamber Board Members, the Eastham Chamber can provide a complimentary list, by request.

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.
- 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.
- Identify parking areas for your guests.
- If spouses or other guests are also invited, indicate that as well.

If you would like to invite fellow Eastham Chamber member businesses, you can request a membership list (via email in Excel format). It lists all active members, the main contact at that company and mailing address. For proprietary reasons, email addresses are not published.