



Having a Grand Opening, Ribbon Cutting or Groundbreaking Ceremony?

Let the Mercedes Area Chamber of Commerce help you celebrate.

The chamber would be delighted to help your business celebrate with a Grand Opening, Ribbon Cutting or Groundbreaking Ceremony. Your business must meet the following criteria:

- Opened its doors in the last 12 months
- Changed ownership or under new management
- Moved to a new location
- Has been remodeled or expanded at its present location

A Ribbon Cutting Ceremony is an important part of your overall marketing and advertising plan and is a great way to kick-off a grand opening of a business. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and chamber members. The Chamber would enjoy assisting you in planning a successful event for your business.

Chamber Staff will conduct the ceremony, complete with a 3-foot long pair of scissors. The chamber will take digital photos of the event which can be emailed at no additional cost.

Scheduling with the chamber should take place a minimum of two weeks prior to the event. This will allow the chamber time to invite members of the Board of Directors, the staff and dignitaries from the City of Mercedes to join your celebration. Helpful Hint: The best attended ribbon cuttings are usually Tuesday thru Thursday.

Hors d'oeuvres and beverages are usually served, but it is your decision. Your plan can be as simple or elaborate as you like, whatever fits your budget.

The Chamber Staff will help make things go as smoothly as possible by:

- Notifying the Chamber's Board of Directors, City Dignitaries and Chamber members encouraging them to attend your event.
- Putting you in touch with other chamber businesses that can provide catering, deli and beverage services, and publicity.
- Bringing the giant scissors and taking pictures at the appointed time.
- Providing the ribbon and bow.
- Providing and mailing invitations to the Chamber membership.



What is included in the \$200 fee (\$0 for Chamber members)? The chamber will provide the ribbon and photographer, invite chamber members and city officials, and post the photo in an upcoming issue of The Mercedes Enterprise.

Not a member? Join now by contacting Donna Jackson at 565-2221.

Checklist for a Successful Grand Opening, Ribbon Cutting or Groundbreaking Ceremony

Contact the Mercedes Area Chamber of commerce at 565-2221 to schedule the ceremony at least two weeks prior to event.

Print and send invitations to non-chamber members such as neighboring businesses, existing customers, suppliers to your trade, prospects, personal friends & family. The chamber can provide mailing labels and invitations for a small fee if you would like to direct mail invitations to members.

Send a brief description about your business to the chamber office for use in announcements and press releases. This should include directions to your business and a phone number to call in case attendees cannot locate the event site.

Decide on a caterer or prepare your own menu. Serving refreshments is not required. The Chamber can provide you with a list of businesses in the food & beverage industry.

Prepare to promote your business, goods & services to those that attend by having a door prize drawing, giving away certificates or coupons, providing collateral materials such as business cards, brochures or other promotional literature. Having a door prize drawing allows you to collect business cards for future use.

For groundbreaking ceremonies, secure stage, chairs and any electronic equipment needed. Prepare agenda/program if multiple people will speak.