

RIBBON CUTTING GUIDE

Congratulations!

The Rio Grande City EDC is pleased to announce to the community that you are open for business with a Ribbon Cutting Ceremony. This is a busy and exciting time for you and so we've compiled a Ribbon Cutting Guide to help make your event easy and fun to plan.

Rio Grande City businesses moving to a new location, remodeling or expanding its current facility, under new ownership or new management, celebrating a milestone anniversary (5yr, 10yr, 25yr, etc.) or celebrating a groundbreaking qualifies for a ribbon cutting ceremony.

Whether you choose to plan a simple or elaborate occasion, our guide will assist you. This guide will help you organize, prioritize and prepare for a ribbon cutting ceremony with your own personal touch.

How we can help.

- An invitation sent to local officials on your behalf.
- A listing of your ribbon cutting on the City's Event Calendar.
- Provide congratulatory remarks.
- Provide a list of caterers and special vendors.
- Bring the "giant scissors" and ribbon.
- Take pictures at the event and publish a photo in our electronic newsletter, social media and for local publications for possible media coverage.
- Provide digital copies of photo(s) for your use.
- Press Release written up (along with photo from event) and sent to local media.

Keep in mind.

- We do not conduct ribbon cuttings on the weekends.
- Ribbon cuttings should take place in an area that might have your company logo or name in the background.
- Keep in touch with the RGCEDC as your plans progress.
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance.
- The farther ahead you contact us, the more publicity we can give your event .
- If you have a home-based business, or feel your location would not be suitable for the ceremony, you can use the RGCEDC Conference Room free of charge.

If you have any questions about this event or other types of events, please contact the Rio Grande City EDC at (956) 487-3476.

Ribbon Cutting Guide Planning Checklist

Select a date and time for the event.

- Choose a date that avoids major conflict with community events, holidays or recurring RGCEDC events. Call us at (956) 487-3476 for more information.
- Give yourself plenty of preparation time. Two weeks or more will allow optimum RGCEDC participation. Tuesdays, Wednesdays, and Thursdays are usually the best days during the week for business people.
- Events starting before 4 pm have the best turnout, lunch time tends to be a good time as well.

Create a guest list and send out invitations.

- Your invitations may be as simple as an email or as elaborate as a formal invitation. Be sure to include: who, what, where, why and when as well as a RSVP method to help plan accordingly for food and beverage.

Create a program/agenda.

A program provides valuable recognition to key people at the event, and allows you to explain details about your business. The program or official ceremony should last no longer than 30 minutes, with 10 minutes being ideal.

Sample program/agenda

- Welcoming Statement
- Religious Blessing (*if applicable*)
- Congratulatory Remarks by EDC Representative
- Introduction of Business/Staff (*brief description of your business, services, etc*)
- Ribbon Cutting (*guests will arrange themselves in front of the business or signage*)
- Attendees invited to sign the ceremonial ribbon as a keepsake for the business
- Thank attendees
- Facility tours and reception are recommended for after the ceremony

Provide refreshments.

- Providing time-appropriate refreshments is very well received.
- For example: assorted light hors d'oeuvres or finger foods are appropriate for an afternoon ribbon cutting.

Additional suggestions.

- Have plenty of brochures, business cards, and handouts available for your guests. If you'd like, have promotional items such as pens, magnets, mugs, etc. available to hand out.
- Have a drawing or give-away. Winning a sample of your product or a gift certificate can add to your guests' enjoyment and perhaps build greater attendance.

