



RIBBON CUTTING GUIDELINES



Ribbon Cutting Guidelines

Congratulations! You are already on the path to a successful venture. This plan will help you arrange your Grand Opening event with timelines, checklists and press release templates to promote the launch of your new business.

The following guidelines will assist you in planning a successful ribbon cutting ceremony. The City of Medina Ribbon Cutting Team provides this as a complementary service in support of the local business community. Ribbon cuttings are usually planned for a new business grand opening, or a ground breaking. Anniversary Celebrations can also be scheduled.

Criteria/Qualifications

Must be new business - Bricks and Mortar only

Business will have a One-Year window from opening date to request a ribbon cutting event

Business expansions projects can qualify with a significant investment and will be reviewed on a case by case basis.

(Façade or building improvements do not qualify)

Anniversary Celebrations will be in 5-year increments ie; 5, 10, 15, 20, 25, 30 etc. However, the businesses are entitled to one anniversary celebration.

*****Please note, these criteria do not preclude you from having your own event. Feel free to share the details with the ribbon cutting team.**

City / Chamber Ribbon Cutting Kit Contents

The representation that attends your event will bring:

- Large scissors and ribbon
- PA system – if needed for larger events

Setting the Time & Date

Ribbon cuttings are held on one Friday each month as schedules permit and are determined by the ribbon cutting team. To secure a date on the schedule, please contact the City of Medina, Greater Medina Chamber of Commerce or Main Street Medina and complete the ribbon cutting request form. The deadline to get on the ribbon cutting agenda is two weeks prior to the ribbon cutting date. The time slots are typically 10am, 11am, 1pm, 2pm, 3pm, or 4pm. Outside these times you may be able to utilize the kit, but we cannot guarantee representation. Complete the Ribbon Cutting Request Form by providing two dates and time preferences for your ribbon cutting. Once your request is received, we will coordinate with you on your date selection and pertinent details to help make your ceremony as memorable as possible.



Invitations

Although not necessary, attendance at your event may be more successful if you send out an event invitation. We will provide you with an electronic announcement via email, as well as inviting on your behalf, local, state, and federal elected officials, Main Street Medina Board members, Greater Medina Chamber of Commerce Board Members, and Media. To aide you in inviting the media and/or elected officials a sample media release form is attached. Some additional suggestions of people to consider when creating your invitation list:

- Current, past, and potential customers
- Family and friends
- Suppliers
- Your employees and their guests
- Those who helped you get started: Banker, Accountant, Lawyer, Realtor, etc.
- Neighboring business owners and managers

Press Release

If you would like to issue a press release for your grand opening, a sample format is attached to help guide you.

Photos and Video

A member of the ribbon cutting team will take photos and will provide you with a link to access them for your use in social media, marketing etc. Photos will also be posted on the city website.

We will also do our best to video tape the ribbon cutting and will provide you with a link to access the video for your use.

Refreshments

Providing time-appropriate refreshments is always well received. For example: during a morning event it is nice to offer coffee, tea, juice, bagels or pastries. During a lunch or late afternoon event, offering light hors d'oeuvres or finger foods is appropriate. If you chose to provide refreshment, please let us know and we will promote it in our invitations.

The Ceremony

A typical ribbon cutting lasts approximately forty-five minutes. Out of respect for your guests, it is important to start your ceremony on time.

The following is a typical ceremony with a sample time of 10:00am:

- 10:00 a.m. Guests arrive
- 10:10 a.m. Brief speeches by Company Representative and Recognition of Special Guests
- 10:20 a.m. Gather group for pictures
- 10:25 a.m. Ribbon Cutting
- 10:30 a.m. Refreshments, tours, mingling/networking, etc.



Questions

We are here to help your business succeed and become a viable asset to the City of Medina business community! If you have any additional questions, please do not hesitate to contact us at:

Kimberly Marshall kmarshall@medinaoh.org;

Jaclyn Ringstmeier jaclyn@MedinaOHChamber.com; or

George Sam george@mainstreetmedina.com



REQUEST FORM

Please provide the following information so that we may arrange a ribbon cutting for your business. For more information, review the Ribbon Cutting Guidelines available on the City of Medina Website: www.medinaoh.org

Name of Business _____

Address _____ City _____

Contact Names and Titles _____

E-mail address _____

Phone Number _____ Alternate Number _____

Website _____

Capital Investment for the Project- \$ _____

ie: leasehold improvements, building acquisition, furniture & fixtures, inventory, other

Date your business opened or will open _____

Number of New Employees _____

1st Choice (Please review ribbon cutting guidelines before choosing a date)

Date _____ Time _____

2nd Choice

Date _____ Time _____

EVENT DETAILS TO PROMOTE – YES/NO & Details

Refreshments _____

Entertainment _____

Tours of facility _____

Will you be open for business during ribbon cutting ceremony? _____

Will someone from the company speak briefly about business? _____

Will any corporate representatives be present? _____

Will any vendors be present? _____

By signing this request form for a ribbon cutting, I know that I will be contacted to coordinate and finalize plans.

Signature _____

_____ Date _____

Please complete this form and email it to Kimberly Marshall at kmarshall@medinaoh.org



SAMPLE PRESS RELEASE [Use company logo or letterhead]

[Date]

Contact: FOR IMMEDIATE RELEASE

[Name]

[E-mail address]

[Phone number]

Grand Opening & Ribbon-Cutting Ceremony to Celebrate

[Name of Business]

[Business name] has invited [name of elected official] to attend its ribbon-cutting on [date].

[CITY, STATE] – [Business name] is pleased to announce that it will hold a Grand Opening and Ribbon-Cutting Ceremony for its [newly opened] XYZ facility [name of XYZ facility] onsite at [hour] on [date].

“We’re happy to introduce our latest accomplishment to the community and those who helped bring this project to fruition,” said [spokesperson’s name and title]. “The ribbon-cutting ceremony for [Business Name] marks the launch of a new era for [city name].” [Name of elected official], [elected official’s significance to the business], is scheduled to be on hand to offer a few remarks regarding [Business Name] and to assist in the ribbon-cutting.

“We’re delighted [name of elected official] has agreed to join our celebration. Our dream of [constructing/greatly improving] this facility was made possible in part by [him/her],” said [Your spokesperson’s name].

[Offer specifics on your business facility, such as how many products or selection are available; how much the capacity is; what type and how much parking is available; and other details, such as amenities it offers, final cost of the project and public funding used. If the business site has undergone renovations, include before and after facts.].

[Include details on the ribbon-cutting ceremony, such as the names and affiliations of other invited guests, what will take place at the ceremony, and other details.].

[Insert other specifics regarding your business facility, such as its significance to the community, and any interesting historical facts related to the site, or other relevant details, make sure to include your company website].

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