



## What is a Business Association ribbon cutting?

A ribbon-cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has opened within the last six months. It can inaugurate an organization's first day of business or it can take place weeks after the business's soft opening.

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. The ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners can use this time to publicly thank their financial backers, their employees, their friends, and family, and/or their business partners. They also take the opportunity to talk about what their business does.

## Who qualifies for ribbon-cutting?

The Mondovi Business Association (MBA) is available to assist with your ceremony if your business has:

- Opened its doors within the past three months
- Moved to a new location due to expansion
- Has been remodeled or has expanded its current location
- Is celebrating a milestone anniversary (1 year; 5 years; 10 years; 25 years; etc.)
- Groundbreaking



## What are the benefits of holding a ribbon-cutting?

By hosting a ribbon cutting, you can:

- Introduce both the public and MBA members to your business
- Announce your ribbon cutting on the MBA Community Calendar
- Familiarize the public and MBA members with your product/services
- Familiarize the public and MBA members with your physical location
- Begin a customer base
- Generate leads and sales from attendees

## Is there a cost to have the MBA participate?

There is no cost to host a MBA ribbon cutting.



## Is the ribbon-cutting my business' event or a MBA event?

This is your event. The MBA will gladly assist you with the following:

- Providing referrals for caterers, photographers, invitation designers, and printers
- Making arrangements for the MBA Committee to attend
- Notifying local newspaper and radio station
- Notifying elected officials about the event
- Posting your event in the online Calendar of Events
- Announcing your event in a MBA email blast
- Announcing your event on Facebook
- Posting photos of your event on Facebook
- Adding photos of your event to the MBA's online Photo Gallery
- A MBA representative will introduce your business at the event
- The MBA will supply traditional items such as ceremonial scissors and ribbon



## What do we do?

Because your ribbon cutting is your event, there are no set rules. To make your event successful, carefully consider the following:

- Schedule your event by emailing Tessa Harmon at [infombawi@gmail.com](mailto:infombawi@gmail.com) or Michelle Larson [mlarson@eccoop.com](mailto:mlarson@eccoop.com) at least two weeks in advance.
- Determine who will cut the ribbon. The owners or top executives most frequently do the honors, but each business is different and can pick whomever they like.
- Who will be in the photo(s)? Some businesses will take multiple photos with various groups of people before actually cutting the ribbon. Photos might include employees, family members, MBA members, business partners, and local officials.
- Your remarks or speech. This is usually done when everyone is gathered before cutting the ribbon.
- Invite everyone you know! Invite your family, friends, past, current and potential customers, business associates (including your accountant, banker, and property owner,) suppliers, your employees, the media, neighboring businesses, and government officials.
- Consider having giveaways, especially logo items that guests can take back to their offices. The MBA is happy to provide you with members who can help you create gifts.
- Food and beverage are not required, but for open house events, it makes a nice touch. The MBA is happy to provide you with members who can help you with catering.
- Prepare a quick speech and be sure to have plenty of brochures available.