



**SOUTH SALT LAKE**  
CHAMBER OF COMMERCE



# GUIDE TO HOSTING A RIBBON CUTTING GROUNDBREAKING CELEBRATION

## WHY IS A RIBBON CUTTING IMPORTANT?

A ribbon cutting or ground breaking is a great way to celebrate a significant milestone in the life of a business. Whether it be a grand opening, new ownership, new location, or anniversary, each is a unique opportunity to share your story.

Ribbon cuttings offer you an opportunity to maximize your visibility and share your products and services with potential customers, partners, and the community at-large.



## Hosting a Ribbon Cutting or Groundbreaking Celebration

The South Salt Lake Chamber of Commerce proudly hosts groundbreaking events and ribbon cutting ceremonies for member businesses in good standing (dues paid) that are celebrating these exciting milestones: Opening of new business, business expansion or relocation new ownership.

### Benefits of a Chamber Ribbon Cutting or Groundbreaking

- Introduce and promote your business to Chamber members and the broader community.
- Begin or continue expanding your customer base and business connections.
- Receive event marketing support to boost your exposure.
- Celebrate your hard work and this milestone with friends, family, and your community.
- Connect with representatives from your local municipality and the Chamber, who advocate for your business and serve as invaluable resources.

### Chamber To Do's

A ribbon cutting or groundbreaking ceremony is YOUR event - but the Chamber is here to assist you with the following:

- Create event agenda by coordinating speakers and the ribbon cutting/groundbreaking portion.
- Invite speakers from the Chamber and SSL municipality.
- Invite Chamber staff, board members, ambassadors, and our members.
- Promote your event on our social media platforms and website.
- Bring the BIG SCISSORS and ribbon (ribbon cutting).
- Provide golden shovels (groundbreaking).
- Take photos and post to the Chamber's social media platforms following the event.

## **Business To Do's**

The Chamber is here to help you, however, we strongly encourage you to take the following steps while planning your event with us:

- Please note, that you should not rely solely on the Chamber for your event promotion and audience.
- Designate a contact person who will coordinate with the Chamber Coordinate event details with the Chamber before promoting the event to ensure all parties on are the same page as to how you envision your event (i.e. providing refreshments/snacks, tours, open house, product demos, etc.).
- Provide a 3-5-sentence overview of your business, to the Chamber prior to the event.
- Designate a speaker(s) for the event that will be part of the agenda.
- Promote through your communication channels or social media Invite clients, customers, employees, friends, family, partners, and any others you want to attend.
- Consider giving away branded items to promote your business.
- Welcome attendees with a sign-in sheet to gather emails for future connections or thank you's.

## **Frequently Asked Questions**

Planning a ribbon cutting or groundbreaking is EXCITING! You may have some questions, such as where to start! Luckily, since this is your event, there are no set rules, but here are a few FAQs that may help direct you as you plan your event:

### **When should I begin talking to the Chamber about my event?**

Begin the conversation at least one month prior to the event date. This allows Chamber staff to confirm the date, and have adequate time to invite speakers and share it with our members.

### **When is the best time to have a ribbon cutting or groundbreaking?**

Based on availability, we are able to host events Monday - Thursday from 9:00 am - 4:30 pm and Fridays before 12:00 pm. The Chamber is not able to assist with ribbon cutting or groundbreaking ceremonies after 5 pm or on the weekends.

### **How many guests can we expect?**

The Chamber cannot guarantee a number of attendees. Multiple factors play into how many guests will attend, including who you invite as well.

### **What kind of speech should I prepare?**

We recommend a 2-4 minute speech. This can be an overview of the business, steps you've taken to prepare for this day, and an expression of gratitude towards those that have supported you. We encourage you to share your business' mission, products/services you provide, and how the community and Chamber can support you.

### **How long does the ribbon cutting or groundbreaking last?**

Generally, the ceremony itself lasts approximately 10 minutes. Many hosts choose to extend activities for 30-60 minutes after to allow guests time for tours, refreshments, and networking

# RIBBON CUTTING STANDARD OPERATING PROCEDURE

This Standard Operating Procedure (SOP) provides a step-by-step guide for organizing and executing ribbon-cutting events hosted by the South Salt Lake Chamber of Commerce in collaboration with businesses requesting a ribbon-cutting. This procedure outlines responsibilities, timelines, and best practices to ensure smooth coordination, including when and how the City and Mayor's Office may participate.

## Planning and Coordination

### 1. Business Request

- Initial Contact: Businesses requesting a ribbon-cutting ceremony should contact the South Salt Lake Chamber at least 3–4 weeks in advance.
  - The Chamber will provide a Ribbon Cutting Request Form to gather essential details, including:
    - Business name and address
    - Event date and time preferences
    - Key attendees from the business (e.g., owners, executives)
    - Type of ribbon cutting (grand opening, rebranding, anniversary, etc.)
    - Social Media Tags

### 2. Chamber Responsibilities

- Confirm Event Details: The Chamber will confirm the date, time, and location with the business.
- Coordinate with City/Mayor's Office:
  - If the business or event requests the Mayor's presence, the Chamber will contact the Mayor's office and check the availability of the Mayor or a representative.
  - If the Mayor's office accepts the invitation, they will handle official city representation, such as speeches or delivering formal messages.
  - The Chamber will ensure the Mayor's office is kept updated on the event's details and agenda.

### 3. Invitations & Promotions

- Create Invitations: The Chamber will prepare digital and physical invitations for Chamber members, local dignitaries, and relevant media outlets.
- Promote the Event:
  - Social Media: The Chamber will promote the ribbon cutting on its social media platforms (e.g., Facebook, Instagram, LinkedIn). The City will reshare the promotion of the ribbon cutting posted by the Chamber.
  - Chamber Newsletter: The event will be featured in the Chamber's email newsletter.
  - Press Releases: If appropriate, a press release will be drafted and distributed to local media.
- RSVP Management: The Chamber will track RSVPs from Chamber members, business contacts, and guests.

#### 4. City/Mayor's Office Responsibilities (if applicable)

- The Mayor's Office will handle any formalities and speeches, including city presentations and certificates.
- They may also coordinate additional city media coverage and provide city-branded materials for the event.
- Mayor's Availability: If the Mayor is unavailable, a city council member or another representative may be assigned.

## II. Event Preparation

### 1. Logistics and Supplies

- Ribbon: The Chamber will provide the ribbon for the event.
- Scissors: Oversized ceremonial scissors will be provided by the Chamber.
- Banners/Signage: If applicable, the Chamber will bring Chamber banners or other branded materials for photo opportunities.
- Sound System: If required, the business will provide microphones or sound systems.
- Certificate - The Chamber will provide the business with a certificate welcoming them to South Salt Lake.

### 2. Event Day Checklist

- Business Responsibilities:
  - Ensure the venue is clean and ready for the ceremony.
  - Set up any refreshments, promotional materials, or displays.
  - Prepare a short speech or remarks for the business owner or key representatives.
- Chamber Responsibilities:
  - Arrive at the venue at least 30–45 minutes before the event to assist with setup and greet attendees.
  - Ensure all supplies (ribbon, scissors, signage) are set up properly.

### 3. Photo Opportunities

- We will capture key moments to post on social media after the event:
  - Business owners with the ribbon and scissors.
  - Mayor or city officials (if present) participating in the ribbon cutting.
  - Group photos with the Chamber, business representatives, and key attendees.

## III. Event Execution

### 1. Event Agenda (Sample)

- Welcome and Opening Remarks (5 mins):
  - The Chamber representative will welcome attendees and introduce the business owner(s).
- City/Mayor's Remarks (if applicable):
  - The Mayor or city representative will give a brief speech, congratulating the business and presenting any official recognitions or certificates.
- Business Remarks (5–10 mins):
  - The business owner or a key representative will share brief remarks about the business, its history, and the significance of the event.
- Ribbon Cutting Ceremony (5 mins):

- The Chamber will coordinate the positioning of the ribbon, scissors, and attendees.
- Photos will be taken before, during, and after the ribbon cutting.
- Networking & Refreshments (Optional, 30–60 mins):
  - Following the ribbon cutting, guests may be invited to enjoy light refreshments, tour the facility, or network.

#### **IV. Post-Event Follow-Up**

##### **1. Social Media & PR**

- Post Photos and Recap: The City will post photos and an event recap on social media, tagging the business and key participants. The Chamber will reshare these photos and posts on its social media and in its newsletter. Please note, per City policy, the City cannot create collaborative posts with businesses.
- Thank You Email: A thank-you email will be sent to the business, Chamber members, and the Mayor's office (if applicable), expressing appreciation for their participation.

##### **2. Media Outreach**

- Media Follow-Up: If media attended, the Chamber will coordinate with the business to ensure they receive any articles, news clips, or reports.

##### **3. Chamber/Business Partnership**

- Future Engagement: The Chamber will follow up with the business to discuss membership benefits, future events, and ongoing partnerships.

#### **V. Contingency Plans**

##### **1. Rescheduling Due to Weather or Unforeseen Circumstances**

- In case of inclement weather or other issues, the Chamber will coordinate with the business to reschedule the event and notify all invitees.

#### **VI. Conclusion**

The South Salt Lake Chamber of Commerce is committed to making every ribbon-cutting event a success by ensuring smooth coordination between the Chamber, the business, and the City/Mayor's office. By following this SOP, we aim to provide an exceptional experience that celebrates the success of local businesses and strengthens community relationships.

If you have any questions or need further assistance, please contact the South Salt Lake Chamber ([tereza@sslchamber.com](mailto:tereza@sslchamber.com)).

**South Salt Lake Chamber Ribbon Cutting Request Form**

The South Salt Lake Chamber would love to celebrate your business milestones! A Ribbon Cutting is a great way to mark a new business, relocation, renovation, or milestone anniversary while connecting with Chamber members and the local community.

Please submit this form before requesting a date so we can secure Chamber staff and Ambassadors for your event.

**ORGANIZATION & CONTACT INFORMATION**

|                                   |              |             |     |
|-----------------------------------|--------------|-------------|-----|
| Organization Name                 |              |             |     |
| Ribbon Cutting Address            |              | City, State | Zip |
| Main Phone                        |              | Website     |     |
| Cell Phone                        | Office Phone |             |     |
| Email                             |              |             |     |
| SECONDARY CONTACT (Name/Position) |              |             |     |
| Cell Phone                        | Office Phone |             |     |
| Email                             |              |             |     |

**TYPE OF RIBBON CUTTING (SELECT AT LEAST ONE)**

I am interested in participating in the following committees. You may also indicate if another representative from your organization would like to be involved.

- ☐ Establishing a New Business
- ☐ New Location / Relocation
- ☐ Renovation / Expansion
- ☐ Milestone Anniversary / Other:

**PROPOSED DATES & TIMES**

Key Points:

- Ribbon Cuttings are typically scheduled Tuesday–Thursday, 10:00 AM–5:00 PM
- Please allow at least one month for promotion.
- Dates will be reviewed to avoid conflicts with other Chamber events.

**SOCIAL MEDIA**

|                               |                           |  |  |
|-------------------------------|---------------------------|--|--|
| Preferred Date                | Preferred Time of Event*  |  |  |
| Preferred Ribbon Cutting Time | Second Choice Date & Time |  |  |
| Third Choice Date & Time      |                           |  |  |

## RIBBON CUTTING DETAILS

How can the Chamber assist at your Ribbon Cutting? (Select at least one)

- |                                                                              |                                                                  |
|------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Photo opportunity only                              | <input type="checkbox"/> Promote Ribbon Cutting on social media  |
| <input type="checkbox"/> Visit business prior to Ribbon Cutting              | <input type="checkbox"/> Facebook Live of event                  |
| <input type="checkbox"/> Invite Chamber members to attend                    | <input type="checkbox"/> Take photos / provide event photography |
| <input type="checkbox"/> Announce Ribbon Cutting on Chamber website calendar |                                                                  |

## OTHER AMENITIES AT EVENT

(Select all that apply)

- ☐ Tour of facility / location
- ☐ Refreshments
- ☐ Sales / Coupons / Deals
- ☐ Giveaways / Prizes / Raffles
- ☐ Other:

## When can the Chamber start promoting this event?

- ☐ Immediately
- ☐ Specific Date

## WOULD YOU LIKE ANYONE TO SPEAK AT THE EVENT?

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## ADDITIONAL NOTES / INFORMATION

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## YOUR STORY

Tell us about your business! This will help us create invitations, scripts, and captions for your Ribbon Cutting.

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After submitting, a Chamber representative will contact you to confirm the date, time, and event details.  
For questions, contact: [info@sslchamber.com](mailto:info@sslchamber.com)