

Ribbon Cutting Guidelines



The Colorado Springs Chamber & EDC would like to help introduce your business to the community. If you are preparing for a grand opening, have recently remodeled, have a new location or are a new member, let us celebrate with you.

Going forward ribbon cuttings and groundbreakings will look slightly different than before, but the goal is the same - we're here to let the community know you're open for business. Here's how we plan to move forward:

Prior to the ribbon cutting, you will receive a custom care package in the mail from us - it's our thanks to you for being a member. It's not required, but we highly encourage you to record an unboxing video of you opening your care package and showing what you received to your audience. This is also a great opportunity to promote your upcoming ribbon cutting.

On the day of the event, a representative of the Chamber will give a few words then we'll turn it over to whomever you would like to speak from your business.

Benefits of hosting a Chamber & EDC groundbreaking or ribbon cutting

- Opportunity to publicly thank your family, friends, business associates, employees and financial partners
- Introduce your company to potential new customers
- Expand visibility for your organization and raise your profile in our community

We've created this guide to help you and your business get the most out of your Chamber & EDC ribbon cutting or groundbreaking ceremony. As always, we're here for you and working to make your event special!

If you have any questions or need additional information, contact Member Engagement Manager Stephany Garza at sgarza@cscedc.com or call **(719) 575-4332**

Follow these 5 Easy Steps for Hosting a Virtual Ribbon Cutting or Groundbreaking Ceremony

1. SUBMIT FORM

Please submit the attached ribbon cutting request form *at least two weeks* before your preferred date. Submit the form to sgarza@cscedc.com.

To maximize visibility, we recommend hosting your event during normal business hours. We will do our best to accommodate all requests, however, we are unable to host ribbon cuttings or groundbreakings on weekends or after business hours.

- Please avoid scheduling a ribbon cutting around other events or holidays (i.e. any Friday before or after holidays). Please check the Chamber & EDC events calendar on our website at cscedc.com/events to make sure there are no conflicts with other events that day which would prevent us from attending.
- The Chamber & EDC provides:
 - Ribbon cutting promo box (will be mailed out prior to the event)
 - Chamber staff member & volunteer ambassadors (this is at the business owner's discretion and to follow El Paso County Health Department & CDC guidelines)*
 - Event posted on our online event calendar and Facebook events page
 - Mention in the Chamber & EDC's weekly newsletter and a photo on social media

2. INVITATIONS:

- Due to county health department guidelines, we will limit our own attendance based on the most current guidelines (note: they change often, we recommend checking the county health department's website for the most updated info). Based on this, please only invite those crucial to the ribbon cutting event (especially if the ceremony will be indoors as there are capacity restrictions due to C-19). Remember there will be a maximum of 5 Chamber staff members so please ensure your invite accounts for this number.
- We will create an event on Facebook announcing your ribbon cutting. If you have Facebook, we will add you as a co-host

*See [How to Protect Yourself and Others](#)

3. PROMOTION

It's up to you to make the event as big or as little as you want – this is your celebration! If you're looking to attract a lot of attention, consider some of these options for promoting your celebration and business.

Advertising

- Utilize paid print, digital or radio ads
- Cash in on your benefits and send a direct mailer to all Chamber & EDC members

- Share fliers, member-to-member deals or public hot deals on MIC

Media

- Post press release on the MIC
- Send press release to media outlets:
 - Info@csbj.com
 - businessnews@gazette.com
 - news@kktv.com
 - krdo.com/about/contact
 - news@fox21news.com
 - krcc.org/contact
 - [Csindy.com/coloradosprings/ContactUs/Page](http://csindy.com/coloradosprings/ContactUs/Page)
 - [Coloradospringsstyle.com/contact-us](http://coloradospringsstyle.com/contact-us)
 - [Kcme.org](http://kcme.org)
 - [Coloradospringskids.com](http://coloradospringskids.com)
 - 989magicfm.com
 - [Jazz93.5.org](http://jazz93.5.org)
 - [Xtrasports1300.com](http://xtrasports1300.com)

Event Attendee Promotions

- Host drawings or giveaway prizes
- Supply certificates or coupons
- Provide print collateral material like cards or brochures
- Have promotional items or grab bag favors

Community

- Post event on community calendars
 - [Visitcos.com](http://visitcos.com)
 - [Peakradar.com](http://peakradar.com)
 - [Downtowncs.com](http://downtowncs.com)
 - [Springsmag.com](http://springsmag.com)

4. EVENT LOGISTICS

We're here to support the best event for you and your business. Make it a memorable experience for employees, attendees, and you! Here are some ideas to consider to help make it a great event and leave a lasting impression.

Speakers

- Prepare your remarks ahead of time
- Consider thanking any business partners and collaborators in your remarks

Chamber & EDC Actions

We prepare opening remarks to introduce your business to the community which generally takes 1-2 minutes. Be sure to include speaker names, titles and pertinent business information on your request form.

5. PAY IT FORWARD

You're now part of the largest professional business network in the Pikes Peak Region; pro actively attend ribbon cuttings and groundbreaking ceremonies to celebrate and support fellow members and continue to make valuable connections. Be in-the-know about what's happening with the growing and thriving business community of Colorado Springs and the Pikes Peak Region.

Bookmark the [events calendar](#) to stay up-to-date on Chamber & EDC events!