



College Area Business District Ribbon Cutting Events

The College Area Business District is offering Ribbon Cutting Ceremonies for the businesses who are celebrating a grand opening, anniversary or other special occasions. We are taking these opportunities to celebrate your success. Why not, we love another reason to have a party!

These celebrations are meant to attract publicity to you and your business. The staff of the College Area Business District will assist you in coordinating the event and custom design it just for you and your budget.

Here is a simple list of what we can offer and what you can be expected to do to ensure that you enjoy the benefits of a Ribbon Cutting Event:

What the College Area Business District will do:

- Work with you to **choose an event date** (generally we suggest 2 weeks to promote the event)
- Work with local restaurants and other shops to supply your event with catering or games
- Write and distribute a press release to local media
- **Post public invitation** to the event through our social media and other internet presences
- **Invite:** City Officials and other dignitaries, potential new customers and neighboring businesses.
- **Introduce you to other businesses** in the District that can assist with catering or other products & services needed for a successful event
- **Introduce you to your new customer base** through community and neighborhood groups so they get to know your business and you, the owner/ manager personally.
- **Contact media and dignitaries** a few days in advance to remind & personally invite them and confirm attendance.
- **Provide a ribbon, the Big Scissors and take photos** to capture the celebration and post photos on social media and other internet presences to show what a great time the event was.

What you can do to ensure a fun and successful event:

- **Invite your customers, friends and others** through your own media and social media. Share the promotion of the College Area Business District with your followers.
- **Provide specials, discounts or giveaways** to attract visitors who could be your new customers
- **Offer games** or interactive activities for the event
- **Ask your staff to assist** you with giving tours of your facility to free you up to greet and mingle.
- **Have an email sign-up form** for e-newsletter and other follow-up communications.

If you have questions about our Ribbon Cutting Ceremonies, please email our Executive Director, Jim Schneider at jim@collegeareasd.com or call at 619-582-1093. We look forward to celebrating your success!



Tips for a Successful Ribbon Cutting Event

- **Plan:** Choose the date and time of the event and contact the people whom you would like to attend well in advance are the first steps. The College Area Business District requires at least a 2 week notice to ensure people have a fair chance to attend. Local dignitaries may require an earlier notification so plan on asking 2-4 weeks in advance if you would like us to invite them.
- **Publicize:** The College Area Business District will meet with you to gather information for a press release. We will write a press release and submit it to the local media; newspapers, radio stations and post through social media. We'll need to post at least 2 weeks before the event.
- **Invite:** Sounds simple and it is. You should invite your family, friends, former colleagues, current customers, nearby businesses and suppliers. Perhaps even create a digital flier so that they can share the news with their contacts.
- **Have Fun:** Your ribbon cutting may be the first time people enter your business so make it fun and festive. Offer door prizes, giveaways, discounts on products or services. These can add incentive for attendees to become customers. Having refreshments and a DJ if possible will liven up the atmosphere. We can help you connect with other local businesses to supply any of this. That will also open the door for future cooperation with other College Area businesses.
- **Relax and enjoy.** You are the best advocate for your business so take time to enjoy the hard work that got you to the point of having a ribbon cutting. Get your employees or other volunteers to share the event planning details so you can enjoy the evening and be the face and voice for your business with those who attend the event.

Ribbon Cutting Schedule & Checklist

- 5:30pm Start Time.
- 6:00pm-6:15pm start Program Starts- Thank You, Presentation of Certificates, Business Owner Introduction, Cutting of the Ribbon.
- 6:45 PM/7:00 PM Ceremony Complete.
- 7:10 PM MINGLE!

PHOTO CHECKLIST:

- Crowd Mingling.
- Speakers/Political representatives.
- Business Owner.
- The Business- Inside and Out.
- The Act of Cutting the Ribbon.
- Food/ Entertainment.