



Somerset County Business Partnership

Your Chamber of Commerce and more

RIBBON CUTTING INFORMATION

Congratulations on planning to celebrate the opening of a new business or the expansion/relocation of an existing business in Somerset County. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion! We hope the following information is helpful to you. **Please contact the SCBP office at (908) 218-4300 with questions.**

What is an SCBP ribbon cutting?

A ribbon cutting is the ceremonial opening of a brand-new or newly-renovated/relocated business that has opened within the last 6 months. It can inaugurate a business's first day of business or it can take place weeks after the business's soft opening. The SCBP will consider ribbon cutting requests for anniversary celebrations. A ribbon cutting is not an automatic event to mark a new membership. And, yes, you actually cut a ribbon! Each business decides where they would like to cut their ribbon. The most common location is across the main entrance of the building but it can also be stretched across another important location within the business, especially during inclement weather.

Because the ribbon cutting marks a very significant moment in the business' history, this is also a great photo opportunity. Each business chooses the group, or groups, of people they want assembled for their photos. Furthermore, the ribbon cutting ceremony gives the business owner or manager a chance to say a few words to those gathered. Business owners have used 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.

You must be a new or current SCBP member in good standing (including dues paid) for the SCBP to help coordinate your ribbon cutting.

What are the benefits of holding a SCBP ribbon cutting?

By hosting a ribbon cutting, you can:

- Introduce both the public and SCBP members to your business
- Announce your ribbon cutting on the SCBP's website calendar (submit the event at <http://web.scbp.org/events/eventsubmission.aspx>)
- Familiarize the public and SCBP members with your product/services and your physical location
- Generate possible leads and sales from attendees and those who heard about it

- Submit the photo of your ribbon cutting for inclusion on the SCBP's Facebook page.

What does the SCBP do for my ribbon cutting?

- Invite the team of Ambassadors to attend and participate:
- Provide you with the large ceremonial scissors (you need to reserve them in advance)
- Provide you with a list of local media contacts, local government officials and caterers if requested
- Provide you with instructions for you to list your grand opening on the SCBP website calendar - <http://web.scbp.org/events/eventsubmission.aspx>.

What do I do for my ribbon cutting besides purchasing a wide, brightly-colored ribbon?

- **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! If the Mayor attends, he often cuts or helps to cut the ribbon.
- **Determine who you'd like in the photo(s).** Some businesses will take multiple photos with various groups of people before the ribbon is actually cut. They conduct staged cuttings to incorporate more groups of people like employees, family, SCBP members, business partners, etc.
- **Other details to enhance your event.** Refreshments, drinks, door prizes, and decorations are all optional and up to you. Many businesses add these extra touches when conducting a public grand opening in conjunction with the ribbon cutting.
- **A special invitation.** The SCBP can sell you a SCBP member mailing list if you would like to mail an optional special invitation to the entire membership. This is especially encouraged if you are conducting a grand opening with prizes, business specials, and refreshments.
- **Organize a separate PR campaign.** If you would like to invite the general public, you should explore other advertising avenues and/or consider sending a press release to the local media. You can do this yourself or hire a marketing company to help you with this. The SCBP can provide you with a list of the local media contacts and a membership directory to locate a marketing firm.