

## 2023 Ribbon Cutting Guidelines for Chamber Members

These guidelines will assist you in planning a successful ribbon cutting and understanding the Chamber's support role at these events. Ribbon cuttings are typically held for critical business changes such as facility expansion, relocation, grand opening of a new business or groundbreaking on a new property. Membership is required for JAX Chamber support. If you are not a Chamber member and wish to become one, please call (904) 366-6600 to speak with an account manager.

### Scheduling Requirements

- ✓ Minimum two-week notice
- ✓ Monday through Friday, during the hours of 8:30 a.m. to 5 p.m.
- ✓ Coverage is not available for weekend events
- ✓ Provide two date and time options on your Ribbon Cutting Request Form
- ✓ We will make every effort to avoid conflicts with signature events and holidays that may impact attendance

### Chamber Support and Cost

Given the large number of members that we serve and the number of events that we host, it is not always possible for Chamber staff to attend all ribbon cuttings. We have an elite group of Chamber members that serve as Ribbon Cutting Diplomats with whom we coordinate event coverage. They are dedicated to making you feel welcome and providing you with information from a members' perspective on how the Chamber can help your business. Ribbon cutting fees vary depending on membership level and/or the desired level of event support.

### Basic-Membership Level Options:

**\$0 – Ribbon Cutting Kit Only / No Representative** \* Refundable \$50 cash/check deposit required.

*\*Kit pick-up and return arrangements will be confirmed during event scheduling.*

**\$0 – Complimentary ribbon cutting with pre-paid two-year membership**

*\*5% discount on your membership dues included.*

**\$50 – Ribbon Cutting with Chamber Representative and/or Ribbon Cutting Diplomat**

**\$200 – Additional Location with Ribbon Cutting** \*Add a location to your existing membership and include a ribbon cutting. \*Annual membership dues for an additional location is \$150.

**\$300 – Ribbon Cutting with Chamber Representative and/or Ribbon Cutting Diplomat plus Excel Member Mailing List** \*Mailing list does not include email addresses. For best use

### Premier – Platinum Membership Level:

(1) Complimentary Ribbon Cutting and (1) Complimentary Membership Mailing List per year included in benefits.

### Event Agenda

It is your occasion; make it as simple or as grand as you like. A typical ribbon cutting lasts about twenty minutes. It is important to start your ceremony on time. The following template can be used as a guideline.

10:00 a.m. Greet attendees

10:05 a.m. Brief welcome remarks and/or speech by Company Representative (recognize special guests)

10:15 a.m. Gather group for pictures (JAX Chamber rep will assist with positioning the group for photos)

10:20 a.m. Cut the ribbon (JAX Chamber rep will take the official ribbon cutting photo, unless otherwise directed)

10:30 a.m. Encourage attendees to network, enjoy refreshments and join you for a tour of the facility/site

*\*Note - You are welcome to hire a professional photographer for your event. If you do, inform the lead JAX Chamber representative and he/she will follow the directives of the photographer. Please have the photographer to forward the ribbon cutting photo to [Involvement@jaxchamber.com](mailto:Involvement@jaxchamber.com) 12 - 24 hours after the event, so that our Communications team can share your photo via our website and social media.*

## Buy Chamber Resources

Expand your network of business partners and “Buy Chamber” for your event planning and execution needs. Click on the categories below for Chamber member referrals. For additional resources/referrals visit [www.jaxchamber.com](http://www.jaxchamber.com) and click on the Member Directory.

\* [Catering](#)

\* [Event Planning](#)

\* [Public Relations](#)

\* [Audio-Visual](#)

\* [Photography](#)

\* [Promotional Products](#) (use for door prizes, swag bags, etc.)

## Event Promotion and Invitations

We offer ways to assist you in getting the word out, but ultimately, it is up to you to take the lead on promoting your event.

### We Will:

- ✓ Post your event on the Ribbon Cutting Page of our website at [www.jaxchamber.com](http://www.jaxchamber.com)
- ✓ Promote your event to the Ribbon Cutting Committee
- ✓ Promote your event to targeted JAX Chamber Council Boards and their members

### You May Choose To:

- ✓ Invite your business/community partners and businesses within your targeted market
- ✓ Mail an event invitation to Chamber members \*See membership list info on page 1 for details
- ✓ Attend JAX Chamber Council events to personally invite fellow members
- ✓ Invite the Mayor, elected officials and local media outlets \*Scheduling is handled solely by their respective offices. Use the links below to contact them.

**Mayor's Office:** <http://www.coj.net/mayor-curry/bizforms/event-request-form.aspx>

**City Council Members:** <http://www.coj.net/City+Council/City+Council+members.htm>

**Florida Times Union:** <http://jacksonville.com/contact>

**Jacksonville Business Journal:** <http://www.bizjournals.com/jacksonville/about-us/contact/>

**JAX Daily Record:** <https://www.jaxdailyrecord.com/search?search=contact>

**News4Jax:** <https://www.news4jax.com/contact>

**Action News:** <https://www.actionnewsjax.com/contact-us>

**The Beaches & Ponte Vedra Leader:** <http://www.beachesleader.com/site/contact/>

## Web Resources and Social Media

Promote your event online via the Chamber's website and social media outlets by utilizing the following platforms. If you need additional information on how to do this, please email us at [Involvement@jaxchamber.com](mailto:Involvement@jaxchamber.com).

**Member News via [www.jaxchamber.com](http://www.jaxchamber.com):** Submit a formal press release to [news@jaxchamber.com](mailto:news@jaxchamber.com)

**Facebook:** <https://www.facebook.com/JaxChamber>

**LinkedIn:** <http://www.linkedin.com/groups/JAX-Chamber-956637/about>

**Twitter:** <https://twitter.com/JaxChamber>

## Questions

We want to see you succeed and become a viable asset to the First Coast business community. If you have any additional questions, do not hesitate to contact us. We look forward to celebrating with you!

**Monisa Thompson**

**Director, Member Relations**

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904-366-6679