

## White Lake Area Chamber of Commerce Ribbon Cutting

A ceremonial opening of a brand-new, newly-renovated, or relocated business,  
or to celebrate an expansion or anniversary.



### What are the benefits to a ribbon cutting?

Since ribbon cuttings mark a significant moment in your business's history, they make a great photo opportunity. You are choosing the people you want assembled around you, and these photos are great not only for you to keep, but for us to share and get your businesses out there. They also give a chance for the owner, manager, or another selected person to say a few words.

### What does the Chamber do for your ribbon cutting?

- Work with you to get a better understanding of how you'd like the ribbon-cutting to run (see ideas and options below) so we can promote it accordingly.
- Create a social media graphic announcing the ribbon cutting details.
- Send out an eblast to all members inviting them to your ribbon cutting.
- Invite the mayor, Chamber Board of Directors, and White Lake Beacon to be attendance.
- Facilitate the ribbon cutting. We will bring the ribbon, scissors, and if you are newly joining the Chamber of Commerce, we will bring your new Member plaque.

### Ideas & Options

The ribbon cutting itself typically lasts 10-20 minutes. These ceremonies can be just the ribbon cutting, or your business may chose to turn it into an open house. Here are some ideas of what you may chose to do to get you started, however, none of these are required.

- Provide tours or walkthroughs of your business.
- Provide snacks and refreshments.
- Offer special in-store or service deals or discounts.
- Do drawings or giveaways for attendees.
- We encourage you to invite your friends, family, staff, business partners, and anyone you would like in attendance to help maximize the opportunity to get your business name out in the community.

**What's next?** Let us know some dates and times you'd like to have it, whether this is a ribbon cutting only or an open house as well, and any sort of details (ie: giveaways, refreshments) that can help us promote!

Call 231-893-4585 or email [info@whitelake.org](mailto:info@whitelake.org) for questions or more information.