



# LIBBON CUTTING CEREMONY

## WHEN TO SCHEDULE A RIBBON CUTTING

- New – opened your doors within the past 12 months
- Changed ownership or management within the past 6 months
- Moved to a new location or had a remodel/expansion at your present location
- Celebrating a significant anniversary

## GROUNDBREAKING CEREMONY

- Breaking ground at a new build
- Golden shovels available

## WHO DO I CONTACT?

Send an email with your interest to  
[Ashley.Simonson@elevaterapidcity.com](mailto:Ashley.Simonson@elevaterapidcity.com)  
or call 605. 716.0021

## OPTIONS

### FREE

- Task Force Volunteer will attend with ribbon and scissors
- Volunteer will take and email you a photo of the ribbon cutting.

### \$100

*Everything above plus:*

- We will send the invitation out to the Ribbon Cutting List
- Ribbon Cutting photo will be featured in a “group” article on our website (monthly ribbon cuttings)

### \$250

*Everything above plus:*

- A stand-alone ribbon cutting “feature” article



# RIBBON CUTTING & GROUNDBREAKING

## HOST RESPONSIBILITIES



### CONTACT ELEVATE

Check date for availability.  
Ribbon Cuttings are offered 9 a.m. to 4 p.m., Tues.-Thurs.  
*Maximum of 2 per day (subject to availability)*



### SEND OUT INVITES

*Example:* customers, clients, vendors, friends, family, neighboring businesses  
Create a social media event.  
*Please feel free to add Elevate as co-host.*



### ADDRESS & PARKING

Provide the correct address and any specific parking instructions. Consider ADA experiences.



### SCRIPT & AGENDA



### ASSIGN RIBBON 'CUTTERS' OR 'SHOVELERS'



### REQUEST MEDIA



### REFRESHMENTS

Coordinate and supply any refreshments.

*Contact us if you would like a list of caterers.*

### ADDITIONAL TIPS

- Remember this is your party, it is time to celebrate and showcase your business in the best light. Coach your staff and encourage them to interact with attendees.
- Consider offering tours or having promotional items available. Some businesses offer free samples or a special coupon for the day of the event.
- To minimize the potential for conflict, avoid scheduling your event around holidays and other community events – this can reduce turnout for yours. Also consider how the time of day might affect your guest attendance and plan accordingly.
- If you are counting on key dignitaries/civic leaders to speak or attend your event, it is important you check their calendars in advance to confirm attendance before you finalize your invitation to others.

### DAY OF TIMELINE

- **GUESTS ARRIVE**
- **PROGRAM BEGINS**  
Intro from Elevate rep
- **BUSINESS REP SPEAKS**  
Explain your business, any key history, share your excitement and what this day means for you
- **EVERYONE LINES UP**  
Communicated in advance who will be cutting the ribbon/ digging and gather up front
- **ELEVATE REP WILL TAKE THE PHOTO**
- **CUT THE RIBBON OR DIG GROUND**
- **CEREMONY CONCLUDES**