



## GCVCC Ribbon Cutting Celebration Here is what to expect....

Below you will find information on how the Greater Coachella Valley Chamber of Commerce can assist with coordinating your ribbon cutting.

**The Purpose of Ribbon Cuttings:** Ribbon cuttings are ceremonies to celebrate the grand opening of a new business, renovated building, special anniversary, open house, relocation, and other business milestones events. They can be as simple or elaborate and festive as you'd like. Many of our members host open house-style parties around their ribbon-cutting event. Take advantage of this opportunity to invite the GCVCC business community and market your business. GCVCC can refer photographers, caterers, entertainers, balloon art, and more to compliment your event - just ask us! As you plan your event, please keep us updated with all you have planned.

**How will the chamber assist during the ceremony?** Coordinate the cutting of the ribbon by providing a ribbon, scissors, and assist through this process. Note: The Chamber staff cannot plan or coordinate your entire event and festivity, but we will be on-site to coordinate the ribbon cutting ceremony (staging, remarks, ribbon cut, & photo op). GCVCC staff will be present at your ribbon-cutting ceremony for approximately 30 minutes to officiate your milestone. Based on staffing and other commitments, we cannot guarantee attendance for much longer (but we'll try!)

**Whom should you invite?** We encourage you to extend an invitation to any business partners, family members, and/or anyone who has been part of making an impact on your business journey.

**Whom does the chamber invite?** The chamber will extend an invitation to GCVCC chamber members, ambassadors, board members, city representatives, and dignitaries. Our staff will advise our local elected leaders about your business milestone for proclamations & certificates of recognition. A certificate of recognition will be presented by the dignitaries, or a chamber staff will present it on their behalf.

**What are some of the marketing opportunities?** The ribbon cutting will be posted on the GCVCC event page and announced through the GCVCC newsletter (over 6,500 emails), Facebook, city walks, and personal invites.

\*Please keep in mind that the Chamber cannot guarantee attendance, but we can guarantee to market your event and coordinate the on-site ceremony. Contact **Vanessa Arroniz at (760) 347-0676 or [varroniz@gcvcc.org](mailto:varroniz@gcvcc.org)** for any questions or concerns.

We look forward to being part of this big celebration!