

BUSINESS RIBBON CUTTING GUIDELINES & FAQ



Thank you for your interest in holding a chamber ribbon cutting. Together, the Aurora Regional Chamber, Aurora Regional Hispanic Chamber and Quad County African American Chamber of Commerce look forward to celebrating your success by coming alongside you for a ribbon cutting ceremony!

Ribbon cutting celebrations are a chance to showcase your business and its success and are meant to be personalized to fit your needs. The information below outlines how we will work with you to create the perfect event.

WHAT SHOULD BE CELEBRATED?

- New Business
- New Location(s)
- Expansions or Remodeling
- Change of Ownership
- Large Milestones/Anniversaries (5th, 10th, 50th)
- New Service/Product Launch

IS THERE A FEE FOR RIBBON CUTTINGS?

There is no ribbon cutting fee. We see it as good businesses to celebrate with the businesses in the region.

DO I NEED TO BE A CHAMBER MEMBER?

Businesses in any of the four counties (Kane, Kendall, Will and DuPage) where the the three chambers serve may schedule a ribbon cutting. Membership in a chamber of commerce is not required to schedule a ribbon cutting. The investment by chamber members across the region allows for these special events to take place, however, membership is welcomed. For businesses outside of the immediate Aurora area (North Aurora, Aurora, Montgomery) membership is strongly encouraged.

HOW DO I BOOK/SCHEDULE A RIBBON CUTTING?

Please [fill out this form](#) to start the process. It includes contact information as well as all event details including names and titles of those who will speak and those who will be in the ribbon cutting lineup the day of the ceremony. This gets all information in one place and aids the coordination and planning to ensure that we have a smooth, successful ribbon cutting event.

ARE THERE PREFERRED DAYS/TIMES FOR RIBBON CUTTINGS?

Ribbon cuttings will be hosted Monday – Friday between 9 a.m. and 6 p.m. Those held Wednesday – Friday see the highest attendance from elected officials and the business community. Tuesdays are difficult for elected officials with Council meetings. Ribbon cuttings are subject to schedule availability. Whenever possible, businesses are encouraged to schedule ribbon cuttings between three and six weeks in advance.

DO YOU ARRANGE FOR ELECTED OFFICIALS AT THE RIBBON CUTTING?

Yes. We work in concert with the City of Aurora/the Village of North Aurora as well as the two other chambers in the Aurora region. On your behalf, we reach out to the Mayor's/Village President's offices to check schedule availability. We also reach out to the Aldermen/Alderswomen and Council members as well as local state elected officials and invite them to attend. Attendance is not guaranteed.



BUSINESS RIBBON CUTTING FAQs



DOES THE CHAMBER PROMOTE THE RIBBON CUTTING?

Yes. The Chamber promotes the ribbon cutting via social media (if a public ceremony), but we are not responsible for generating a crowd. It's up to the business to invite friends, family, customers, etc.

- **The Chamber will:**
 - Send out a calendar meeting request to encourage attendance. We send to the business, Chamber Ambassadors, Chamber Board & Staff, City/Village officials, and state/local elected officials
 - Emcee the entire ceremony (typically Jessica Linder Gallo, our President & CEO)
 - Arrange for Chamber presidents and/or Chairpersons of the Board, or another dignitary to officiate during the ceremony
 - Add the ribbon cutting as a event on Facebook and on the Chamber websites
 - Broadcast the ceremony via Facebook Live, tagging the business
 - Take photo(s) to post to Chamber social media, tagging the business
- **The Business will:**
 - Complete this [ribbon cutting form](#) to start the process.
 - Provide chamber with logo and description of the business
 - Invite your staff, family, friends, customers, friends, etc. to celebrate with you. Please ask your invitees to arrive ahead of the ceremony so they don't miss your big moment.
 - Arrange for any food, drink, or giveaways you desire. This is your celebration, so personalize it.

WHAT DOES THE CHAMBER BRING TO THE CEREMONY?

- Bring large ceremonial scissors
- Royal blue ribbon with the Aurora Regional Chamber logo
- Ceremony equipment (i.e., microphone, speaker, mic stand, video tripod, and a podium, if needed)
- Framed commemorative ribbon cutting certificate

HOW LONG DO RIBBON CUTTINGS LAST?

We typically plan for one hour including guest arrival and the ceremony. The official ceremony tends last 15-20 minutes and will start 30 minutes after guest arrivals and NO MORE than 5 minutes late (due to broadcasting via Facebook Live). For example, a 2p guest arrival would have a 2:30p ceremony start time and would end no later than 3p with networking and mingling afterwards. Note that Chamber staff will arrive 30 minutes prior to guest arrival to setup and go over the order of events with the business.

