



RIBBON CUTTING

Grand Opening: If you are opening a new business, a ribbon-cutting ceremony can help generate excitement, attract potential customers, and establish a presence in the community.

Remodeled: If you have recently remodeled or renovated your business, a ribbon-cutting ceremony can help you showcase the changes you have made and reignite interest in the new look and feel of your business.

Anniversary or Milestones: If your business is celebrating an anniversary or milestone, a ribbon-cutting ceremony can help you commemorate the occasion and generate buzz about your business.

What to Expect at a Ribbon Cutting

- Ribbon Cuttings are held on a Wednesday or Thursday before 3:30 pm.
- We try to schedule ribbon cuttings 3-weeks out to allow for ample time to promote and notify the appropriate individuals.
- 10-15 individuals usually attend. We invite Chamber Ambassadors, the Board of Directors, the Mayor, and the City Council. Attendance will vary depending on attendees' schedules.
- We will arrive with the ribbon & scissors.
- The ribbon will be cut promptly at the time we set.
- Your photo will be featured on social media, and everyone is welcome to be in the photo!
- The Mayor or a member of the City Council will welcome you to the Chamber and business community.
- Our CEO/President Donna Duperron or TACC Ambassador will give a short speech and invite you to share a few words about your organization.
- Legislative Representatives will attend or send a certificate.
- Attendees usually stay and mingle for about 15-20 minutes after the ribbon-cutting ceremony.
- Torrance CitiCABLE is invited to cover the ribbon-cutting ceremony, although their attendance is subject to availability.

How to Prepare Checklist:

- Invite friends and family – the more the merrier!
- Have business cards and information to share with attendees.
- Offer refreshments – this is not mandatory but suggested
- Have fun and enjoy your moment in the spotlight!

For more Information contact: Yuki@torrancechamber.com