

RIBBON CUTTING GUIDELINES

The following guidelines will assist you in planning a successful ribbon cutting. The Broussard Chamber of Commerce provides this as a service to our members. Ribbon cuttings are usually planned for business' expansion, relocation, grand opening, major anniversary, ground breaking, or renovation.

Setting the Date

Ribbon cuttings should be scheduled at least 30 days in advance. Complete the Ribbon Cutting Request Form. Once your request is received, the diplomat committee will coordinate with you on your date selection and pertinent details to help make your ceremony as memorable as possible. **Please Note: The Chamber and Diplomat Committee will only be available to host ribbon cuttings on Monday thru Friday between 8:00 A.M. and 7:00 P.M.**

Unfortunately, anything outside of those days and times is not available. Email jeremy@broussardchamber.net. with any questions.

Chamber Representation

Given the large number of members that we serve, and the number of events that we host, it is not always possible for Chamber staff to attend all ribbon cuttings. To help us better serve you, we have an elite group of seasoned Chamber volunteers that serve as Chamber Diplomats. This group was established to ensure adequate event coverage. We offer many other ways to assist you in getting the word out, but ultimately, it's up to you to do the extra promotions. (See the Event Publicity section for more info).

Time

Ribbon cuttings are available for schedule Monday – Friday between 8:00AM and 7:00 PM. Unfortunately, anything outside of those days and times is not available.

Send Invitations

Although not necessary, attendance at your event may be more successful if you send out an invitation in writing. The Chamber will provide you with a suggested VIP list, which includes the media, and, elected officials. The Broussard Chamber will forward your email invitation to the Chamber Membership as a courtesy to you.

The Ceremony

A typical ribbon cutting lasts approximately 30 minutes. **Out of respect for your guest, it is important to start your ribbon cutting on time.** The Chamber will ask our Chamber Diplomats to be present at your event should their schedules permit. Those who can attend will often remain for networking, refreshments, tours, etc. The following is a typical ceremony:

10:00 AM Arrival of Guests, Mingle and Networking
10:10 AM Brief Speech by Company Representative / Recognition of Special Guests
10:20 AM Group Pictures
10:25 AM Ribbon Cutting
10:30 AM Refreshments, Tours, Mingling/Networking, etc.

PLEASE NOTE: You may submit your own agenda. We will be available to cater to your requests.

Refreshments

It's your event, make it as grand or as simple as you like. It can be as simple as coffee and donuts in the morning, cake and soft drinks in the afternoon, or as elaborate as catering with food and music.

Event Publicity

The Chamber will promote your ribbon cutting in at least one e-mail notification to the Chamber membership. Your ribbon cutting will also be listed on the Chamber website (www.broussardchamber.net). It is recommended that you send a press release out to local media (see Suggested people to invite below).

Suggested People to Invite:

Media:

The Daily Advertiser:

Name: Blake Spivak email: bspivak@theadvertiser.com phone: 337.289.6438

Acadiana Gazette:

Name: Linda Meaux email: Linda@acadianagazette.com phone: 337.237.0677
info@acadianagazette.com

Name: Angie Scopes email: ascopes@bellsouth.net

The Independent:

Name: Cherry Fisher May email: cherryfm@theind.com phone: 337.769.8620

Name: Wynce Nolley email: wyncen@theind.com phone: 337.769.8610

Broussard City Hall:

- City Clerk Tina Emert 337-837-6681 ext. #3 temert@broussardla.com

Broussard City Council Members:

- Johnnie Foco jfoco@broussardla.com
- Angel Racca aracca@broussardla.com
- David Bonin dbonin@broussardla.com
- Ray Bourque rbourque@broussardla.com
- Harold Johnson hjohnson@broussardla.com
- Kenny Higginbotham khigginbotham@broussardla.com
- Ray Gary rgary@broussardla.com