



## Groundbreaking or Ribbon Cutting Ceremony Checklist Overview

A groundbreaking or ribbon cutting ceremony marks the exciting beginning of a new business. It provides an opportunity to celebrate progress, generate publicity, and bring together employees, clients project partners and the business community. Each ceremony can be customized to reflect the organization's needs and goals.

**The below information is meant to give suggestions on how to make your event successful.**

**Note: Check with the local chamber of commerce for member support with groundbreaking ceremonies to ensure they are available on the date and time of your event.**

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### Event Information

- **Date of ceremony:** \_\_\_\_\_
- **Location of ceremony:** \_\_\_\_\_
- **Specific parking instructions:** \_\_\_\_\_
- **Weather makeup day/indoor location:** \_\_\_\_\_
- **Are you requiring RSVP's for your event?** \_\_\_\_\_
- **Date RSVPs are due:** \_\_\_\_\_
- **Person receiving RSVPs & email:** \_\_\_\_\_

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### Prior to the Event

- Prepare guest list
    - Invite employees, clients, suppliers, area businesses, business partners, board of directors, chamber of commerce, architect, engineer, construction company, dignitaries (city councilman, county commissioner, mayor/city manager, senators/representatives), clergy, and anyone speaking or assisting.
  - Create and send invitations
  - Order signage for site if desired
  - Select emcee
  - Identify additional speakers
  - Produce agenda/script and set time limits for speakers
  - Determine who will break ground or cut the ribbon (owners, board members, dignitaries, leadership, design, and construction teams)
  - Create Social Media post and Facebook Event (if this event is open to the public.)
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## Event Considerations

- **Backdrop:** banners, signage, company products
- **Tent**
- **Stage/Podium**
  - Reserve chairs for speakers, dignitaries, and those breaking ground
- **Groundbreaking shovels (The Chamber has 4 gold painted shovels. The construction team will more than likely have additional shovels to provide).**
- **Hard hats (provided by construction team).**
- **Chairs/tables for guests**
- **A/V needs:** microphone, speakers, projector, screen
- **Photography/Video:** assign staff or hire professional for documentation
- **On-site power**
- **Food/Caterer:** hors d'oeuvres, full meal, dessert, take-home treats, drinks
- **Giveaways/Commemorative gifts**
- **Programs:** include itinerary, speaker list, project and company information
- **Designated parking area:** provide signage, transportation (golf cart, ushers) for accessibility

**NOTE: Red ribbon and one pair giant scissors will be provided by The Chamber for a Ribbon Cutting Ceremony. If you wish to have a different color, ribbon, you must provide that. No wire in ribbon, please.**

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## Event Promotion

- Notify media and your City and County representative
  - Send press release at least one week in advance; follow up 1–2 days before
- Send invitations 4–6 weeks in advance
- Post to social media and coordinate with other promotions

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## Preparation of Site

- Ensure your business and/or site is clean, safe, and visually appealing
- Remove trash and mow area if needed
- Turn dirt at the groundbreaking location\*
  - Coordinate equipment rental with construction team

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## Day of Event

- Set up tables, chairs, tents, signage, stage, backdrop, and trash cans
- Test all A/V equipment
- Post directional signage as needed

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## Typical Order of Events

1. Emcee opens
2. Clergy offers prayer or site blessing
3. Owner and other speakers present remarks
4. Music or video presentation
5. Groundbreaking or ribbon cutting moment
6. Emcee closes and directs attendees to refreshments

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## Post-Event

- **Promotion:** send event photos and press release to media; share photos on social media
- **Thank participants:** send thank-you notes, gifts, or other recognition to those involved