



**GREATER MEMPHIS CHAMBER**  
**MEMBER DEVELOPMENT**

# Ribbon Cutting & Grand Opening Information Packet

Greater Memphis Chamber  
22 North Front Street, Suite 200  
Memphis, TN 38103  
901.543.3500 | [www.memphischamber.com](http://www.memphischamber.com)



## **Ribbon Cutting Guidelines**

**The Greater Memphis Chamber is pleased to organize and publicize our member's ribbon cuttings, in the event that a company has recently opened, moved to a new location or expanded its current location. We are also happy to help promote any open houses or receptions our members have for clients, vendors, customers, etc. For new members to take advantage of this service, payment of dues must be made before planning a ribbon cutting or publicizing an event.**

### **The Chamber's role in ribbon cuttings consists of:**

- Sending out invitations to our Ambassador committee, local elected officials and our Chamber staff.
- Personal Phone invitation for your company's city and county district representative.
- Posting details of the event on our website and include in the upcoming events section of our member messages sent via email to our members, and our OneMemphis e-newsletter.
- Providing the scissors, ribbon and bow.

### **Criteria for Chamber involvement in such events are:**

- A ribbon cutting must take place within 6 months of the opening, moving or expansion of your business.
- We would like to ensure our staff and Ambassadors are available for an event, so the Chamber tries not to schedule more than one event per day and no more than four events per week. It is also recommended that you choose several possible dates for an event, in order to work around events that the Chamber may already have scheduled.
- In order to ensure that the Chamber can successfully market each event, we recommend a four-week notice to include details about the event in our communications with membership and our web calendar.
- We recommend a ribbon cutting be scheduled during business hours, which are 8:30 a.m. and 5 p.m., Monday through Friday. In our experience, events held during the business day are better attended by Chamber Ambassadors and elected officials. If a company would like to hold an after-hours event, such as an open house or reception, the Chamber staff would be available for a ribbon cutting to take place before 5 p.m., prior to the event.



## **Tips for a Successful Ribbon Cutting**

### **The More the Merrier...**

While the Memphis Chamber invites elected officials and Chamber Ambassadors, we encourage businesses to invite clients, vendors, neighboring businesses, family and friends to ribbon cuttings. This is not only to have a large gathering for the ribbon cutting photos; it enables the business to showcase its assets to many.

### **Celebrate and Decorate...**

Celebrate this great event by having festive décor—balloons and company signage not only draws attention to your business, it brings a celebratory spirit to the ceremony and makes it easier on attendees to locate your business.

### **Chips, Dip and Everything in Between...**

Since ribbon cuttings traditionally take place during the lunch hours of 11 a.m. to 2 p.m., we encourage member businesses to have refreshments, snacks, cake, etc., for attending guests. This also adds to the flair of the event!

### **Open up...**

Give guests a brief tour of your company and explain its function. You may never know what this can do for making business contacts in the future!

## **Grand Opening/Ribbon Cutting Reminders**

1. Weekday events are easier to draw attendance.
2. Contact the media to get publicity and coverage of the event and business. (Media contacts list enclosed). It is often difficult to attract the media to ribbon cuttings; therefore it is beneficial to also send out a press release to the enclosed contacts.
3. Send out mailed invitations at least 2-3 weeks in advance and follow up with an e-mail reminder the week of the event.
4. Contact the Greater Memphis Chamber at 901.543.3500 at least 2-3 weeks in advance of the event to arrange for a speaker or to discuss any questions or concerns regarding the event.
5. The staff at the Greater Memphis Chamber will contact elected officials to invite them to your event; however we do recommend that you reach out to them as well. (Names and websites are enclosed.)



## **Suggested Grand Opening/Ribbon Cutting Agenda**

1. Welcome Guests – Company Representative
2. Dignitary Recognition (in this order) – Company Representative
  - a. Federal Elected Officials
  - b. State Elected Officials
  - c. Local Elected Officials
  - d. Chamber Representatives
  - e. Company President/Manager
3. Speaker Introduction(s) – Company Representative
4. Brief Congratulatory Remarks from speaker(s) – Usually a dignitary and/or chamber representative
5. Description of Business & Introduction of attending staff – Company representative
6. Cut Ribbon – Done by company, government, and chamber representatives – Photo Opportunity
7. Closing Remarks – Company Representative
8. Offer attendees a tour of the facility (optional) and/or refreshments (optional)



## Memphis Media Contacts for Ribbon Cuttings

### PRINT

1. The Commercial Appeal
  - a. Business Calendar contact: [cbiznews@commercialappeal.com](mailto:cbiznews@commercialappeal.com)
  - b. Business Editor: Roland Klose: [klose@commercialappeal.com](mailto:klose@commercialappeal.com)
  - c. Small Business reporter: James Dowd: [dowd@commercialappeal.com](mailto:dowd@commercialappeal.com)
2. Memphis Daily News
  - a. Business Calendar contact: Taylor Shoptaw: [tshoptaw@memphisdailynews.com](mailto:tshoptaw@memphisdailynews.com)
  - b. Business Editor: Lance Allan: [lallan@memphisdailynews.com](mailto:lallan@memphisdailynews.com)
  - c. Small Business reporter: Aisling Maki: [amaki@memphisdailynews.com](mailto:amaki@memphisdailynews.com)
3. Memphis Business Journal
  - a. Business Calendar Contact: [memphisnewsdesk@bizjournals.com](mailto:memphisnewsdesk@bizjournals.com)
  - b. Business Editor: Jane Donahoe: [jdonahoe@bizjournals.com](mailto:jdonahoe@bizjournals.com)
  - c. Small Business Reporter: Michael Sheffield: [msheffield@bizjournals.com](mailto:msheffield@bizjournals.com)
4. Memphis Business Quarterly: Greg Akers, Editor: [greg@mbqmemphis.com](mailto:greg@mbqmemphis.com)

### BROADCAST

1. WMC-TV Action News 5:
  - a. Producer: Krista Pennie-Myers: [kmyers@wmctv.com](mailto:kmyers@wmctv.com)
2. WREG Channel 3:
  - a. Assignment Manager: Lisa Dandridge: [lisa.dandridge@wreg.com](mailto:lisa.dandridge@wreg.com)
3. FOX-13:
  - a. News Director: Ken Jobe: [ken.jobe@foxtv.com](mailto:ken.jobe@foxtv.com)

### RADIO

1. FM100's Most Music Mornings with Ron Olson & Jill Bucco: [rolson@fm100memphis.com](mailto:rolson@fm100memphis.com)
2. WXXM 98.1's Drake & Zeke: Producer, Sydney Nabors: [Sydney.nabors@cumulus.com](mailto:Sydney.nabors@cumulus.com)
3. WREC AM600, Producer Steve Butler: [stevebutler@600wrec.com](mailto:stevebutler@600wrec.com)



## Invitation List

### City Council 2011

*City Hall - 125 North Main, Suite 514, Memphis, TN 38103*

<http://www.cityofmemphis.org/framework.aspx?page=690>

Mayor – The Honorable A C Wharton  
District 1 – Mr. Bill Morrison  
District 2 – Mr. Bill Boyd  
District 3 – Mr. Harold Collins  
District 4 – Ms. Wanda Halbert  
District 5 – Mr. Jim Strickland  
District 6 – Mr. Edmund Ford, Jr.  
District 7 – Mr. Berlin Boyd  
District 8, Position 1 – Mr. Joe Brown  
District 8, Position 2 – Ms. Janis Fullilove  
District 8, Position 3 – Mr. Myron Lowery  
District 9, Position 1 – Mr. Kemp Conrad  
District 9, Position 2 – Mr. Shea Flinn  
District 9, Position 3 – Mr. Reid Hedgepeth

### County Commission 2011

*Shelby County Administration Building - 160 North Main Street, Suite 450, Memphis, TN 38103*

<http://www.shelbycountyttn.gov/index.aspx?NID=1209>

Mayor – The Honorable Mark Luttrell  
District 1, Position 1 – Mr. Mike Ritz  
District 1, Position 2 – Ms. Heidi Shafer  
District 1, Position 3 – Mr. Bent Taylor  
District 2, Position 1 – Mr. Walter Bailey  
District 2, Position 2 – Ms. Henri Brooks  
District 2, Position 3 – Mr. Melvin Burgess  
District 3, Position 1 – Mr. James Harvey  
District 3, Position 2 – Mr. Sidney Chism  
District 3, Position 3 – Mr. Justin Ford  
District 4, Position 1 – Mr. Chris Thomas  
District 4, Position 2 – Mr. Wyatt Bunker  
District 4, Position 3 – Mr. Terry Roland  
District 5, Position 1 – Mr. Steve Mulroy



## **State Delegation**

*Legislative Plaza, Nashville, TN 37243*

*War Memorial Building, Nashville, TN 37243*

To find your legislator go to: <http://www.legislature.state.tn.us>

- District 28 – Senator James Kyle, Legislative Plaza
- District 29 – Senator Ophelia Ford, Legislative Plaza
- District 30 – Senator Beverly Marrero, Legislative Plaza
- District 31 – Senator Brian Kelsey, Legislative Plaza
- District 32 – Senator Mark Norris, War Memorial Building
- District 33 – Senator Reginald Tate, Legislative Plaza
- District 83 – Representative Mark White, War Memorial Building
- District 84 – Representative Joe Towns, Legislative Plaza
- District 85 – Representative Johnnie Turner, War Memorial Building
- District 86 – Representative Barbara Cooper, Legislative Plaza
- District 87 – Representative Karen Camper, Legislative Plaza
- District 88 – Representative Larry Miller, Legislative Plaza
- District 89 – Representative Jeanne Richardson, Legislative Plaza
- District 90 – Representative John J. DeBerry, Legislative Plaza
- District 91 – Representative Lois M. DeBerry, Legislative Plaza
- District 92 – Representative G.A. Hardaway, War Memorial Building
- District 93 – Representative Mike L. Kernell, Legislative Plaza
- District 95 – Representative Curry Todd, War Memorial Building
- District 96 – Representative Steve McManus, War Memorial Building
- District 97 – Representative Jim Coley, War Memorial Building
- District 98 – Representative Antonio Parkinson, Legislative Plaza
- District 99 – Representative Ron Lollar, War Memorial Building



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## **Federal Delegation**

*To find your U.S. Representative go to: [www.house.gov](http://www.house.gov)*

*To find your U.S. Senator go to: [www.senate.gov](http://www.senate.gov)*

Marsha Blackburn, U.S. House of Representatives, Tennessee, 7<sup>th</sup> Congressional District  
7975 Stage Hills Boulevard, Suite 1, Memphis, TN 38133

Stephen Fincher, U.S. House of Representatives, Tennessee, 8<sup>th</sup> Congressional District  
100 South Main, Dyersburg, TN 38024

Steve Cohen, U.S. House of Representatives, Tennessee, 9<sup>th</sup> Congressional District  
167 North Main, Room 369, Memphis, TN 38103

Senator Bob Corker  
100 Peabody Place, Suite 1335, Memphis, TN 38103

Senator Lamar Alexander  
167 North Main Street, Suite 1068, Memphis, TN 38103



## Greater Memphis Chamber Ribbon Cutting Ceremony Confirmation

**Ribbon Cutting Ceremony** – The Greater Memphis Chamber is pleased to organize and publicize our member’s ribbon cuttings, grand openings, and ground breaking, in the event that a company has recently opened, moved to a new location, or expanded its current location. We are also happy to help promote any open houses or receptions our members have for clients, vendors, customers, etc. For new members to take advantage of this service, payment of membership investment must be made before publicizing an event to members.

**Benefits:**

- Use of ceremonial ribbon and scissors
- Pre-event publicity in E-Crossroads and member messages
- After the event a picture and caption submitted to the Commercial Appeal
- Invitation sent to area dignitaries

**Please complete the information below:**

Please check the type of event:

- Ribbon Cutting
- Grand Opening
- Ground Breaking

Please check if you will have an agenda. Please forward agenda to [aedmundson@memphischamber.com](mailto:aedmundson@memphischamber.com)

- Agenda (Please see sample agenda on page 4)

Event Date: \_\_\_\_\_

Time: \_\_\_\_\_

Company: \_\_\_\_\_

Location: \_\_\_\_\_

Contact: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Chamber Information:**

Chamber representative signature/date: \_\_\_\_\_

Please fax this form to (901) 543-3510. For questions or more information, contact Amanda Edmundson, Member Services Coordinator, Greater Memphis Chamber, (901) 543-3511 or e-mail [aedmundson@memphischamber.com](mailto:aedmundson@memphischamber.com) .