



# WELCOME TO ROSWELL

How to Plan a  
Ribbon Cutting

---

ROSWELL [inc]

**Welcome to Roswell!** We're delighted you have chosen to open a business in Roswell and are excited to help you coordinate a ribbon cutting. Below is a quick overview of the process to schedule and promote a ribbon cutting. As the economic development and business advocacy organization for the city, the team at Roswell Inc is here to assist you along the way.

## 4 Easy Steps

**Step 1:** If you haven't already, contact Kimberly Allred at Roswell Inc to begin the process (contact info on last page). We encourage you to plan at least 30 days in advance of when you'd like to have the event. Our team will give you an overview of how a ribbon cutting works, talk to you about your business and individual needs, and then work with you to identify 3-4 tentative dates for the event.

We typically recommend holding ribbon cuttings during the following dates and times, to ensure maximum attendance.

- Weekday
- Lunch Hour (11:30 a.m.–1:00 p.m.)
- End of Work Day (3:00-4:30 p.m.)

*\* Please note – you do not need to have your ribbon cutting the day you officially open your doors to the public. In fact, we usually suggest having a “soft” opening several weeks (or even months) before holding your official ribbon cutting. \**

**Step 2:** Roswell Inc will then work with the Mayor's Office to coordinate which of those dates works best for the mayor and city council. Our elected officials are committed to attending as many ribbon cuttings as possible. However, while we select dates based on their calendars, the city cannot guarantee their attendance the day of the event. This step usually takes between 24-72 hours to coordinate, but depends on the amount of back and forth communication needed to identify the best date and time.

**Step 3:** Once the date has been selected, Roswell Inc will officially schedule the ribbon cutting by sending out a calendar invite for the event. The full list of who this invite is sent to is included on page 3. At this time, the event is also added to the ribbon cutting calendar on Roswell Inc's website – [roswellinc.org](http://roswellinc.org).

*\*Please note – you are responsible for inviting your family, friends, clients and other supporters to the event. \**

**Step 4:** At this point, you will continue working with Roswell Inc staff to coordinate the details and logistics of your event. Some general considerations are included on the next page to help make your event as successful as possible.

## Event Suggestions

- We highly recommend having a variety of appetizers and refreshments available for attendees to enjoy following the ceremony. (Business is responsible for providing.)
- Consider having someone there (staff member, friend, etc.) who can take photos and video of the event, so you can use those to promote on social media and your website. (Roswell Inc will take several photos of the ceremony for our own needs, but will not take them of the entire event.)
- Consider a small giveaway for attendees. Perhaps a 20% off coupon, a coffee mug with your logo on it, notepad with your logo on it, etc.
- Have fun with your ribbon cutting! Look for creative ways to tell your business story through this event. This is your time to shine.

## How Roswell Inc Promotes

- Your ribbon cutting will be added to our event calendar at [roswellinc.org](http://roswellinc.org).
- Our team will tweet a photo of your ribbon cutting within 24 hours of the event.
- Your business will be included in our monthly “Welcome to Roswell” blog post on our website, which features all ribbon cuttings for that month. (For example, we share all of January’s ribbon cuttings at the beginning of February.)
- We will also share that blog post in the following ways:
  - Monthly email newsletter
  - Facebook
  - Twitter
- We make sure local media outlets are invited to your event, although we cannot guarantee they will attend. These outlets include Roswell Neighbor, Alpharetta-Roswell Herald, The Current Hub, Roswell Magazine, and North Fulton Family Life.
- We will send your ribbon cutting photo and business information to North Fulton Family Life Magazine for its monthly new business roundup. Please note – 1) we send them all photos and ribbon cutting information, but have no control over which businesses they feature, and 2) there is a delay to seeing these photos in print – if your ribbon cutting is in January, you would likely be in the March issue.



## Event Invites

We will invite the following people to your event:

- Elected officials
- Local media outlets
- Roswell Inc staff
- Greater North Fulton Chamber staff
- Select City of Roswell staff
- Roswell Inc Community Connectors (our volunteer team)

You will be responsible for inviting your family, friends, clients and other supporters.

## Event Program

This is the flow for a typical ribbon cutting happening over the lunch hour:

**11:30** *Guests arrive and mingle*

**11:45** *Ceremony begins*

- Mayor welcomes everyone and speaks
- Elected officials speak
- Roswell Inc representative speaks
- Greater North Fulton Chamber representative speaks
- Business owner speaks

**12:00** *Ribbon Cutting*

- Photo Op with big scissors (Roswell Inc provides scissors)
- Countdown to ribbon cutting (led by Mayor/Elected Official)
- Cut the ribbon and celebrate (Business owner cuts the ribbon)

**12:10** *Event Reception* (appetizers, refreshments, networking, etc.)

\*\*

If you are ready to start the process, please contact:

### **Kimberly Allred**

Business Development & Event Coordinator

Roswell Inc

o: 678-823-4004 X1006

d: 470-359-6645

kimberly@roswellinc.org

ROSWELL [inc]