



WELCOME TO ROSWELL

Planning 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 and business development 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 Morgan Pierce 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.

For maximum attendance of our staff and the city's elected officials, we recommend scheduling events on Monday or Wednesday starting at 3:30 or 4:00 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: Because Roswell's elected officials are committed to attending as many ribbon cuttings as possible, our team will work directly with the Mayor's office to select which of those dates works best for the mayor and city council. 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. Please note that while we select dates based on the mayor and council's calendar, the city cannot guarantee their attendance on the day of the event.

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.

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.
- 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.

Event Invites

We will invite the following people to your event:

- Roswell Mayor & Council
- Roswell Inc Staff or Volunteers
- Local Media Partners
- Greater North Fulton Chamber Representatives

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

How Roswell Inc Promotes

- Your business will be included in our monthly “Welcome to Roswell” blog post on our website, which features all ribbon cuttings for that month. This blog post is shared via our monthly newsletter.
- Your ribbon cutting photos are also shared with *Roswell Lifestyle Magazine*. Please note that we send them all photos and ribbon cutting information but have no control over which businesses they feature. Also, there is a delay to see these photos in print—if your ribbon cutting is in January, you would likely be in the March issue.

Event Program

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

3:30 *Guests arrive and mingle*

3:45 *Ceremony begins*

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

4:00 *Event Reception* (facility tour, refreshments, networking, etc.)

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