

## Checklist for Ground-Breaking and Ribbon-Cutting Ceremonies

Decide which one it is:

- A ground-breaking ceremony:** This celebrates the start of construction.
- A ribbon cutting ceremony :** This is held when construction is finalized and all necessary equipment, and furniture is in place and that facility is ready to be used.

Depending on the amount of time between the start of construction and finalization, and depending on the type of project, you may consider having an event for both your ground-breaking and your ribbon-cutting.

### **Event:**

- Set your date. At least one month in advance please(Call or Email Karen Maxwell to confirm)
- Tuesday or Thursday, 10:30 AM or 4:00 pm (Choose a day that falls close to the start-up of your project or ground breaking.
- Create an event agenda. Ideas to consider include:
- Tours of the Facility (For Ribbon Cutting)
  - Speeches (You will get to share about what you do)
  - Refreshments (contact caterer or make/buy yourself)
    - Prepare in advance, cups, plates, etc...
  - Exhibit Display Area
    - Flyers, coupons, brochures , door prizes/giveaways.
- Plan for photo
  - Block off parking (approx. 4 spaces wide) directly in front of building if you want to take the photo outdoors.
  - Contact Milton McKown Ambit Energy for Dove Release (214-244-2829 or [earnenergy@gmail.com](mailto:earnenergy@gmail.com)) At least 2 weeks in advance. Call for availability

### **Invitations:**

- Send out formal mailed invitations or make phone calls/send emails.

Remember to give people time to respond and mark their calendars.

People on your invitation list could include:

- Coworkers, friends, family, customers, elected officials, neighbors, nearby businesses, Administration, Community Based Organizations.

Other optional people:

1. Federal (Members of Congress/Senate)
2. State (Assembly members & State Senators)
3. Local (City Council, Board of Supervisors)

- Media

1. Local Papers
2. Local Radio

- Prepare Fact Sheets or Handouts to Answer Basic Questions and Highlight Project Benefits.
- Develop Posters or Signs to Explain Project or Business
- Media:
  - Develop Press Kit (Press Release, Agenda, FAQ Sheet, etc.)
  - Contact Local Media to Arrange for Coverage of Event (See Above)

- ☐ Logistics (optional):

Organize Event Logistics, Including:

Podium, A/V Equipment, Seating, Caterer, Photographer/Videographer,  
Tent in Case of Inclement Weather

- ☐ Reconfirm All Logistics a Week Before the Event. Call:

Karen Maxwell or Randall Chase 972-923-2390

- ☐ **Send completed Business Profile to Randall Chase**  
[rchase@waxahachiechamber.com](mailto:rchase@waxahachiechamber.com)