



Planning a Ribbon Cutting



Welcome to North Fulton

Welcome to the North Fulton region. Thank you for choosing to open a business in our community. The Chamber is excited to work with you to plan your ribbon cutting.

This guide is intended to walk you through the steps of setting up a ribbon cutting and what to expect the day of the event. As the only regional Chamber in North Fulton, we are proud to support our members across the six cities of Alpharetta, Johns Creek, Milton, Mountain Park, Roswell, and Sandy Springs.

Should I Host a Ribbon Cutting?



Ribbon Cuttings aren't just for new businesses. Celebrate your milestone with us.

- Grand Openings
- Renovations
- Newly Added Space
- New business location
- Anniversary Milestones (10, 20, 25 years and beyond)

**Ribbon Cutting services are exclusive to Chamber members only.*

How It Works

01 REQUEST YOUR RIBBON CUTTING

If you haven't already, you can request your ribbon cutting via the form [HERE](#). We encourage at least 30 days notice so there is enough time to promote your event. We also recommend you submit two date and time options. We encourage you to have a "soft" opening before your ribbon cutting and not on the day you officially open, as we have found our most successful and memorable ceremonies occur when the member has a couple days of business under their belt.

A note on scheduling - Our team does not offer ribbon cuttings on the weekends, before 8am or after 5pm (Monday-Thursday) and after 12pm on Fridays.

02 CONFIRM DATE AND TIME

Once your form request is submitted, the Member Engagement Coordinator will reach out to you to confirm your ribbon cutting.

03 INVITE AND PROMOTE

Once your date and time is confirmed it is time to start promoting. The Chamber will invite our Chamber Diplomat volunteers and city officials. Your ribbon cutting will also be promoted in our weekly e-newsletter, Chamberlink, each Friday. Your event will also be listed on our Member Calendar that is visible to members and future members. Feel free to pass along the invitation to your family, friends, and colleagues

**Elected Officials Note - We cannot guarantee Mayor and City Council will be able to attend, however, we always share ribbon cutting details with their team.*

Event Suggestions

- ✓ Refreshments and food provided by you are completely optional, and leave a great first impression on your guests.
- ✓ Consider having someone there who can take photos and videos to promote on your own social media. Our team will also take photos that we can share with you.
- ✓ Consider a small giveaway: could be an item to raffle off or a discount for customers at the event.

Event Invites from GNFCC

- ✓ Local Media Partners (Appen, Roswell Lifestyle, etc.)
- ✓ City Officials for your North Fulton City
- ✓ GNFCC Diplomats
- ✓ GNFCC Member Community

How GNFCC Promotes

- ✓ E-newsletter Chamberlink before the event
- ✓ Facebook and Instagram after the event
- ✓ Quarterly member e-newsletter
- ✓ Local media partners

**We send photos to local media partners like Appen and Roswell Lifestyle Magazine, however, we have no control over feature businesses and timeline*

Event Program



Below is an example flow for a standard ribbon cutting

3:30pm Guests arrive and mingle

3:45pm Ceremony begins and ribbon is cut

Speakers include:

- ✓ GNFC
- Representative
- ✓ City Official(s)
- ✓ Business owner

4:00pm Event Reception

- ✓ Facility Tour
- ✓ Networking