



## Simple Steps for a Successful Ribbon Cutting

### Step 1 - Pick a Date & Time

Successful past ribbon cuttings have been held on Tuesday, Wednesday or Thursday evenings at 5:30 p.m. Have an instant crowd by scheduling your ribbon cutting right before or during another event that is already happening downtown (Walkin' on Wednesdays, Miracle on Main Street, Girls Night Out, etc.).

### Step 2 - Confirm Participation

Call the Main Street Amherst Office at (440) 984-6709 to confirm our participation and to provide us with the date and time so we can help promote your ribbon cutting via our Facebook page and website the week prior. MSA will supply the ribbon and a pair of large scissors.

Call the Mayor's Office at (440) 988-4380 to confirm their participation.

### Step 3 - Make Your Ribbon Cutting Stand Out

Think about any type of refreshments, door prizes, contests, entertainment or giveaways that you wish to offer during your event. It can be as simple or as elaborate as you wish! Keep in mind offering these types of promotional items will increase attendance and make your event memorable. Be sure to include these types of offerings in your promotional materials.

### Step 4 - Invite Guests & Promote the Event

Don't forget to invite friends, family, City Council, media, etc. There are lots of ideas on how to do this -- whether it's through social media, postcards, signs around town, newspaper ads, radio ads, etc. Come to the MSA General Meeting and invite your fellow MSA Members. Promoting your event can be as simple or as elaborate as you wish. Be sure to include details regarding refreshments, giveaways and entertainment if they are being offered.

Amherst News Times - Jason Hawk (440) 988-2801

Morning Journal - Justin Barefield (440) 245-6901

WOBL/WDLW Radio - (440) 774-1320

Mix 102.7 – (330) 606-7181

### Step 5 - Have Fun

Don't forget to enjoy this exciting time for your business! Be proud of everything you have accomplished. Mingle with guests during the event and be sure to share everything your business has to offer.

