

Ribbon Cutting Planning Content



Ocean City, Maryland Chamber of Commerce

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PLANNING YOUR EVENT

- Select 2 dates then submit a ribbon cutting request online or use included form.
- You or chamber will create an invitation that will be shared with chamber members and officials.
- You prepare press release (optional) and send directly to the newspapers that you choose.

Ribbon & scissors are provided by the Chamber.

Ribbons are donated by our friends at Ocean City Florist.



12909 Coastal Highway
Montego Bay Shopping Center
www.OceanCityFlorist.org
www.facebook.com/OceanCityFlorist/

HELPFUL TIPS FOR A SUCCESSFUL EVENT

- Serve light refreshments for your guests (choose your offerings based on the time of day)
- For dining establishments this is a great opportunity to give guests a taste of what you have to offer!

*Offering refreshments creates a great networking environment,
as attendees typically stay longer and engage with others.*

- Have a list of any upcoming specials or a coupon for a small discount for a future visit.
- Create a contest (e.g. business card drawing) for a door prize to collect names of potential customers.

The Chamber will be promoting your ribbon cutting celebration through weekly E-lets, social media, and upcoming events calendar. It is our goal to provide you, our valued member, with as many tools as possible to help grow your business.

Ambassador Committee Members

Terri Mahoney
Ribbon Cutting Chair
47 ABC

Dawn Dillon
Jolly Roger
Amusement Parks

Rob Keesling
BCV Commercial
Real Estate

Trisha Seitz
Effectv

Vicki Shrier
Patron

Elaine Davidson
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ReMax Advantage

Dawn Gallick
Delmarva Printing

Alexis Million
CG Accounting

Angie Tamburo
Cardinal Settlements

Jessica Jersey
Atlantic General
Hospital

Allison Parcels
Shore United Bank



Greater Ocean City, Maryland Chamber of Commerce

Eunice Q. Sorin Visitor & Conference Center

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www.OceanCity.org



Submit request online

Ribbon Cutting Request

It is our great pleasure to assist you with your upcoming Ribbon Cutting Celebration! This is a fantastic opportunity to promote your business and all that it has to offer. Whether you are a new business or a long established business, it is always beneficial to remind the local community of the services that you offer and anything that they may not be familiar with.

Name of Business: *(must be a member of the OC Chamber of Commerce)*

Address: _____

Contact: _____ Phone #: _____ Cell #: _____

Email: _____

Ribbon Cutting Info:

Please Check One: New Business Anniversary _____ Years
 Significant Change (new location, remodel, addition, etc.)

Brief description of event for promotional purposes:

Date: Choice #1 _____ Choice #2 _____

Welcome Time: _____ Ribbon Cutting Time: _____

Location: (if different from physical address) _____

Will this be a joint Ribbon Cutting? Yes No

If yes, please list other participating chambers & contact below.

Would you like the chamber to email your press release or invitation to the chamber membership? Yes No

Business is responsible for sending press release to all media outlets.

Ambassador Liaison: _____

***** Four weeks advanced notice is preferred to ensure sufficient time to promote.**

Writing Your Press Release

Press Releases 101 - How (and why) to Write a Press Release

The purpose of a press release is to get attention, make news, and generate publicity. It's cost effective marketing (free) and is useful to create brand awareness.

THE BASICS OF CRAFTING A PRESS RELEASE:

- Make it newsworthy; it's not an ad, it's a news article
- Use an attention-grabbing headline
- Be time sensitive - no one wants old news
- Stick to one topic
- Write it in a professional tone, or even better, write it like you're a reporter
- Proofread it and then have someone else proofread it

KEY COMPONENTS OF A PRESS RELEASE:

- Letterhead (identify that it's from your organization)
- Date
- "For Immediate Release" under the date
- Headline: Limit it to 15 words
- Subtitle (optional): Keep it short
- Lead paragraph: Your organization's location (city, state) in bold type and the 5 Ws (who, what, when, why, where)
- 2nd paragraph: Supportive information and at least one quote
- Other paragraphs: Additional, relevant, non-essential information
- Call to Action: An exact, complete, non-embedded URL (not "Click Here to visit website") in one of the paragraphs
- Conclusion: A brief description of your organization
- Media Contact Information: Name, email, phone, and website

A PRESS RELEASE SHOULD NOT:

- Be longer than 1 page
- Have a lot of formatting
- Include exclamation points (unless it's a direct quote)
- Exaggerate
- Use the words: I, we, our, me

DISTRIBUTION OF A PRESS RELEASE:

- Develop a media contact list of people you will send the release to
- Send the release to an actual person, or at least to a specific news department
- Use a detailed subject line in your email (not simply "Press Release")
- Post the release on your website
- Share the release on social media

Incorporating all of this into your press release should result in a well-organized, relevant article that is newsworthy.

