



Let's Host a Ceremonial Ribbon Cutting!

Congratulations on your grand opening! Both the City of Painesville and the Downtown Painesville Organization would like to help you organize a ceremonial ribbon cutting at your new location.

How to get started!

- 1) **Request a Formal City Ceremonial Ribbon Cutting.** Your request must be made 3 weeks prior to the scheduled grand opening date
- 2) **Submit your Grand Opening Flyer:** Submit (50) fifty hard copy flyer(s) or an electronic PDF of promotional grand opening materials to the Office of Economic Development. Please note: if you submit an electronic file copies will only be made in black and white from our office.
- 3) **Fill out the attached Ceremonial Ribbon Cutting Request Form and Submit to:** Office of Economic Development, 7 Richmond Street, Painesville OH 44077 or email cbieterman@painesville.com / Fax 440-639-4831.

What will the City and Downtown Painesville Organization do as a part of this ceremonial ribbon cutting event?

1. The City of Painesville will send out special notices to all the downtown merchants, city offices, City Council, City Administration, County Commissioners, Chamber of Commerce Officials, City Schools Officials and local and regional public officials.
2. The Downtown Painesville Organization will send out a reminder e-mail and a facebook notice a few days before the event.

3. The City of Painesville will arrange to have a large bow, grand opening banner, professional photographer and scissors along with camera on the date of the event.
4. You will be provided a professional photo of your ceremonial ribbon cutting within one month after your grand opening event. Compliments of the City of Painesville and Bob Barbian Photography. To purchase additional photography shots please call Bob Barbian Photographer at 440-352-3300.

Here are some suggestions to arrange a successful Grand Opening Event!

- Request a Ceremonial Ribbon Cutting from the City of Painesville Office of Economic Development, call Cathy Bieterman at 440-392-5795 at least 3 weeks in advance and complete the Ceremonial Ribbon Cutting Form.
- Send out Grand Opening flyers or invitations to your friends, family and current customers at least 2 weeks in advance of your grand opening.
- Promote a special offer and advertise your opening in the local newspaper, on local blogs, with the local radio station or ask the Downtown Organization to help you promote the event in other unique ways.
- Have small snacks, drinks or goodies to encourage people to linger around just a bit longer.
- Have demonstrations at different stations to truly showcase the services and products you offer.
- Put up an sign on the outside of your building for the day, saying “Grand Opening Day” or “Now Open for Business”
- Clean up and have everything tidy, don’t; forget give someone your menu or a brochure of services and products so they can take it back to the office and share your services with the others at their work location.
- Get your guests and new customers e-mail addresses or contact information by offering a business card drawing or have a sign up sheet. This way you can thank them for coming and encourage them to shop when you send out specials.
- Finally, be friendly and have someone there to help you manage the daily operations so you can spend some time getting to know everyone.

We look forward helping you with any resources you may need to make your grand opening a success. Give us a call anytime if there is some information we can provide to assist.

Cathy Bieterman
City of Painesville Office of Economic Development
440-392-5795
cbieterman@painesville.com
Jen Reed
Downtown Painesville Organization
440-296-9375
jen@downtownpainesville.org



CEREMONIAL RIBBON CUTTING REQUEST FORM

COMPANY NAME: _____

CONTACT: _____

COMPANY ADDRESS: _____

COMPANY PHONE: _____

COMPANY E-MAIL: _____

COMPANY WEBSITE: _____

REQUESTED DATE OF GRAND OPENING: ___/___/___*

**Because our grand openings are focused on getting our local officials, city business owners and workers in the downtown area exposed to your company, we highly suggest having your grand opening during the noon hour. We have found our largest grand opening to be held on a Thursdays from 11:30am to 1:00pm.*

TYPE OF PRODUCTS OR SERVICES: *(Example: Be as detailed as possible. Hardware store offering a full variety of tools, lawn equipment, paint, lumber, etc.)*

WHAT MAKES YOUR COMPANY UNIQUE?: *(Example: Be as detailed as possible. Tell why you are an expert in your industry, why your company is unique and why people want to stop by.)*

HOURS OF OPERATION:

___ I have sent my Grand Opening flyer via e-mail to cbieterman@painesville.com or enclosed 50 copies with this Grand Opening Request Form.

SEND FORM INTO CITY OF PAINESVILLE

Attn: Office of Economic Development, 7 Richmond Street, Painesville OH 44077 or email cbieterman@painesville.com / Fax 440-639-4831