



## Celebrate with Muskego Chamber Members

**Vision:** Making our lake community a destination for work, home, and play.  
**Mission:** Creating prosperity and a vibrant community.

### What Is It?

Ribbon Cutting and Groundbreaking Ceremonies aid in marketing a business. The Chamber partners with the business to celebrate its opening at a new location or reopening after a remodel of existing property.

The Muskego Area Chamber of Commerce offers this free marketing opportunity to its current business members. Preferably these ceremonies occur within the month of opening, reopening, or when breaking ground. However, the Chamber will organize a ceremony up to the first anniversary date in that location. The ceremonies are not available for other business celebrations such as anniversaries or award announcements.

### What Happens at Ceremony?

The Chamber's Executive Director emcees (if business member desires). This includes acknowledging VIPs and guests, publicly congratulating the business, introducing any speakers (mayor, business rep, builder's rep), and working with photographer to coordinate photos.

### Guidelines for Ceremonies

The Chamber does the following:

- Offers these ceremonies for current members. Non members are not eligible.
- Coordinates with the business member on a date for the ceremony.
- Invites the mayor and local officials to attend.
- Promotes the ceremony among its membership.
- Creates marketing materials that are available for the business member (if desired).
- Markets the ceremony through its website, email invitations, and social media platforms.
- Secures the Chamber's professional photographer for the ceremony.
- Posts the photos on Chamber social media sites and provides your business with a digital photo.

### How It Works

#### Chamber's Role

- Coordinate a Date for Ceremony
- Create Marketing Materials (as needed)
- Promote Attendance of Members/Guests
- Invite Mayor and Local Officials to Attend
- Gather Registrations; Notify Business of Attendance (Walk-ins Are Probable)
- Emcee the Event and Provide:
  - Large Scissors and Ribbon
  - Golden Shovel (Groundbreakings)
  - Professional Photographer/Digital Photo

#### Business Member's Role

- Partner with the Chamber to Select a Date (Best Times are Tues - Thurs at 5:30 p.m.)
- Arrange for Refreshments, Tours, and Any Promotional Items or Giveaways
- Encourage Employees, Clients, and Guests to Attend the Ceremony
- Select a Business or Builder Representative to Welcome Attendees
- Handle Any Grand Opening Plans

#### Contact Us to Schedule a Ceremony

