Business Openings and Ribbon Cutting Ceremonies

Page 2 - Setting the date and getting organized
Page 3 & 4 - City of Pickering Council and special guest list
Page 5 - Media guest list
Page 6 - Ceremony supplies
Page 7 - Ceremony procedure (includes speech suggestions)
Page 8 - Sample media release (includes an invitation to media)
Page 9 - Sample invitation (for all guests but not the media)
This guidebook has been designed for formal opening events, but any of the steps can be modified to suit your company’s particular needs and budget. Please feel free to call our Economic Development Office at 905.420.4625 for further assistance.

Decide upon a specific date and time for the event to take place.

Contact the Mayor’s Office to ask if he is available or if he can designate someone to represent the City.

Determine a budget for the event.

Decide a time you want guests to arrive and a time for the actual ribbon cutting ceremony to start. (This is important for the media; they usually like to arrive just a few minutes prior to the ribbon cutting).

Put together a staff team and designate responsibilities for each area:

Spokesperson/Team leader - ceremony liaison/speeches/staff supervision
Promotions - printing invitations, media contact, news releases and follow-up
Refreshments - arrange for light refreshments; oversee catering
Technical requirements - PA system, podium, lighting (optional)
VIP’s - reserved parking, seating, name tags (optional)
Other Considerations - flags - mementos/souvenirs - photographer
Members of Council and Staff – Guest List

City of Pickering
Pickering Civic Complex
One The Esplanade
Pickering, ON L1V 6K7

Main Switchboard: 905.420.2222
1.866.683.2760

Mayor
David Ryan
Telephone: 905.420.4600

Members of Council
David Pickles, Regional Councillor - Ward 1
Kevin Ashe, City Councillor - Ward 1
Bill McLean, Regional Councillor - Ward 2
Ian Cumming, City Councillor - Ward 2
Rick Johnson, Regional Councillor - Ward 3
Ian Cummings, City Councillor - Ward 3

Telephone: 905.420.4605

Chief Administrative Officer
Tony Prevedel
Telephone: 905.420.4648

Director, City Development
Tom Melymuk
Telephone: 905.420.4617

Manager, Sustainability & Economic Development
Grant McGregor
Telephone: 905.420.4617

Coordinator, Economic Development
Catherine Hodge
Telephone: 905.420.4625

Coordinator, Economic Development
Fiaz Jadoon
Telephone: 905.420.4625

Director, Corporate Services & City Solicitor
Paul Bigioni
Telephone: 905.420.4634

Director, Engineering & Public Works
Richard Holborn
Telephone: 905.420.4624

Director, Culture & Recreation
Marisa Carpino
Telephone: 905.420.4620
Other Guests to consider:

Jennifer O’Connell, MP Pickering
1154 Kingston Road (Main Office) Unit 4
Pickering, Ontario L1V 1B4
Telephone: 905-839-2878
Fax: 905-839-2423

Tracy MacCharles, MPP Pickering-Scarborough East
300 Kingston Road, Unit 13
Pickering, ON L1V 6Z9
Telephone: 905.509.0336
Fax: 905.509.0334

Joe Dickson, MPP Ajax-Pickering
50 Commercial Avenue, Suite 201A
Ajax, ON L1S 2H5
Telephone: 905.427.2060
Fax: 905.427.6976

Roger Anderson
Regional Chair
Region of Durham
PO Box 623
605 Rossland Road East, Level 5
Whitby, ON L1N 6A3
Telephone: 905.668.7711
Fax: 905.668.1567

Kathy Weiss
Director, Economic Development
Region of Durham
PO Box 623
605 Rossland Road East, Level 5
Whitby, ON L1N 6A3
Telephone: 905.668.4113
Fax: 905.666.6228

Province of Ontario
Senior Business Advisor
Ministry of Economic Development Trade & Employment
1201 Wilson Avenue, Building C, Suite 314
Toronto, ON M3M 1J8
Telephone: 905.665.4040
Fax: 905.235.4338

Ajax-Pickering Board of Trade
144 Old Kingston Road, Suite 3
Ajax, ON L1T 2Z9
Denise Jones, President
Kathy McKay, Executive Director
Iris Nicolaison, Manager, Business Development
Telephone: 905.686.0883
Fax: 905.686.1057
<table>
<thead>
<tr>
<th>Media Guest List</th>
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<tbody>
<tr>
<td><strong>KX 96 New Country FM – 1580 CKDO – 94.9 The Rock</strong></td>
</tr>
<tr>
<td>1200 Airport Blvd., Suite 207 Tel: 905.571.1019 - Newsroom</td>
</tr>
<tr>
<td>Oshawa, ON L1J 8P5 Fax: 905.571.1150 - General</td>
</tr>
<tr>
<td>Contact: Terry Johnston (Com. Events) Email: <a href="mailto:newsroom@kx96.fm">newsroom@kx96.fm</a></td>
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<tr>
<th>News Advertiser</th>
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<tbody>
<tr>
<td>130 Commercial Avenue Tel: 905.579.4473</td>
</tr>
<tr>
<td>Ajax, ON L1S 2H5 Fax: 905.683.0386 (Newsroom)</td>
</tr>
<tr>
<td>Contact: Moya Dillon Email: <a href="mailto:mdillon@durhamregion.com">mdillon@durhamregion.com</a></td>
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<th>Rogers Television 10</th>
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<tr>
<td>301 Marwood Drive Tel: 905.436.4155 (Newsroom)</td>
</tr>
<tr>
<td>Oshawa, ON L1H 1J4 Fax: 905.579.0955</td>
</tr>
<tr>
<td>Contacts: Debra Hutchison (Producer) Email: <a href="mailto:debra.hutchison@rci.rogers.com">debra.hutchison@rci.rogers.com</a></td>
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<th>Channel 12 – CHEX TV Durham</th>
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<tr>
<td>7-500 Wentworth Street East Tel: 905.434.2421 Ext. 231 (News)</td>
</tr>
<tr>
<td>Oshawa, ON L1H 3V9 Fax: 905.432.2315</td>
</tr>
<tr>
<td>Contact: Mark Orton Email: <a href="mailto:mark.orton@corusent.com">mark.orton@corusent.com</a></td>
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<th>CTV Local News</th>
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<tr>
<td>9 Channel Nine Court Tel: 416.332.7100</td>
</tr>
<tr>
<td>Scarborough, ON M1S 4B5 Fax: 416.299.2273</td>
</tr>
<tr>
<td>Contact: Kavan Lee (Assignment Editor) Email: <a href="mailto:cftodesk@ctv.ca">cftodesk@ctv.ca</a></td>
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<tr>
<th>Toronto Star - 905 Bureau</th>
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<tbody>
<tr>
<td>1315 Pickering Parkway, Ste 215 Tel: No Landline</td>
</tr>
<tr>
<td>Pickering, ON L1V 7G5 Fax: 905.831.5152</td>
</tr>
<tr>
<td>Contact: Carola Vyhnak Cell: 905.242.0962</td>
</tr>
<tr>
<td>Email: <a href="mailto:cvyhnak@thestar.ca">cvyhnak@thestar.ca</a></td>
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<tr>
<th>Toronto Sun</th>
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<tr>
<td>333 King Street East Tel: 416.947.2211 (Assignment Editor)</td>
</tr>
<tr>
<td>Toronto, ON M5A 3X5 Fax: 416.947.1664</td>
</tr>
<tr>
<td>Contact: Kevin Hann Email: <a href="mailto:torsun.citydesk@sunmedia.ca">torsun.citydesk@sunmedia.ca</a></td>
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<tr>
<th>AjaxPickering.ca</th>
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<tbody>
<tr>
<td>40 Old Kingston Road, Suite 223 Tel: 905.231.0408</td>
</tr>
<tr>
<td>Ajax, ON L1T 2Z7 Email: <a href="mailto:gm@ajaxpickering.ca">gm@ajaxpickering.ca</a></td>
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<tr>
<td>Contact: Brian Evely</td>
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<th>Snapd Ajax/Pickering/Whitby</th>
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<tbody>
<tr>
<td>701 Rossland Rd. East, Suite 488 Tel: 905-440-6926</td>
</tr>
<tr>
<td>Whitby, ON L1N 9K3 Email: <a href="mailto:smills@snapd.com">smills@snapd.com</a></td>
</tr>
<tr>
<td>Contact: Steve Mills, GM &amp; Publisher</td>
</tr>
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</table>
Retail Pages
Box 607
Pickering, ON L1V 3T3
Tel: 416.779.2523
Fax: 905.420.1277
Contact: Rocco Racioppo (Publisher/CEO)
Email: retailpages@sympatico.ca

Novae Res Urbis (NRU)
2060 Soho Street, Suite 330
Toronto, ON M5T 1Z7
Tel: 416.260.1304
Fax: 416.979.2707
Email: newsrelease@nrupublishing.com
Contact: Amy Lazar

680 News
777 Jarvis Street
Toronto, ON M4Y 3B7
Tel: 416.413.3930
Email: Charlene.close@680news.rogers.com
Contact: Charlene Close

Greater Toronto Marketing Alliance – Hot News
25 Adelaide Street East, Suite 811
Toronto, ON M5C 3A1
Tel: 416.360.5758
Fax: 416.360.7331
Email: tromano@greatertoronto.org
Contact: Tony Romano
Ribbon Cutting Ceremony Supplies

All the items listed on this page are suggested for a formal opening event, they can be modified to suit your company’s particular needs and budget.

- 15 feet of wide ribbon and large bow
- One pair of fairly large scissors (our office can provide)
- Allocated reception area – number of tables and coverings
- Pots of flowers/plants for decoration
- Photographer (optional)
- Memento (optional) - a small gift to give to guests such as a mug, pen, key chain or model of product manufactured
Sample Ribbon Cutting Ceremony Procedure

Determine an appropriate location for the ceremony to take place. It may be outdoors if weather permits. Take into consideration the backdrop for photographs.

A company representative should greet guests upon arrival.

Once your speakers have arrived, ask guests to gather at the ceremony location.

**Agenda for Ceremony:**

Welcome and greetings by a master of ceremonies (company spokesperson).

M/C to introduce President/Owner/Operator and other executive staff. President to give a brief speech.

M/C to introduce Mayor Ryan (or his designate) and ask him to say a few words. Mayor Ryan will introduce members of Council and City staff present.

If an MP, MPP or other dignitaries are present, they would be introduced by the M/C and asked to speak at this time.

M/C to invite the President, the Mayor, City Councillors and other dignitaries to come forward for the ribbon cutting.

Ribbon can be held by staff or tied to an entranceway or staircase.

M/C to hand scissors to the Mayor who cuts the ribbon. Allow a few minutes for photographs.

M/C to thank everyone for attending and invite guests to enjoy the refreshments.
Sample Media Release

The media release should be factual, balanced and answer “who, what, where, when and how?” within the first paragraph. Include a contact name, phone and fax number. It should be faxed to the media listed on page 4, seven days prior to the event.

The media release should go out on company letterhead and be typed in double line spacing.

Attach information package about the new business and your company profile.

For Immediate Release
Business Opening and Ribbon Cutting

Information contact:
Mr/Mrs.___________
Phone No:___________

Company Name
Day Month Year
Time am/pm
Location
(Full Pickering street number and address with nearest intersections)

Members of the media are invited to an Opening and Ribbon Cutting Ceremony for
(Company name) on (Day Month Year) at (time am/pm)

Light Refreshments will be served..

Information about the new business is also attached..

- 30 -
Type in this number, it depicts end of press release; media staff will know not to search for more pages.
It is customary to have a printed invitation mailed out to all guests; an electronic version is also suitable. It is also appropriate to send the invitation on the company letterhead.

<table>
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<tr>
<th>Sample invitation</th>
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<tbody>
<tr>
<td>MR/MS_____________</td>
</tr>
<tr>
<td>PRESIDENT OF</td>
</tr>
<tr>
<td>(COMPANY NAME)</td>
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<tr>
<td>cordially invites you to attend the</td>
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**OPENING AND RIBBON CUTTING CEREMONY**

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<tr>
<th>FOR OUR NEW STORE/HEAD OFFICE</th>
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<tr>
<td>ON</td>
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<td>(day/month/year)</td>
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<td>(time am/pm)</td>
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**LOCATION**

(full Pickering street number and address with nearest intersections)

*light refreshments will be served*

**RSVP by (date)**

(name & phone number)