



# CITY OF SOUTHFIELD – RIBBON CUTTING CEREMONY QUESTIONNAIRE

## 1. Ribbon Cutting Services Requested

General Information	
Business Name:	
Business Address:	
Contact Name:	
Contact Phone:	
Contact Email:	
Social Media Handles	
Instagram:	
Tik Tok:	
Facebook:	
Other:	
Ribbon Cutting Logistics	
Event Date/Time:	
Time of Actual Ribbon Cutting:	
Event Location:	
Parking Details:	
Event open to public?	

## 2. Certificate of Occupancy

Issuance Date:	
<b>If not yet issued*</b>	
Anticipated issuance date:	

*\* Please note: A Certificate of Occupancy must be issued before the Ribbon Cutting date in order to qualify for City promotion and assistance*

## 3. Event Planning & Logistics (please check all services you would like)

<input type="checkbox"/>	City of Southfield Community Relations photographer present
<input type="checkbox"/>	City of Southfield Cable Multimedia videographer present
<input type="checkbox"/>	Use of ribbon and ceremonial scissors
<input type="checkbox"/>	Request for Mayor to Speak at Ribbon Cutting (availability not guaranteed)

**If you would like the Mayor to speak at the Ribbon Cutting:**

<input type="checkbox"/>	Schedule the event around the Mayor's availability
<input type="checkbox"/>	Proceed with a date of our choosing and invite the Mayor if available
<input type="checkbox"/>	If Mayor unavailable, request Council President/member to speak

**4. Marketing & Promotions**

<b>Request from Community Relations</b>	
<input type="checkbox"/>	Prepare Press Release & Send to Local Media
<input type="checkbox"/>	Share on City Facebook and Instagram
<input type="checkbox"/>	Add to City website calendar
<input type="checkbox"/>	Feature business in Business Spotlight Article
<b>Request from Echo Media</b>	
<input type="checkbox"/>	Feature business in Business Development Newsletter
<input type="checkbox"/>	Promote on City Centre social media (if in City Centre District)
<b>Request from DDA</b>	
<input type="checkbox"/>	Promote on DDA social media if in DDA
<b>Request from Business &amp; Economic Development</b>	
<input type="checkbox"/>	Prepare digital invitation for business to share
<input type="checkbox"/>	Prepare Eventbrite site with link for business to share

If Eventbrite site is requested, please indicate date for City to email final guest list details:	
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**5. Invitations**

- In addition to Mayor, City Council, and City Department Heads, to whom would you like us to send invitations? Check all that apply.**

<input type="checkbox"/>	State Senator/Reps	<input type="checkbox"/>	Oakland County Reps
<input type="checkbox"/>	State of MI Econ Dev Staff	<input type="checkbox"/>	Oakland County Econ Dev Staff
<input type="checkbox"/>	Relevant City Boards	<input type="checkbox"/>	Media Outlets
<input type="checkbox"/>	Organizations:	<input type="checkbox"/>	Others:
<input type="checkbox"/>	All of the Above		

**6. Business Amenities Provided (please check all that apply; if unknown, leave blank)**

<input type="checkbox"/>	Promotional giveaways/swag
<input type="checkbox"/>	Interactive activity (demo, raffle, contest, etc.)
<input type="checkbox"/>	Refreshments

	Encourage social media promotion using #SouthfieldCuttingEdge
	Live stream on social media
	Post event promotions or special offers
	Involvement of community or school group