



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:	
If not yet issued*	
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:

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

4. Marketing & Promotions

Request from Community Relations	
	Prepare Press Release & Send to Local Media
	Share on City Facebook and Instagram
	Add to City website calendar
	Feature business in Business Spotlight Article
Request from Echo Media	
	Feature business in Business Development Newsletter
	Promote on City Centre social media (if in City Centre District)
Request from DDA	
	Promote on DDA social media if in DDA
Request from Business & Economic Development	
	Prepare digital invitation for business to share
	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:

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.**

	State Senator/Reps	Oakland County Reps
	State of MI Econ Dev Staff	Oakland County Econ Dev Staff
	Relevant City Boards	Media Outlets
	Organizations:	Others:
	All of the Above	

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

	Promotional giveaways/swag
	Interactive activity (demo, raffle, contest, etc.)
	Refreshments

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