



## **Cut to Business (C2B) Program Details**

### **Cut to Business Program Criteria**

- Welcoming a new business to the City of Hanford
- Celebrating a major renovation or remodel
- Breaking ground on a new development
- Business reopening
- To be eligible for the ribbon cutting program, the application form (below) must be completed and an active business license must be on file

### **Important Information**

City of Hanford staff will do their best to schedule a ribbon cutting on one of your preferred dates, but staff may request additional options due to availability of staff and/or council members.

Please choose preferred dates that are at least two weeks from the time of application submission. For example, if submitting the application on Friday, August 1, your preferred dates should be on or after Friday, August 15.

Ribbon cuttings will take place Monday through Thursday from 9:30 a.m. - 4:30 p.m. (excluding City holidays).

For new businesses, ribbon cuttings may only be held on the first day of normal business operations or up to six (6) months after the first day of normal business operations.

Businesses located within the downtown business improvement area should contact Main Street Hanford to coordinate a ribbon cutting event.

### **The City's Role**

- Arrange for the Mayor, Vice Mayor, or other City Council Member to attend
- Arrange for City Manager or Deputy City Manager to attend
- Provide scissors and ribbon for the ceremony
- Provide podium (with microphone) for the ceremony
- Send a media advisory to City's list of media contacts before the event
- Take pictures and/or video which will be posted on the City's social media after the event
- Provide an official certificate of recognition from the City of Hanford

**Your Role**

- Invite friends, family, customers, etc.
- Designate a representative in advance to give remarks at the ribbon cutting
- Designate an exact location for the event (inside, outside, front of store, back of store, etc.)
- Provide balloons for the event (optional)
- Place businesses cards and/or brochures around common areas (optional)
- Provide tours at the event (optional)
- Serve light snacks and/or beverages (optional)

**Questions**

For any other questions about the ribbon cutting program, please contact Community Relations Manager Brian Johnson at [btjohnson@hanfordca.gov](mailto:btjohnson@hanfordca.gov) or Communications Intern Keira Bixler at [kbixler@hanfordca.gov](mailto:kbixler@hanfordca.gov).