



*Grand Opening
Information*



Grand Opening/Ribbon Cutting Information

Suggested Grand Opening/Ribbon Cutting Procedures

1. Welcome Guests – Company representative
2. Dignitary Recognition (in this order) – Company representative
 - a. Federal Elected Officials
 - b. State Elected Officials
 - c. County Board of Supervisors
 - d. Local Elected Officials (Sheriff, Commissioner of Revenue, School Board, etc.)
 - e. County Appointed Officials (Economic Development Authority, Planning Commission, etc.) (optional)
 - f. County Administrator and/or Staff (optional)
 - g. Chamber Representatives
 - h. Company President/Manager
3. Speaker Introduction(s) – Company representative
4. Brief Congratulatory Remarks from speaker(s) – Usually a dignitary and/or chamber representative
5. Description of Business & Introduction of attending staff – Company representative
6. Cut Ribbon – Done by company, government, and chamber representatives - Photo Opportunity
7. Closing Remarks – Company representative
8. Offer attendees a Tour of the Facility (optional) and/or refreshments (optional)

Grand Opening/Ribbon Cutting Reminders

1. Remember the Ribbon – it should be a large ribbon that will show up in photographs and should be long enough to cover the front door area.
2. Remember real scissors – the large promotional ribbon cutting scissors do not always cut well. Another option is to precut the ribbon and connect it with a small piece of tape.
3. Try being creative. For example, banks sometimes use paper currency for the ribbon and then donate it to a local charity.
4. Ribbon Cutters should stand behind the ribbon, in front of the door, facing the crowd.
5. Please be aware that the York County Zoning Ordinance has regulations regarding certain types of promotional items (Banners, Balloons, etc.). For additional information on utilizing these types of items, please contact the Zoning Office at 757-890-3524.
6. Weekday morning events are easier to draw attendance.
7. Contact the media to get publicity and coverage of the event and business (Media contact list enclosed). It is often difficult to attract the media to ribbon cuttings, therefore it is beneficial to also send out a press release to the enclosed contacts.
8. Contact a local chamber for further promotion of the event via their contact lists and email trees. York County is represented by three Chambers of Commerce (Chamber contact list enclosed.)
9. Mail invitations at least 2 – 3 weeks in advance and follow up with an email reminder the week of the event. (Suggested Ribbon Cutting invitation list is enclosed)
10. Contact the Office of Economic Development at 757-890-3317 at least 2 – 3 weeks in advance of the event to arrange for a speaker from the Board of Supervisors or to discuss any questions or concerns regarding the event.

Suggested Ribbon Cutting Invitation List

YORK COUNTY BOARD OF SUPERVISORS

The Honorable Thomas G. Shepperd, Chairman (District 5)
131 Cinquapin Orchard
Yorktown, VA 23693

The Honorable Walter C. Zaremba, Vice Chairman (District 1)
106 Royal Grant Drive
Williamsburg, VA 23185

The Honorable Sheila S. Noll (District 2)
133 Tradewinds Drive
Yorktown, VA 23693

The Honorable Donald E. Wiggins (District 3)
301 Dawson Drive
Seaford, VA 23696

The Honorable George S. Hrichak, (District 4)
115 Albacore Drive
Yorktown, VA 23692

YORK COUNTY SCHOOL DIVISION

Dr. Eric Williams, Ed. D
Division Superintendent
302 Dare Road
Yorktown, VA 23692

The Honorable Mark A. Medford (District 3)
506 Lotz Drive
Seaford, VA 23696

The Honorable R. Page Minter (District 4)
201 Lakewood Circle
Yorktown, VA 23692

The Honorable Barbara S. Haywood (District 1)
118 Pebble Beach Lane
Williamsburg, VA 23185

The Honorable Linda Meadows (District 2)
510 Birkdale Court
Yorktown, VA 23693

The Honorable Robert W. George, D.D.S. (District 5)
220 Olde Pond Lane
Yorktown, VA 23693

CONSTITUTIONAL OFFICERS

The Honorable Lynn Mendibur
Clerk of the Circuit Court
PO Box 371
Yorktown, VA 23690

The Honorable Ann H. Thomas
Commissioner of the Revenue
PO Box 90
Yorktown, VA. 23690

The Honorable Eileen Addison
Commonwealth's Attorney
PO Box 40
Yorktown, VA. 23690

The Honorable Danny Diggs
Sheriff
PO Box 99
Yorktown, VA. 23690

The Honorable Deborah Robinson
Treasurer
County of York
PO Box 251
Yorktown, VA 23690

COUNTY OF YORK
PO Box 532, Yorktown, VA 23690-0532

County Administration

Mr. James O. McReynolds
County Administrator

Mr. James E. Barnett Jr., Esquire
County Attorney

Mr. J. Mark Carter
Assistant County Administrator

Economic Development

Mr. James W. Noel Jr., Director

Community Services

Mrs. Anne B. Smith, Director

Environmental and Development Services

Mr. John Hudgins, Director

Financial and Management Services

Mrs. Marycarol White, Director

General Services

Mr. Robert Peters, Director

Fire and Life Safety

Fire Chief Stephen P. Kopczynski, Director

Real Estate Assessment

Mr. Greg Thacker, County Assessor

Planning

Mr. Tim Cross, Principal Planner

Public Information

Ms. Christie Phillips, Public Information Officer

YORK COUNTY DIVISION CHIEFS

PO Box 532, Yorktown, VA 23690-0532

Community Services

Mr. Vaughn Poller
Housing Manager

Mr. Randy Williford
Video Services Manager

Ms. Sheri Newcomb
Children's Services Manager

Ms. Cheryl A. Sonderman
Parks and Recreation Manager

Mr. Ken Drees
Special Programs Manager

Mrs. Kristi Olsen
Tourism Development Manager

Mr. Brian McCoy
Juvenile Services Manager

Environmental and Development Services

Mr. Brian Woodward
Utilities Operations and Engineering

Mr. Albert M. Maddalena, Jr.
Development and Compliance

Mrs. Marianne Harris
Building Regulation

Mr. Mike August
Stormwater and Drainage

Ms. Dina Goode
Zoning and Code Enforcement

Mr. Frank Hedspeth
Solid Waste Management

Mr. Thomas Gallagher
Drainage & Mosquito Control

Financial and Management Services

Mr. Adam Frisch

Computer Support Services

Mr. Thomas W. Sawyer

Purchasing

Mrs. Sharon Day

Budget and Financial Reporting

Mrs. Laurie Blanton-Coleman

Human Resources

Mr. D. Terry Hall

Emergency Communications

General Services

Mr. Mark Bellamy Jr.

Vehicle and Equipment Maintenance

Mr. Thomas H. Ashe

Grounds and Maintenance Construction

Mr. Joseph Sisler

Engineering and Facility Maintenance

Fire and Life Safety

Assistant Chief James R. Dishner

Prevention Division

Assistant Chief Michael B. Player

Technical Services and Special Operations

Mrs. Judith Riutort

Emergency Management/Disaster Preparedness

YORK COUNTY PLANNING COMMISSION

Mr. Christopher Abel
209 Marl Rabine Road
Yorktown, VA 23692

Mr. Nicholas . Barba
500 Piney Point Road
Yorktown, VA 23692

Ms. Anne C. H. Conner
218 Landing Road
Seaford, VA 23696

Mr. John R. Davis
109 Chischiak Watch
Yorktown, VA 23690

Mr. Alexander Hamilton
100 Hounds Chase
Yorktown, VA 23693

Mr. Al Ptasznik Jr.
104 Running Man Trail
Yorktown, VA 23693

Mr. John W. Staton
107 Jennie Drive
Yorktown, VA 23692

YORK COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Mr. Bradley Berrane
PO Box 800
Yorktown, VA 23692

Mr. H. J. Coxton
409 Old Wormley Creek Road
Yorktown, VA 23692

Mr. Vernard Lockwood, II
113 Quantico Loop
Yorktown, VA 23693

Mr. Adrian Evans
311 Fairway Lane
Yorktown, VA 23693

Mr. R. Anderson Moberg, Chairman
800 Link Road
Yorktown, VA 23692

Mr. Richard D. Weigel, Vice Chairman
103 Rockmor Lane
Yorktown, VA 23693

Dr. Charles Taylor
205 Blue Heron Drive
Yorktown, VA 23692

Assistant Secretary
Mr. James W. Noel Jr.
PO Box 612
Yorktown, VA 23690

Sr. Business Development Representative
Mrs. Melissa Dickens
PO Box 612
Yorktown, VA 23690

Economic Development Assistant
Mrs. Deborah Gardner
PO Box 612
Yorktown, VA 23690-0612

LOCAL CHAMBERS OF COMMERCE

Mr. John S. Bacon
Board Chairman
Greater Williamsburg Chamber & Tourism Alliance
PO Box 3495
Williamsburg, VA 23187-3495

Mr. Richard Schreiber
President
Greater Williamsburg Chamber & Tourism Alliance
PO Box 3495
Williamsburg, VA 23187-3495

Mr. Robert Hershberger
Executive Vice President
Greater Williamsburg Chamber & Tourism Alliance
PO Box 3495
Williamsburg, VA 23187-3495

Ms. Dottie Jordan
Chief Operating Officer
Virginia Peninsula Chamber of Commerce
21 Enterprise Parkway, Suite 100
Hampton, VA 23666

Joycelyn Spight-Thrower
Chairperson
Virginia Peninsula Chamber of Commerce
12500 Jefferson Avenue
Newport News, VA 23602

Mr. Chuck Jarrett
President
York County Chamber of Commerce
PO Box 1103
Yorktown, VA 23692

Mr. Michael Bennett
Vice President
York County Chamber of Commerce
PO Box 1103
Yorktown, VA 23692

LOCAL MEDIA CONTACTS

Ms. Novelda Sommers
Daily Press
757-247-4767
nsommers@dailypress.com

Mr. Jon Cawley
Daily Press
757-247-4635
jcawley@dailypress.com

Gloucester-Mathews Gazette
804-693-3101
gazette@inna.net

Mr. Philip Newswanger
Inside Business Magazine
757-222-5355
Philip.newswanger@pilotonline.com

Ms. Paula Squires
Virginia Business Magazine
804-649-6958
psquires@va-business.com

Ms. Amanda Kerr
Virginia Gazette
757-345-2345
akerr@vagazette.com

Mr. Bill Choyke
Virginia Pilot
757-446-2989
biz@pilotonline.com

Ms. Beth Meisner
Yorktown Crier
757-890-7225
beth@yorktowncrier.com

Press Release Template

Contact person
Contact person's title
Company name
Telephone number
Email address
Web site address

Headline or Title

Date

FOR IMMEDIATE RELEASE

Lead sentence should contain the most important information, ideally in 25 words or less.

Body of the release should answer who, what, where, when, why. Also include information about your business and the services you provide. If you choose, you can add a quote from the company owner or store manager.

Always include "for more information" contact information, even though it is listed at the top of the release.

End with a brief corporate background summary, boilerplate info about the company, if you have it.

###

(this indicates the press release is finished)

Notes for writing a press release:

- In the "FOR IMMEDIATE RELEASE" field of the release, you can also designate "FOR RELEASE AT WILL" if the event is several weeks away, or "MEDIA INVITATION" if the release is solely meant to invite the media to the ceremony.

- Copy and paste the text of your release into the body of an email, instead of sending it as an attachment. Reporters are wary of opening attachments from email addresses they may not know.

Sample Press Release



Crossroads Ribbon Cutting set for Oct. 30

October 21, 2008

FOR RELEASE AT WILL

York County is pleased to announce the grand opening of the new Crossroads Community Youth Home, a residential facility for at-risk youth in need of help developing self-control and discipline, and forming healthy relationships with themselves and others.

The grand opening will be held on Oct. 30, 2008 from 2-4 p.m. at the new facility, located at 5684 Mooretown Road. Representatives from the various agencies involved in this project, including the counties of York, Gloucester and James City, as well as the City of Williamsburg, will be on-hand for the official ribbon cutting, which will be followed by a reception and tours of the facility.

The public and media are invited and encouraged to attend this event. For more information, contact Public Information Officer Christie Phillips at 890-3300.

Crossroads Community Youth Home is a state licensed co-ed residential facility that houses up to 16 youth. Formerly located on Longhill Road, the new facility is a state-of-the art building equipped with high-tech security and monitoring capabilities. For more information about the facility and the services provided, visit www.yorkcounty.gov/comser/juvsvc/crossroads.htm.

###