



*Grand Opening
Information*

Revised 7/12/16

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 (The Honorable...)
 - b. State Elected Officials (The Honorable...)
 - c. County Board of Supervisors (The Honorable...)
 - d. Elected Officials (Commissioner of Revenue, School Board, etc.) (The Honorable...)
 - e. Appointed Officials (Economic Development Authority, Planning Commission, etc.)
 - f. County Administrator and/or Staff
 - 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 and Tips

1. Remember the Ribbon – it should be a large ribbon that will show up in photographs. If York County is assisting with your ceremony, the ribbon will be provided for you at no charge, as will the large ceremonial scissors.
2. Remember to bring 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. Be 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. Temporary signage is allowed, but requires a free permit from the Building Regulation Office. 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 Building Regulation office at 757-890-3522.
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 and photo to the enclosed contacts after the event.
8. Contact a local chamber for further promotion of the event via their email contact lists. York County is represented by three Chambers of Commerce (Contact lists 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 and/or local chamber.
11. If an outdoor event is planned, please note that any tent larger than 900 square feet and/or 50 person occupancy requires a permit. Permits can be obtained in the Building Regulation Office.
11. Don't forget your camera!

Suggested Ribbon Cutting Invitation List

YORK COUNTY BOARD OF SUPERVISORS

The Honorable Walter C. Zaremba (District 1)
106 Royal Grant Drive
Williamsburg, VA 23185
Zaremba@yorkcounty.gov

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

The Honorable W. Chad Green (District 3)
PO Box 3
Seaford, VA 23696
Green@yorkcounty.gov

The Honorable Jeffrey D. Wassmer (District 4)
833 Railway Road
Yorktown, VA 23692
Wassmer@yorkcounty.gov

The Honorable Thomas G. Shepperd (District 5)
131 Chinquapin Orchard
Yorktown, VA 23693
Shepperd@yorkcounty.gov

YORK COUNTY SCHOOL DIVISION

Victor D. Shandor
Division Superintendent
302 Dare Road
Yorktown, VA 23692
vshandor@ycsd.york.va.us

The Honorable Mark A. Medford (District 3)
506 Lotz Drive
Seaford, VA 23696
mmedford@ycsd.york.va.us

The Honorable Todd Mathes (District 4)
203 Jacobs Run
Yorktown, VA 23692
tmathes@ycsd.york.va.us

The Honorable Barbara S. Haywood (District 1)
118 Pebble Beach Lane
Williamsburg, VA 23185
bhaywood@ycsd.york.va.us

The Honorable Cindy Kirschke (District 2)
115 Lance Way
Yorktown, VA 23693
ckirschke@ycsd.york.va.us

The Honorable Robert W. George, D.D.S. (District 5)
220 Olde Pond Lane
Yorktown, VA 23693
rgeorge@ycsd.york.va.us

CONSTITUTIONAL OFFICERS

The Honorable Kristen N. Nelson
Clerk of the Circuit Court
PO Box 371, Yorktown, VA 23690
knelson@courts.state.va.us

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

The Honorable Benjamin M. Hahn
Commonwealth's Attorney
PO Box 40, Yorktown, VA. 23690
Ben.Hahn@yorkcounty.gov

The Honorable Joseph D. (Danny) Diggs
Sheriff
PO Box 99, Yorktown, VA. 23690
Diggs@yorkcounty.gov

The Honorable Deborah B. Robinson
Treasurer
PO Box 251, Yorktown, VA 23690
Robinsond@yorkcounty.gov

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

County Administration

Mr. Neil Morgan, County Administrator

Neil.Morgan@yorkcounty.gov

Mr. J. Mark Carter, Deputy County Administrator

Carterm@yorkcounty.gov

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

jbarnett@yorkcounty.gov

Ms. Vivian McGettigan, Deputy County Administrator

Vivian.McGettigan@yorkcounty.gov

Economic Development

Mr. James W. Noel Jr., Director

jnoel@yorkcounty.gov

Development Services

Susan Kassel, Chief

Susan.Kassel@yorkcounty.gov

Mrs. Marianne Harris, Building Regulation

Harrism@yorkcounty.gov

Ms. Dina Goode, Codes and Compliance

Dina.Goode@yorkcounty.gov

Vicki Gaydos, Development Facilitator

vicki.gaydos@yorkcounty.gov

Real Estate Assessment

Maria Kattmann, County Assessor

Maria.Kattmann@yorkcounty.gov

Planning

Mr. Tim Cross, Principal Planner

Tcross@yorkcounty.gov

Public Information Office

Ms. Paula Hersh, Public Information and Community Relations Manager

phersh@yorkcounty.gov

Ms. Gail Whittaker, Public Information Coordinator

whittgl@yorkcounty.gov

Public Works

Mark Bellamy, Director

bellamy@yorkcounty.gov

Fire and Life Safety

Mr. Stephen P. Kopczynski, Fire Chief

Kopczyns@yorkcounty.gov

Mr. James R. Dishner, Deputy Chief

Dishnerj@yorkcounty.gov

Community Services

Mr. Brian Fuller, Parks and Recreation Manager

Bfuller@yorkcounty.gov

Ms. Kristi Olsen-Hayes, Tourism Development Manager

Olsen@yorkcounty.gov

YORK COUNTY PLANNING COMMISSION

Mr. Glenn A. Brazelton
124 Ivy Arch
Yorktown, VA 23693
Gbraz@cox.net

Montgoussaint E. Jons
122 Drew Road
Williamsburg, VA 23185
Bpositive122@yahoo.com

Ms. Melissa S. Magowan
310 Patriot Way
Yorktown, VA 23693
Melissa.S.Magowan.civ@mail.mil

Mr. Michael S. King
103 Fairfield Drive
Yorktown, VA 23692
michael.s.king@navy.mil

Mr. Donald H. Phillips
200 Dogwood Court
Yorktown, VA 23692
dhp3@hushmail.com

Mr. Richard Myer, Jr.
102 Wicomico Turn
Yorktown, VA 23692
Richmeyer@att.net

Mr. Robert Peterman
113 Melvins End
Yorktown, VA 23693
rwpeterman@verizon.net

YORK COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Mr. Thomas E. Anderson
104 Waterside Place, Yorktown, VA 23692
Tanderson7512@gmail.com

Mr. Steven Meade
301 Water Fowl Drive, Yorktown, VA 23692
smeade@pwhd.com

John Biagis
1107 Moore House Road, Yorktown, VA 23690
Johnfbiagas@bayelectricco.com

Mr. H. J. Coxton
409 Old Wormley Creek Road, Yorktown, VA 23692
Harmonj@outlook.com

Mr. Vernard Lockwood, II
113 Quantico Loop, Yorktown, VA 23693
Vern.Lockwood@gmail.com

Mr. R. Anderson Moberg, Chairman
800 Link Road, Yorktown, VA 23692
Rmoberg@jamesriverarchitects.com

Mr. Harvey E. Weinstein
221 Nelson Street, Yorktown, VA 23693
Emcwcmgmt@hrcoxmail.com

Mr. James W. Noel Jr., Assistant Secretary
PO Box 612, Yorktown, VA 23690
Jnoel@yorkcounty.gov

Mrs. Melissa Davidson
PO Box 612, Yorktown, VA 23690
Melissa.Davidson@yorkcounty.gov

Mrs. Deborah Gardner
PO Box 612, Yorktown, VA 23690-0612
Gardnerd@yorkcounty.gov

LOCAL CHAMBERS OF COMMERCE/BUSINESS ASSISTANCE

Mr. Leigh Houghland, Board Chairman
Greater Williamsburg Chamber & Tourism Alliance
PO Box 3495
Williamsburg, VA 23187-3495
carl.lum@buschgardens.com

Ms. Karen Riordan, President & Chief Executive Officer
Greater Williamsburg Chamber & Tourism Alliance
PO Box 3495
Williamsburg, VA 23187-3495
Karen@visitwilliamsburg.com

Mr. Mike Kuhns, President & CEO
Virginia Peninsula Chamber of Commerce
21 Enterprise Parkway, Suite 100
Hampton, VA 23666
MKuhns@vpcc.org

Mr. Rob Shuford, Jr., Chairperson
Virginia Peninsula Chamber of Commerce
21 Enterprise Parkway, Suite 100
Hampton, VA 23666

Mr. Tim Meyer, President
York County Chamber of Commerce
4102 Geo. Wash. Mem. Hwy. Suite 101
Yorktown, VA 23692
Tim.Meyer@lng.com

Mr. Steve Ward, Vice President
York County Chamber of Commerce
4102 Geo. Wash. Mem. Hwy. Suite 101
Yorktown, VA 23692
easterne@aol.com

Mr. Tim Ryan
Executive Director
Launchpad: Greater Williamsburg Business Incubator
4345 New Town Avenue, Suite 200
Williamsburg, VA 23188
tim@gwlaunchpad.com

LOCAL MEDIA CONTACTS

Tara Bozick
Daily Press
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Gloucester-Mathews Gazette
Bill Nachman
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Mr. Ron Crow
Inside Business Magazine
757-222-5559
Ron.Crow@pilotonline.com

Ms. Paula Squires
Virginia Business Magazine
804-225-5591
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Ms. Peggy Bellows
Virginia Gazette
757-345-2345
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Mr. Dave Mayfield
Virginia Pilot
757-446-2259
dave.mayfield@pilotonline.com

Yorktown Crier
757-766-1776
www.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.

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(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.

