

TOWN OF BLOOMFIELD

POLICY MEMORANDUM

SUBJECT: Ribbon Cutting & Groundbreaking Events

NO: Policy # 110.13

DATE: 03/17/2025

AMENDED:

BY: India M. Rodgers
Director of SCGA

APPROVED:



I. PURPOSE

The purpose of this policy is to establish procedures for Ribbon Cutting and Groundbreaking events. The Town of Bloomfield is committed to recognizing and celebrating the contributions of businesses to the local economy and broader community. The Town is committed to demonstrating the value of these businesses to aid in attracting new investment to the municipality.

The Ribbon Cutting and Groundbreaking Events Policy is intended to provide a fair and equitable distribution of Town resources to celebrate the opening of new businesses, new developments and Town of Bloomfield projects of a significant scale. This policy clearly outlines the staff members responsible for carrying out the ribbon cutting and groundbreaking events. The policy also defines the terms needed to carry out the policy, as well as describes how staff will work with local businesses and developers to organize the events.

If the new business is a current member of the Bloomfield Chamber of Commerce, staff will confirm membership, if any, so that these services are not duplicated; and to ensure a clear line of communications between the business, Chamber and Town.

II. RESPONSIBILITY

The Town Manager is responsible for ensuring compliance with this policy.

The Town Manager will use his/her sole discretion to ascertain if a commercial expansion or residential development is deemed to be of significance to the Town of Bloomfield to warrant a ribbon cutting or groundbreaking event. Reasons for an event that are not deemed significant include:

- Change of business ownership;
- Business anniversaries (unless determined to be significant by the Town Manager)
- Change of location that is not considered an expansion to business operations.

The Director of Strategic Communications & Government Affairs is responsible for providing information to business owners and developers regarding the policy and the opportunity to host Town-sponsored ribbon cutting and groundbreaking events. However, while every reasonable effort will be made to ensure that this information is provided to all business owners and developers who could benefit from this Policy, this policy also recognizes that businesses, developers and organizations are in a continual state of change and therefore, the Town of Bloomfield and its Director of Strategic Communications & Government Affairs and Building and Land Use Director cannot guarantee the absolute correctness of currency of its information regarding all business owners and developers who could benefit from this Policy.

It will ultimately be the responsibility of the business owners or developers to advise the Town of Bloomfield as to an opening or significant expansion or renovation of a business and/or the beginning of construction of a new business or significant residential development within the Town of Bloomfield. The Mayor of the Town of Bloomfield is responsible for representing Council and bringing congratulations on behalf of the Town at ribbon cutting and groundbreaking events. The Deputy Mayor may also be designated to carry out the duties of the Mayor at the events.

This policy applies to the work of the Strategic Communications & Government Affairs Director, Community Engagement & Public Relations Coordinator, Building and Land Use Director. The policy impacts the Mayor, Council and Town Manager.

III. FORMS

Businesses or developers will complete a Ribbon Cutting and Groundbreaking Event Request Form on the Town's website.

IV. PROCEDURE

These guidelines will make ribbon cutting and ground-breaking events more manageable and ensure we treat all businesses in the same manner.

Scheduling a Ribbon Cutting or Groundbreaking Event

- Ribbon cuttings or Ground breaking events are scheduled Tuesday – Thursdays between 9:00 a.m. – 5:00 p.m. (exceptions are to be approved). Events are scheduled based upon availability. Ribbon cuttings or Groundbreaking events hosted during these times see the highest attendance from elected officials and the business community.
- Whenever possible, businesses are encouraged to schedule ribbon cuttings between two weeks and six weeks ahead of their desired date. Ribbon cuttings or Groundbreaking events are subject to availability, so the early they are scheduled the more likely you are to receive your desired date.
- Business owners and developers must request a ribbon cutting or groundbreaking ceremony by using the online form found on the Town of Bloomfield website. The Director of Strategic Communications & Government Affairs and Community Engagement & Public Relations

Coordinator will review all requests to determine eligibility with the Town Manager as well as scheduled a date and time for the event.

- The Director of Strategic Communications & Government Affairs will inform and invite Council, Administration, and relevant parties including but not limited to the Bloomfield Chamber of Commerce to the events. Their attendance is not guaranteed and is subject to their availability.
- The Community Engagement & Public Relations Coordinator will create a media advisory if warranted and/or promote events to members of the local media.
- The Community Engagement & Public Relations Coordinator (or a designate) will capture images during the event to be shared with the local media. The Community Engagement & Public Relations Coordinator will also post the images and information about new business using the Town's social media accounts.
- The Town of Bloomfield will provide the ribbon and giant scissors and will take a photo of the ribbon cutting and submit to the business owners and local media outlets. Publication is entirely at their discretion.

The Town reserves the right to decline ribbon cutting or groundbreaking events if the business or new development is deemed inappropriate for such events.

While the Town may, pursuant to this Policy, host or sponsor a ribbon cutting and/or groundbreaking event, no responsibility or liability can be or is assumed by the Town Attorney for the Town of Bloomfield as a result thereof.

V. DEFINITIONS

A ribbon cutting refers to an event which celebrates the opening or significant expansion or renovation of a business within the Town of Bloomfield. This event may consist of the following: public statements or remarks by the business owners and/or elected officials, a photograph opportunity for local media, and a cutting of a ribbon or pose with shovels to recognize the official opening or construction of a business or significant development.

A groundbreaking refers to an event which celebrates the beginning of construction of a new business or significant residential development within the Town of Bloomfield. This event may consist of the following: public statements or remarks by the business owners and/or elected officials, a photograph opportunity for local media, and a symbolic groundbreaking ceremony to recognize the start of the construction phase of the business or significant residential development.

Significant expansion and significant residential development refer to developments which are deemed to be of notable importance to the Town of Bloomfield.