

# Ribbon Cutting Discussion PHAB

What is our budget? \$25,000 approved by Assembly.

Event Planner or PR Firm: Do we need this, or can it be handled internally?

Invitations: Digital invitations for key stakeholders, dignitaries, local officials, community members, and the press. See draft list.

Preparation: The venue is prepared for the ceremony by decorating the space with banners, balloons, and other decorations to create a festive atmosphere. Consider podium, event tent, seating, sound system and historical images and current renderings.

Speeches: speeches from Mayor, Manager, PHAB Chair highlight the significance of the new dock, its impact on the community, and thank those involved in making it happen.

Ribbon Cutting: The focal point of the ceremony is the cutting of the ribbon. A large ribbon is stretched across the entrance of the dock facility. Typically, oversized ceremonial scissors are used, and the ribbon is cut by one or more dignitaries, and likely the Mayor. This symbolizes the official opening of the facility.

Tours and Reception: After the ceremony, invite guests onto the dock to explore the space. Additionally, a reception with food and drinks may be held to allow guests to mingle and celebrate the occasion. Consider catering service options.

Photo Opportunities: After the ribbon is cut, there are usually photo opportunities with the participants holding the cut ribbon and scissors and of guests touring the facility. Photos for press releases, social media posts, and marketing materials. Consider hiring photographer AND videographer to capture drone footage.

## Optional Dates

Sunday, June 9: Move Carnival Luminosa to RRA

Saturday, June 15: Move Grand Princess to RRA

Thursday, June 27: Brilliance of the Seas departs at 4:00pm could have ship in background if Start at 3:30pm

Monday, July 15: Move Ovation to RRA

Other

## Event Theme

Resilience/Dedication/Perseverance

Skagway or Bust

Other

## Speeches

Invite 5-7 speakers

Allow for 5 minute speeches

Potential Speakers

Mayor Bass

Manager Ryan

Port Director Jennings

Ports and Harbors Chair Lavoie

Cruise Industry Partners

Regional Partners

State Government Officials

Other

Event Swag

Is this necessary?

Are there other items to incorporate or consider for the event?