

Last updated in 2024

Red Carpet Committee

So you've joined the Red Carpet... Now What?

Our purpose is to connect businesses and the community with our Cheyenne Chamber's mission: *To make the greater Cheyenne area a more prosperous and quality community.* As representatives of the Chamber, we aim to make new members feel welcome and connected, and assist them in any way possible as they put down deeper roots in the community.

Participation in Red Carpet means that you will be exposed to new or expanding businesses and you will have the opportunity to expose your own business to them as well. The level you choose to participate in determines the level of benefit you receive.

Monthly Meetings

The monthly committee meeting is held on the Third Tuesday of each month during the Noon Lunch hour. During this committee meeting, we need to accomplish the following:

- Announce New Committee Members
- Announce Schedule of Events for the Upcoming Month
- Assign Volunteers/Ambassadors for Upcoming Events
- Cover any Old or New Business

Ribbon Cuttings

Chamber Members are offered a complimentary Ribbon Cutting for either:

1. New Members joining the Chamber for the **first** time
2. New Location/Business Expansion

During the Ribbon Cutting, Ambassadors will conduct a ceremony which includes cutting a physical ribbon, taking photos, and a meet and greet with other committee members. Photos from this event will be distributed using Red Carpet and/or Chamber social media.

These Ribbon Cuttings are scheduled through the Red Carpet Liaison.

Volunteering

Committee members are expected to volunteer throughout the year as a Ribbon Cutting Ambassador and as a Chamber Volunteer. Events which need Red Carpet support include:

- Monthly Chamber Luncheons (*Jan, Feb, Mar, Apr, Jun, Aug, Sept, Nov*)
- Military May
- Annual Banquet (*June*)
- Partners in Prosperity/General's Reception (*July*)
- Business Month (*October*)
- Christmas Parade (*November*)
- Women's Leadership (*December*)

At these events, Red Carpet serves a variety of roles, including acting as seaters, selling raffle tickets, introducing new members during the event program, and other event specific tasks.

Beautification Award

Three times each year, we select a business that has gone above and beyond by investing in physical improvements to their location which make our community a pleasant place to live, work, and do business.

1. Awards are distributed in March, June, and September.
2. Nominations are due at the Full Committee meeting 2 months prior to the Award Month. At this Full Committee meeting, a vote is held to select Finalists.
3. Videos/Photos of each Finalist are produced by the Marketing Coordinator. Then, voting is open to the public for 1 week.
4. The Winner is announced approximately 2 weeks prior to the Award Ceremony. Once the winner is announced, the Liaison will confirm the date for the Award Ceremony.

This business will receive an Award Ceremony which includes a custom sign and a photo opportunity. Photos will be distributed using Red Carpet and/or Chamber social media, and the business may submit a complimentary ShortGo discussing their Beautification efforts.

Communications

Committee leadership will be in-touch in a variety of ways throughout the year, including:

- Monthly Post-Meeting Email with Schedule for the Month
- Updated Schedule of Events on Chamber Calendar
- E-vites to committee member's Personal Calendars
- Emergency Communications as needed via E-Mail

The Red Carpet Committee also maintains a Public Facebook Page that committee members are encouraged to follow.