



## Community & Economic Development

Advancing the Economy, Image and Quality of Life

### GRAND OPENING AND ANNIVERSARY EVENT GUIDELINES

The City of Hagerstown offers Grand Opening Ceremonies and Anniversary Celebrations. There is a minimum 3-week turn-around time from the date your request is received. Anniversary Celebrations are for 10-year, or subsequent 5-year anniversary.

#### **Services Provided by the City:**

- Grand Opening Flyer emailed to dignitaries
- Back page ad in the Herald Mail or a Chamber E-cast highlighting the Grand Opening (underwritten by the Department of Community & Economic Development)
- Advertising for the grand opening and ribbon cutting on the City of Hagerstown's Facebook page, including a posted photo of the ceremony following the event
- Grand Opening Ribbon (for Grand Openings Only)
- Press Release
- Proclamation from the Mayor welcoming the new business or recognizing the anniversary of an existing business

#### **Business Requirements:**

1. Complete the Grand Opening/Anniversary Request Form.
2. *Please provide the legal business entity name that is registered with the state of Maryland.*
3. Obtain all necessary permits and certificates required with respect to the business operation and the property; and be listed as a business "in good standing" with the state of Maryland. Any outstanding matters, issues and unpaid fees with the City of Hagerstown related to the business and/or property must be resolved before the City can schedule and announce the grand opening/anniversary event.
4. Meet with City representative to discuss Grand Opening/Anniversary.
5. Allow City TV Production and Web Coordinator to photograph business for Promotional Materials
6. Approve Grand Opening Business Flyer at least 1 week prior to the event to allow for distribution.

#### **Scheduling:**

- After your application is received and processed, City staff will provide available date and time options for the event, based on the Mayor's schedule.
- The available date and time options will be primarily on Tuesdays between 9 am and 2 pm.
- Staff may offer limited, alternative options on a Monday, Wednesday, Thursday or Friday at 4:30 pm only.

#### **Please Return the Attached Application To:**

**Dept. of Community and Economic Development  
Elizabeth Hager Center  
14 North Potomac Street, Suite 200A  
Hagerstown, MD 21740  
301-739-8577 ext 111  
Fax: 301-739-3117 or e-mail to: [DCED@hagerstownmd.org](mailto:DCED@hagerstownmd.org)**