



# Groundbreaking Ceremony Planning Guide

Use this guide as a stepping stone to help you plan for your groundbreaking ceremony. This is an important milestone worth celebrating, and knowing how to best celebrate the occasion is highly personal to your organization and project.

We've put together this quick guide to provide a few items you'll want to plan for, along with a checklist to facilitate your planning process.

## WHO

- Who is your designated team for the planning and execution of this event?
- Who will be invited to this event?
- Who will lead coordination efforts and be the point person for questions and information flow?
- Do you wish to involve other organizations (local chamber of commerce, any local officials, etc.)?
- Are there other vendors needed for this event?

## WHAT

- What is your vision for the event?
- What do you wish to accomplish with the event?
- What will the ceremony include? List the events to take place and estimated time frames.
- What communications should be planned? This may include invitation process, RSVP gathering, press releases, any media invitation, etc.

## HOW

- How do you intend to memorialize the day? This may include photography or video documentation, guest favors, signage, etc.
- How will you handle inclement weather?
- How will parking and/or flow of traffic be addressed?
- How will budget be determined and adhered to?
- How will set up and tear down be handled?

# Groundbreaking Ceremony

## Frequently Asked Questions

### **What is a Groundbreaking Ceremony?**

A groundbreaking ceremony is an event celebrating the start of a construction project, and usually coincides with the beginning of site work. The event gets its name by specifically creating an opportunity for your key project leaders to put shovel to dirt in celebration of this momentous occasion!

### **Why have a Groundbreaking Ceremony?**

While not all owners host the event for every project, the groundbreaking ceremony offers a chance to celebrate the launch of your project, build relationships and excitement with your stakeholders, and generate public support and awareness. It is also a good time to communicate the project's vision and goals.

### **What happens at a Groundbreaking Ceremony?**

While each owner is free to include whatever they'd like, most groundbreaking ceremonies include speeches or messages from key figures, symbolic shovel digging, photo opportunities, media coverage if desired, and light refreshments. It allows stakeholders to come together and celebrate.

### **Who attends a Groundbreaking Ceremony?**

It's your event and you can invite whomever you'd like! For most similar events, representatives from the owner and stakeholders, contractor, architect, engineer, community leaders, financing team, local government officials, and media representatives are invited to attend. When the project will serve a specific population, such as students at a school, they are often included as well. You can invite as many or as few people as you'd like.

### **What should attendees wear?**

Attendees generally wear business-casual attire. It is important to note that closed toe shoes should be worn on a construction site. If you have specific guidelines for leaders who will be photographed, be sure to communicate it!

### **What equipment is needed?**

Essential items will include ceremonial shovels and hard hats at a minimum. Other key items that are useful depending on your event are signage, mounted renderings of the project, seating, refreshments, and favors if desired.

# Groundbreaking Ceremony Planning Checklist

Date : \_\_\_\_\_  
Time : \_\_\_\_\_  
Location : \_\_\_\_\_  
\_\_\_\_\_

	<i>Responsible Party</i>	<i>Organization / Name</i>	<i>Notes</i>
Planter Box / Dirt			
Shovels			
Hard Hats			
Programs			
Podium / Mic			
Tent / Coverage			
Chairs			
Speakers / Message / Blessing			
Mounted Renderings			
Media / News			
Signage			
Flowers / Flag / Other			
Refreshments			
Favors			
Invitations & Invite List			
Parking Management			
Other			