

# Flint & Genesee Chamber of Commerce Rebranding Frequently Asked Questions

## Why has the Flint & Genesee Chamber rebranded itself?

During the 2018-2020 strategic planning process we uncovered several key questions, concerns and fundamental conflicts that could pose challenges for the Chamber and the local economy. We believe the causes of these strategic challenges were likely symptoms of historical mergers, rapid growth, structural changes and growth in community involvement and influence. Recognizing these issues, the organization explored its brand from the outside looking in and drew the conclusion that we could benefit from a new brand strategy.

We believe a clearer brand architecture, combined with a market-driven approach will provide all stakeholders easier entry points into the organization, clearer messaging and connect them more readily with the services/information they need.

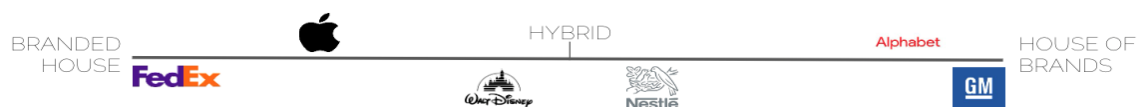
## What's actually changing?

The Flint & Genesee Chamber of Commerce is evolving to a different brand architecture that includes a parent brand and four sub-brands. All of the brands have new names and visual identities.

## What does brand architecture mean?

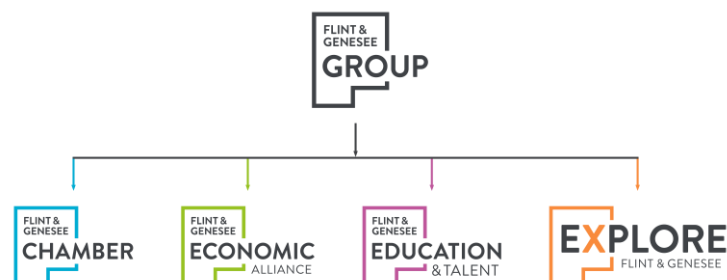
Brand architecture is defined as a system that organizes brands, products, and services to help an audience access and relate to a brand. Common architectures are: Branded House, House of Brands and a Hybrid model, which is where we landed.

In the Hybrid model, the parent brand connects with the sub-brands through an overarching mission and vision, strategic infrastructure, and allows for autonomy or affiliation as needed.



## What are the new names and how will the organization be structured?

The enterprise will be known as the Flint & Genesee Group. The Group will market its network of services through four sub-brands, or divisions, which are the Flint & Genesee Economic Alliance (formerly Economic Development), Flint & Genesee Education & Talent (formerly Education & Training), Flint & Genesee Chamber (formerly Member Services), and Explore Flint & Genesee (formerly the CVB).



**What is the role of the Flint & Genesee Group?**

The Flint & Genesee Group focuses on improving the economic success of Genesee County and its residents. It sets the strategic infrastructure that connects the Group to the sub-brands through a shared mission, vision, and values, and markets our network of services through the brands.

**How will the Flint & Genesee Group be staffed?**

Executive leadership, departments (Accounting, Communications, Gov. Affairs, HR, IT, Marketing, Organizational Development) will operate under the Flint & Genesee Group. The departments will continue to operate on a shared-services model providing functional support to all of the brands, as they do today.

**What are the divisions responsible for?**

- Flint & Genesee Economic Alliance is responsible for business retention and attraction, private investment, and jobs in Genesee County
- Flint & Genesee Chamber adds capacity to small businesses
- Flint & Genesee Education & Talent prepares youth and adults for academic and career success
- Explore Flint & Genesee promotes the region and increases tourism in Genesee County

**What is the relationship between the Group and divisions?**

All divisions report to the Group. They support the organization's three-year Strategic Plan through their goals and action plans, and market our network of services through their brand channels.

**Will the divisions operate the same way they do today?**

Some aspects of the business will operate similarly. However, each of the divisions has developed action plans that may drive a different approach to how they go to market.

**How will the divisions be staffed?**

For the most part, staffing for each of the divisions will not change, with the exception of open positions that are being or have been filled with newly hired team members.

**What overall changes will we see as a result of the new branding?**

Here are a few changes that will be apparent:

- New visual identities
- More clearly defined responsibilities for all four brands through purpose statements and action plans
- Some position titles will change to align better with the reporting structure and authority
- Our audiences will have a clearer idea of what each brand offers and their audiences
- A more efficient governance structure
- Messages for each brand will be updated to reflect their personality and identity
- A shift from one website to multiple websites
- Organizational collateral material will be updated to reflect new brand names and visual identities (e.g., business cards, letterhead, email signatures, voicemail messages, etc.)
- Social media will be updated to reflect new branding and new pages (e.g., Group, Economic Alliance, Education & Talent)
- Changes in physical work space (e.g., signage)

**When will the rebranding take effect?**

The new branding is effective, April 1, 2021.