

Mr Smith

CHQ Chamber of Commerce: Discovery Recap & Alignment

\ April 15, 2024

SWOT Analysis

Brand Personality

We Are / We Are Not

“Competitor” Axis

Naming Exercise

Summary & Next Steps

Strengths

Consistent and Professional Service: The Chamber prides itself on treating all members, regardless of size, with the same level of professionalism and dedication. This reliability helps in building trust and credibility within the community.

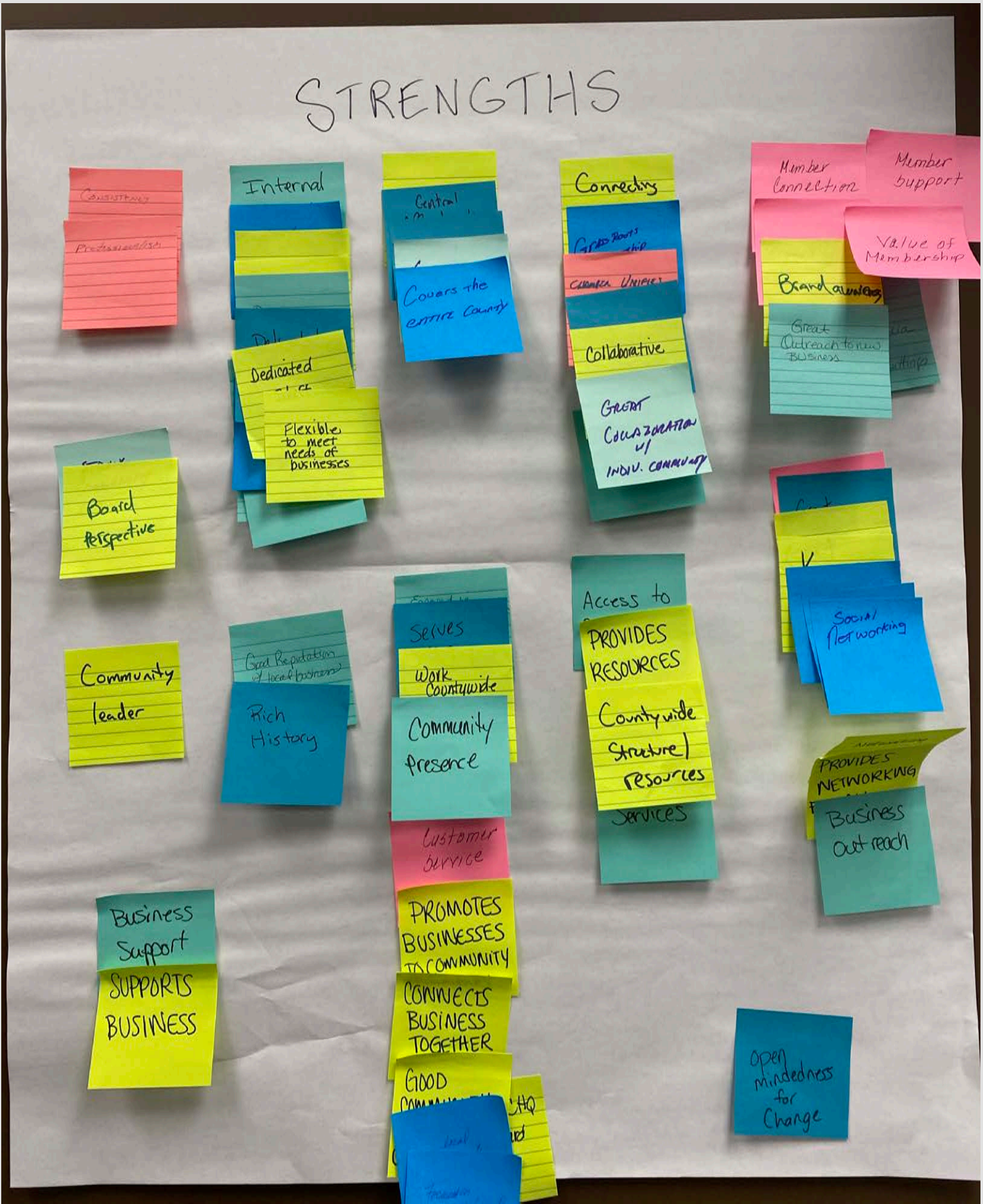
Committed Staff and Volunteers: A robust blend of dedicated staff and volunteers strengthens the Chamber's operations and community engagement, making it resilient and adaptive.

Community Leadership and Wide Presence: As a central figure in the community, the Chamber leverages its leadership to spearhead initiatives that benefit various sectors, ranging from small businesses to large corporations.

Diverse Board Representation: The board's diverse composition, including members from non-profit, education, and for-profit sectors, ensures a comprehensive perspective on community needs and business challenges.

Effective Collaboration Across Communities: The Chamber's structure and strategic initiatives promote unity and cooperative efforts across different communities within the county.

High-profile Community Events: Known for organizing significant events, the Chamber drives traffic and engagement, boosting local businesses and community morale.



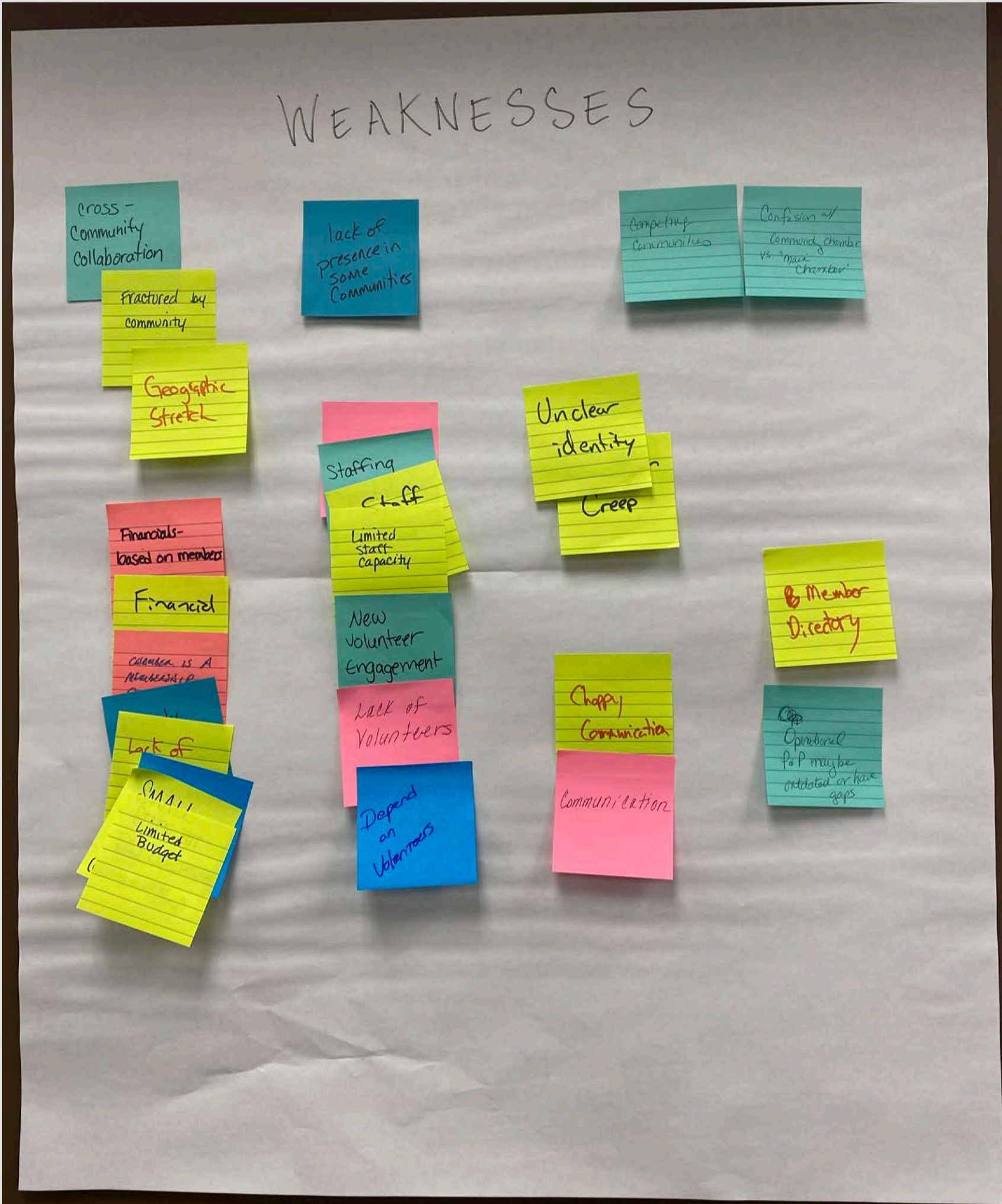
Weaknesses

Cross-community Collaboration Challenges: Despite strengths in collaboration, there are ongoing struggles in harmonizing efforts across communities like Dunkirk, Mayville, and Fredonia, which can lead to inefficiencies and missed opportunities.

Financial and Structural Integration Issues: The financial and operational merging of different community budgets has been problematic, leading to potential financial vulnerabilities and administrative complexities.

Unclear Identity and Mission Creep: Straying from the core mission in attempts to cover too many objectives can dilute the Chamber's impact and leave stakeholders confused about its primary goals and identity.

Clarity of Bylaws and Volunteer Onboarding: Ambiguities in bylaws and the process of integrating new volunteers can hinder operational efficiency and growth.



Opportunities

Local Pride and Engagement: There's a significant opportunity to cultivate a stronger sense of local pride and buy-in, transforming the community coordinator role from a mere managerial position to a pivotal asset and brand ambassador.

Committee Realignment and Empowerment: Realigning committees to be more effective and empowering them can enhance local engagement and make the Chamber's efforts more cohesive and impactful.

Revenue Generation through Sponsorships: By developing structured tiers for membership and sponsorship opportunities, the Chamber can secure more stable funding sources.

Centralized Brand and Communication: Streamlining communication channels and developing a centralized brand narrative can help in better conveying the Chamber's mission and increasing its visibility and impact.



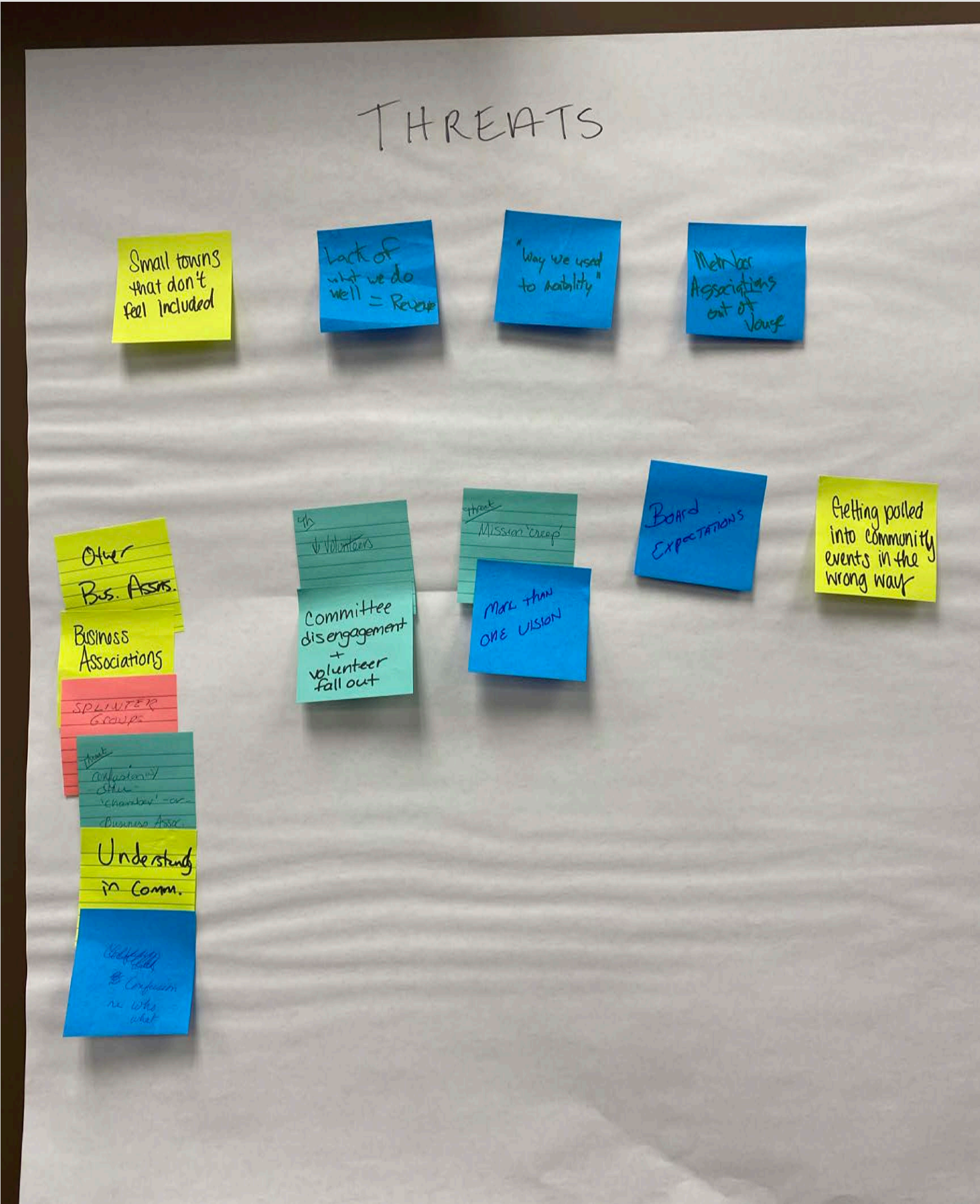
Threats

Regional Divides and Community Disconnect: The existing north-south divide poses a significant challenge in unifying the county under a single vision, potentially affecting collaboration and shared goals.

Declining Volunteer Engagement: A shrinking volunteer pool could critically impact the Chamber's operational capacity and its ability to host events and initiatives.

Competition from Other Associations: As other local business associations and events gain traction, the Chamber risks losing its central role unless it can clearly articulate and deliver unique value.

Communication Challenges: The increasing difficulty in 'cutting through the noise' of abundant information and competing messages makes it hard for the Chamber to maintain its prominence and effectiveness in communication.



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Regional vs. Local

The Chamber should aim to encapsulate the strengths of being regionally influential while fostering strong local connections. The visual identity could include imagery that represents both the unity and diversity of the various communities within the county, such as landmarks or symbols from different towns merged into a cohesive design.

Communication should celebrate local success stories and regional milestones equally, using a narrative that bridges local uniqueness with regional objectives.

Traditional vs. Innovative

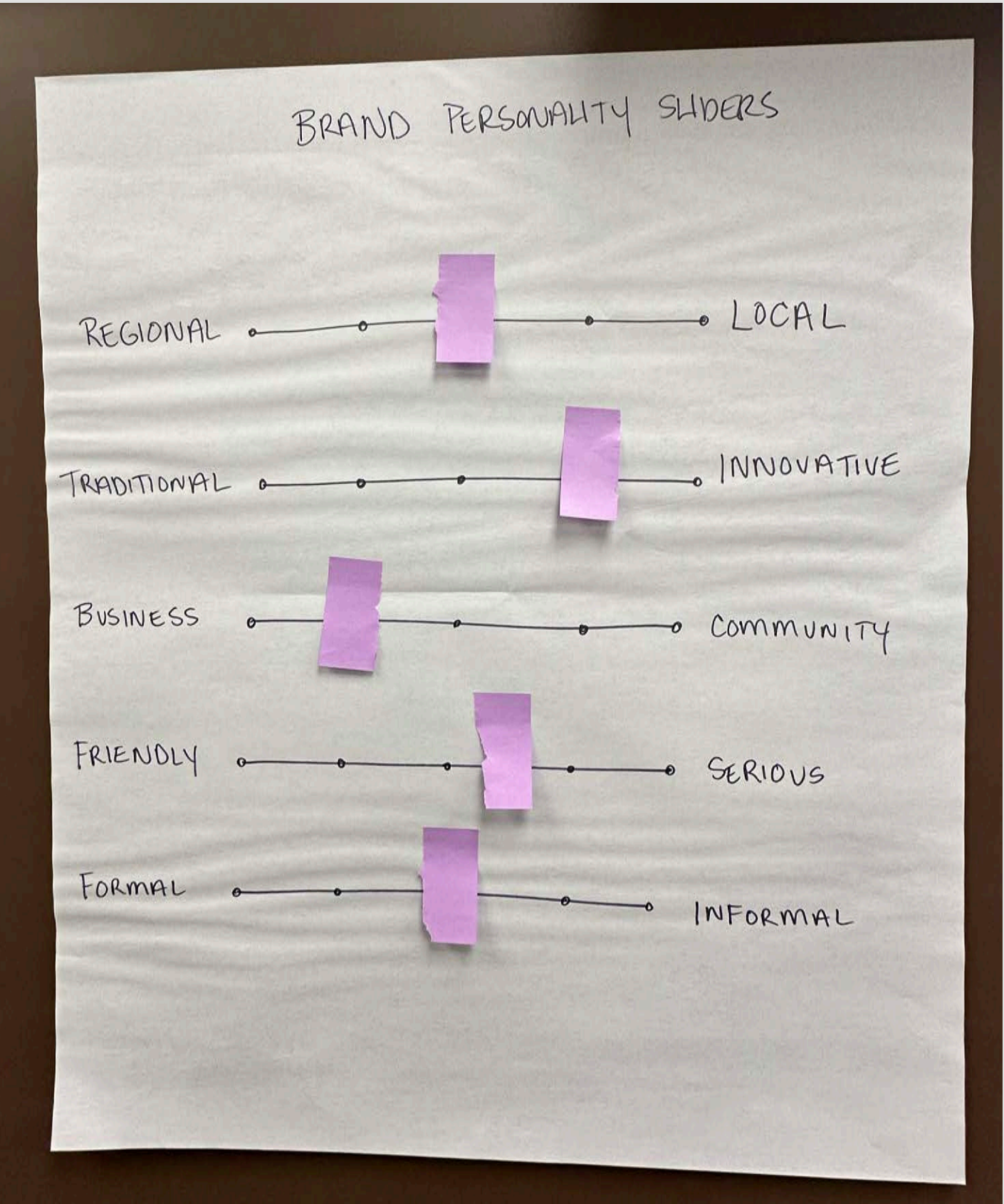
Innovative with Roots in Tradition: The branding needs to reflect innovation through modern design elements such as a fresh color palette and a dynamic logo that hints at growth and future possibilities. However, it should also respect traditional values, perhaps through the use of classic typography that conveys stability and reliability.

The messaging should emphasize innovative solutions and forward-thinking strategies but also acknowledge the Chamber’s long-standing heritage and established trust within the community. This could be achieved through storytelling that highlights historical successes alongside new initiatives.

Business vs. Community

While the focus is on business development and support, the brand must also resonate with the broader community values. This can be visually represented by incorporating both corporate and community imagery—such as business meetings and community gatherings—into marketing materials.

The tone should be professional yet approachable, using business jargon when appropriate but also explaining it in layman's terms to ensure inclusivity. Messaging should drive business goals while celebrating community involvement and impact.



Friendly vs. Serious

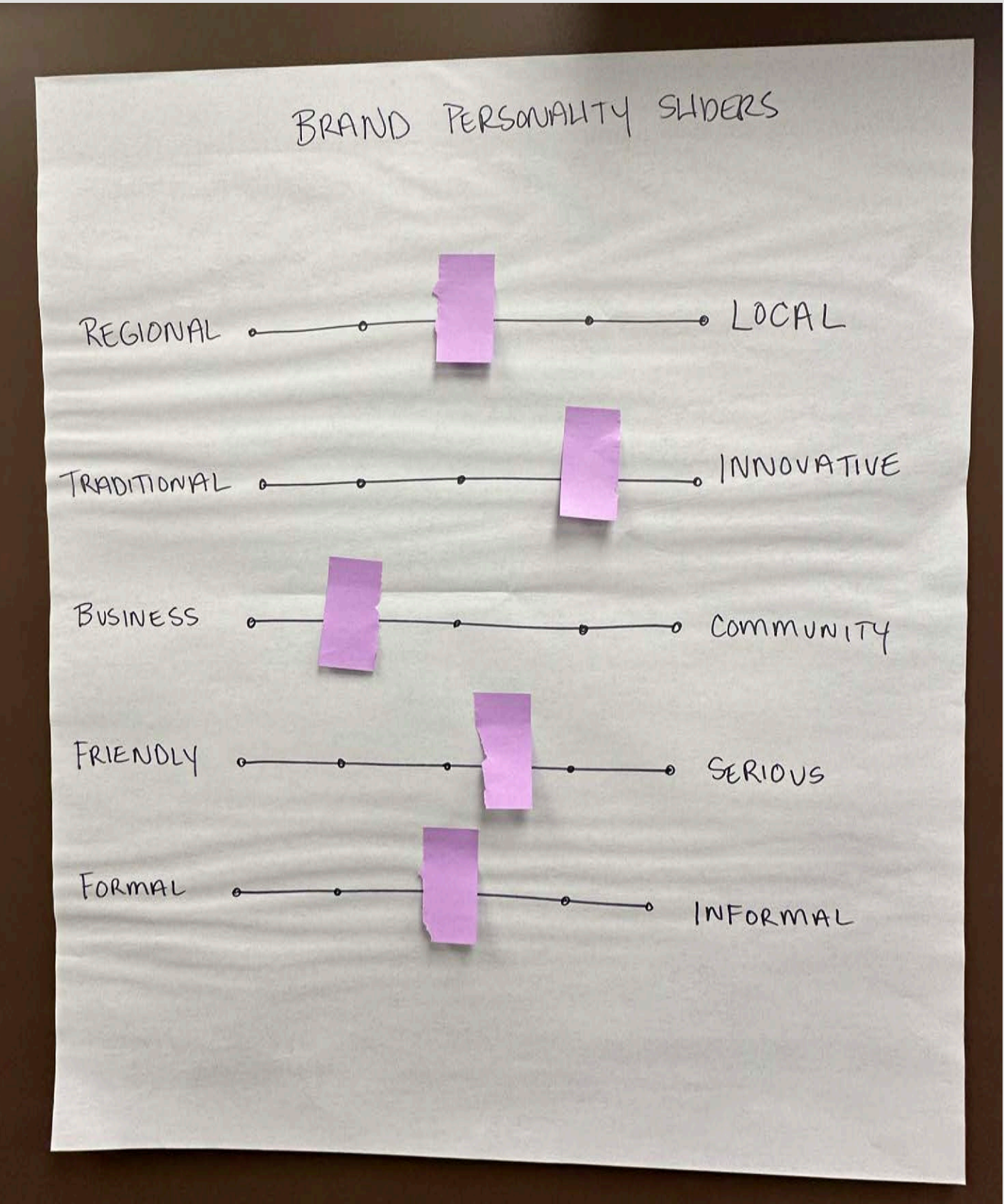
The Chamber aims to project a serious demeanor focused on business growth, legislative advocacy, and strategic development, yet it incorporates a friendly, engaging approach to ensure accessibility and community connection.

The branding should be polished and professional, utilizing a clean and modern design aesthetic. Adding elements like warm color accents or friendly human imagery can soften the corporate look, making the brand more inviting. The tone of communication should be primarily serious and authoritative to reflect the Chamber's role as a business leader and advocate. However, it should weave in friendly and approachable language, particularly in formats intended for wider community engagement such as social media posts, community updates, and event invitations.

Formal vs. Informal

The identity should lean towards a formality that exudes professionalism and credibility but include informal elements like casual photographs or playful graphics to make the brand more approachable.

While primarily formal and data-driven, the communication style should occasionally adopt a more conversational tone, especially on platforms like social media or in community outreach communications. This helps humanize the brand and makes it more relatable to a diverse audience.



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We are forward-thinking, not void of tradition.

We embrace innovation and encourage progressive ideas and practices that drive our community and businesses forward. At the same time, we honor and incorporate the rich traditions and history that have shaped Chautauqua County, ensuring that growth is rooted in a deep understanding and respect for our past.

We are unified, not uniform.

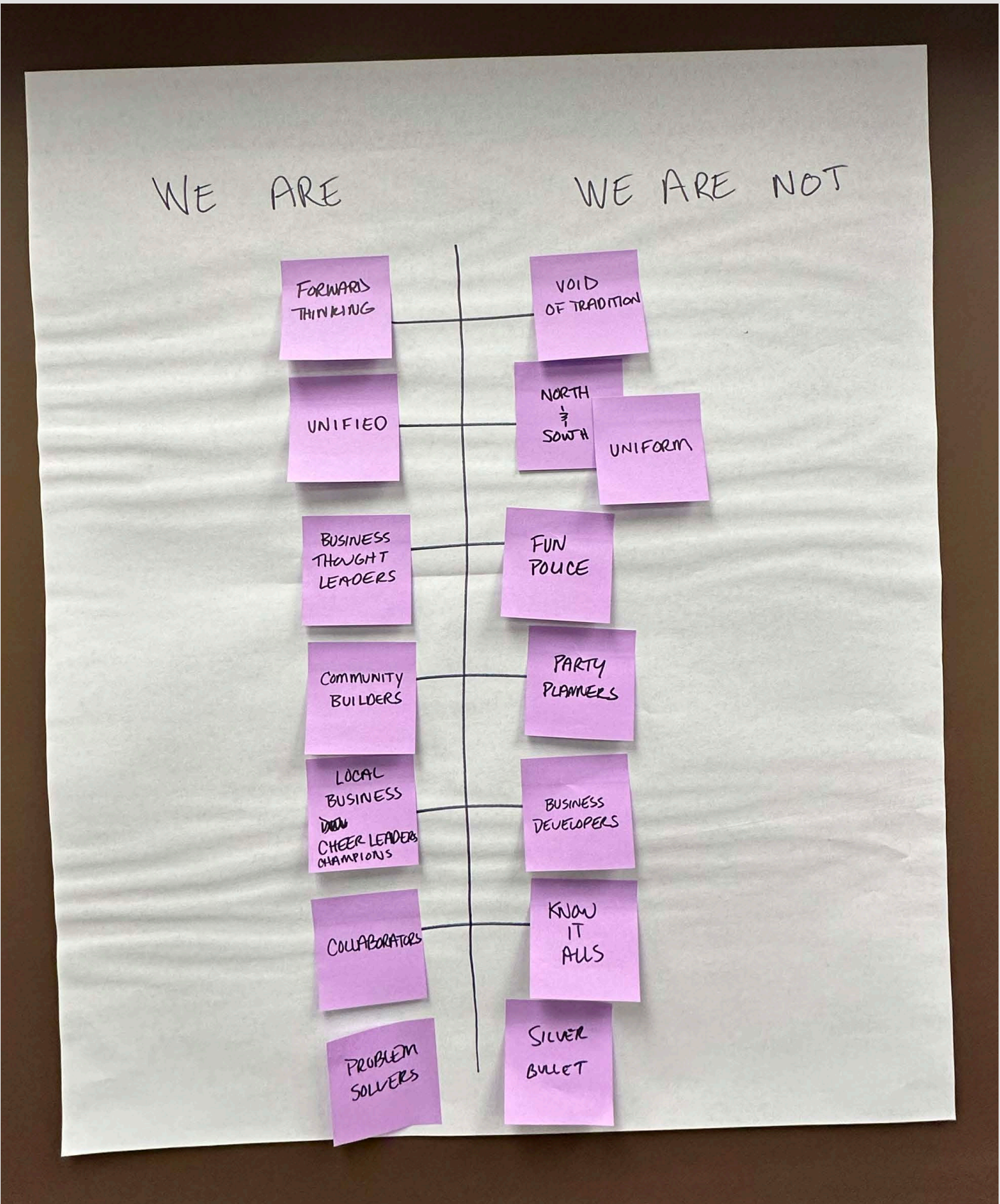
We strive for unity among our diverse membership, fostering a sense of solidarity and collective action. However, we celebrate the unique identities and approaches of each community and business, recognizing that our strength lies in our diversity, not in conformity.

We are business thought leaders, not the fun police.

Our leadership is defined by insight, expertise, and a proactive approach to business challenges. While we maintain a serious commitment to our objectives, we support a vibrant business culture that welcomes enjoyment and celebrates achievements in a balanced manner.

We are community builders, not party planners.

Our focus is on creating sustainable and supportive frameworks that enhance business and community life. While we organize events, these are designed to strengthen networks, foster business growth, and enhance community well-being, rather than just providing entertainment.



We are local business cheerleaders, not business developers.

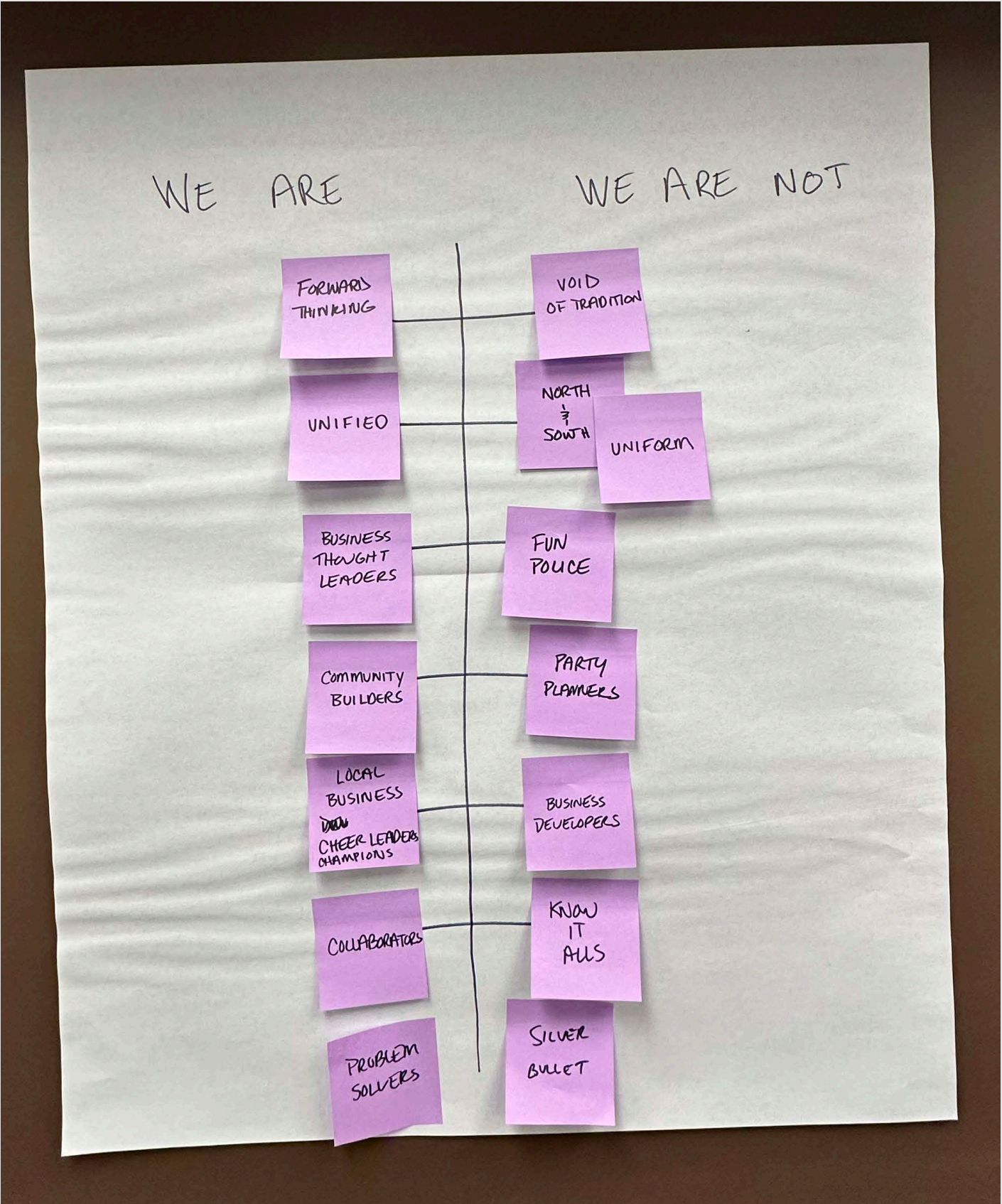
We advocate passionately for local businesses, promoting and supporting them at every opportunity. However, our role is to support and enhance existing businesses through advocacy and resources, not to create or manage businesses ourselves.

We are collaborators, not know-it-alls.

We believe in the power of partnership and shared wisdom. We engage with our members and community experts to co-create solutions, always open to learning and adapting, rather than dictating solutions based on a singular perspective.

We are problem solvers, not a silver bullet.

We tackle challenges with a strategic and thoughtful approach, offering practical and tailored solutions to our members. While we strive to be effective in our initiatives, we acknowledge that not every problem has a simple or immediate fix, and continuous effort and adaptation are essential.



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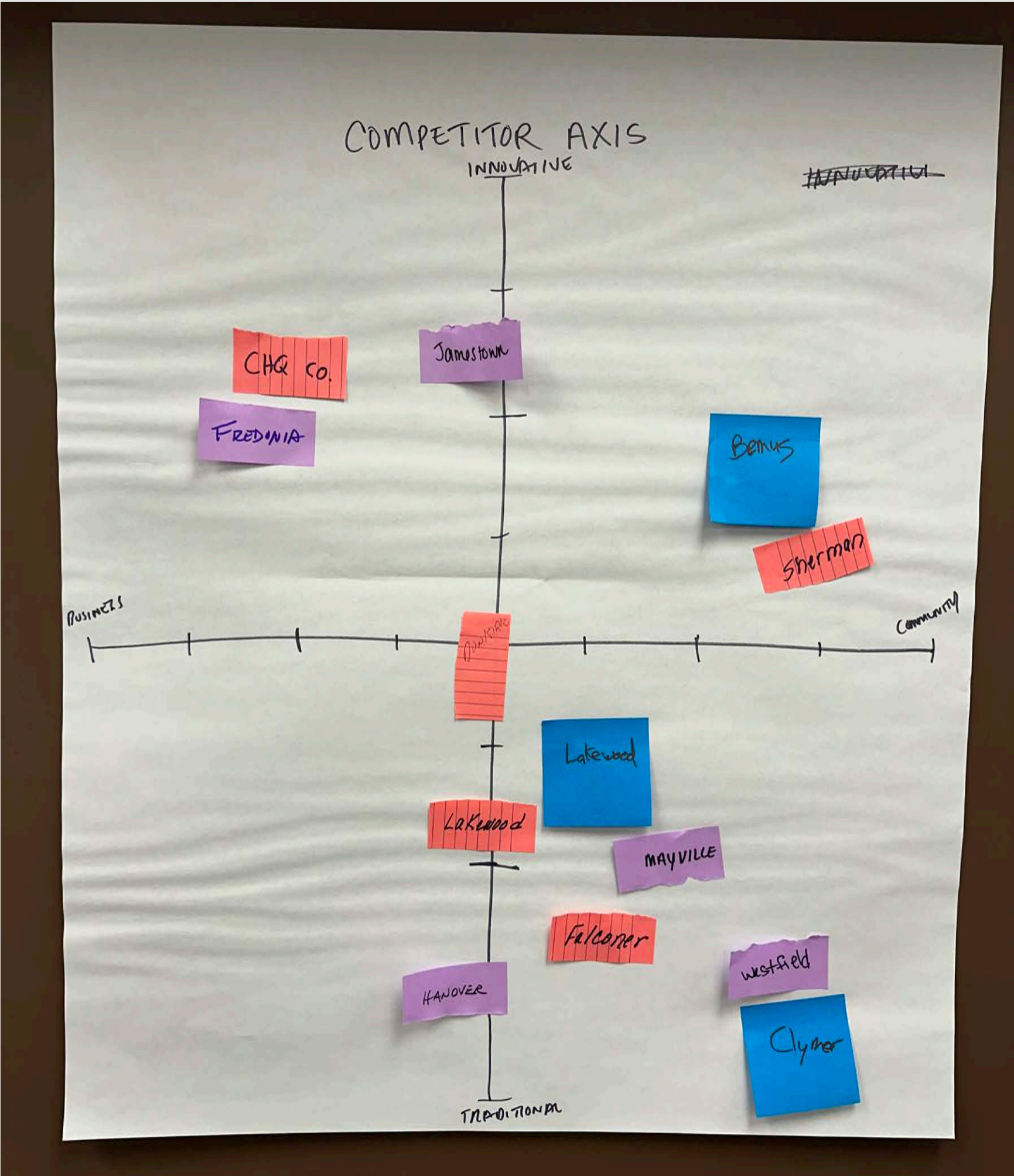
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Leading with Innovation and Business Acumen

As we unify under the CHQ Chamber, our path is clear: to lead by example in innovation and business focus. We are setting the new standard, moving away from traditional, community-only focused approaches toward a dynamic, business-oriented future. Our journey encourages every community within our umbrella to elevate their business practices and embrace innovation, gradually aligning with our vision. This transformation is progressive, acknowledging the unique pace and needs of each community while steering all toward a common, ambitious goal.



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Embracing Our Roots, Envisioning Our Future: CHQ Chamber

The decision to officially adopt the name "CHQ Chamber" reflects both a respect for our heritage and a commitment to our future. CHQ is not just an abbreviation; it's a symbol of Chautauqua itself—familiar, enduring, and deeply rooted in our community. By embracing this name, we reinforce our identity as a central hub for business and community collaboration across Chautauqua County. This name enhances our visibility and approachability, linking us more closely with the businesses and communities we serve. It's a name that speaks of unity and familiarity, making the Chamber's role and relevance clear to all who call Chautauqua home.

Given the CHQ Chamber’s focus on growth, partnership, and innovation, the following taglines can encapsulate these elements while aligning with the strategic goals:

Growing Together, Thriving Together

Emphasizes the mutual growth and success achievable through collaboration within the community.

Innovation at Work, Partnership in Progress

Highlights the dual focus on innovative practices and the strength of collaborative efforts.

Uniting Business, Inspiring Innovation

Captures the dual goals of business unity and the drive towards embracing new ideas.

Your Partner in Progress

A straightforward tagline that positions the Chamber as a supportive ally in each member's journey.

Building Business, Building Community

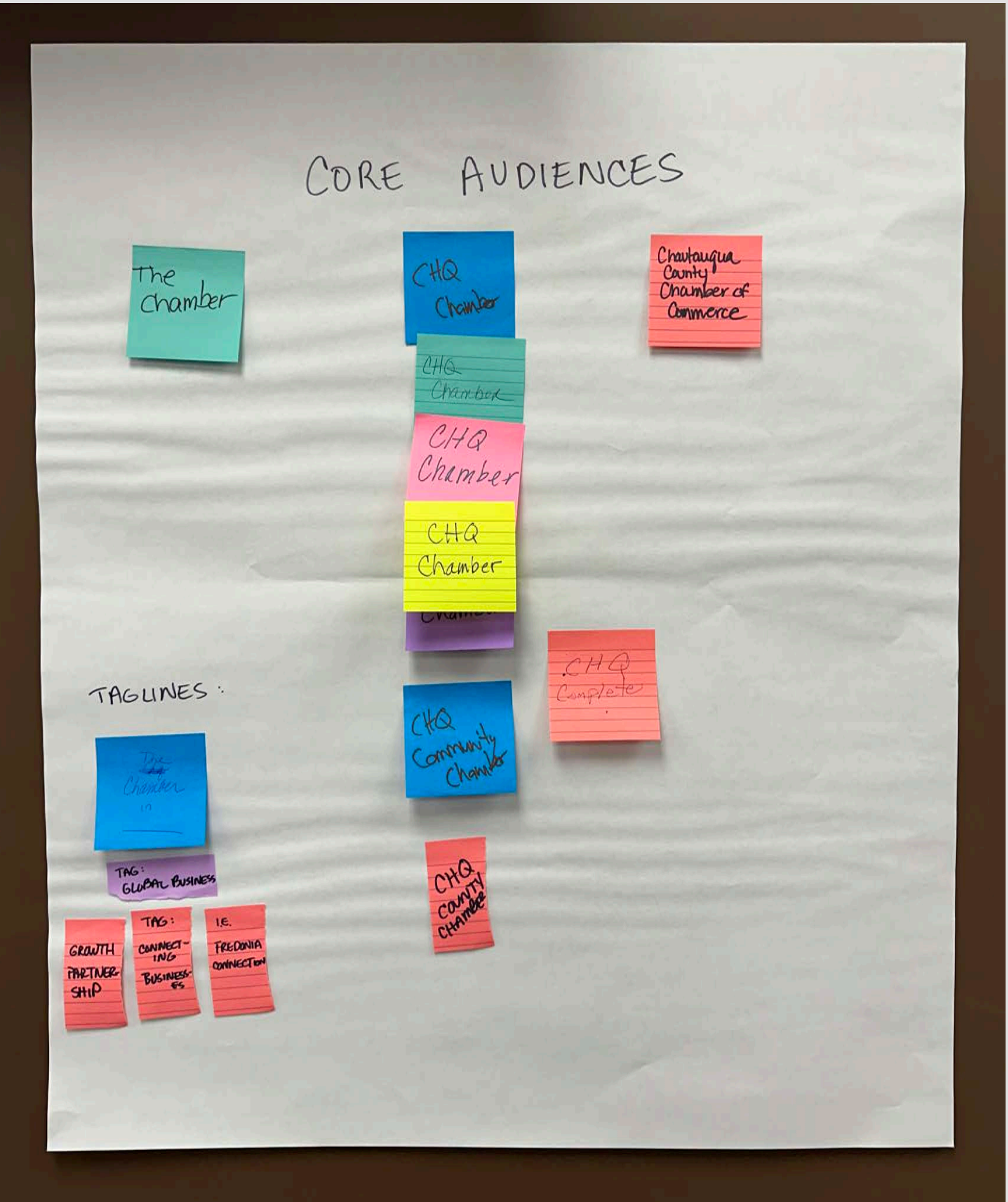
Reflects the dual commitment to strengthening both the economic and social fabrics of the community.

Together, We Innovate

Simple and direct, this tagline emphasizes collective action and forward-thinking as a community.

Lead Locally, Grow Globally

Encourages local leadership and engagement while keeping an eye on broader, global potentials.



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Embracing Innovation, Empowering Community

At the CHQ Chamber, we stand as the gateway to growth and innovation for every business within Chautauqua County. We are more than just a chamber; we are a community of thinkers, leaders, and innovators. United under the banner of CHQ, we harness the collective power of our businesses to foster a thriving economic landscape.

We Are the Catalyst for Connection and Growth

We believe in the power of partnerships and the strength that comes from collaborative effort. As the CHQ Chamber, our mission is to weave together the diverse threads of our communities into a stronger, more vibrant tapestry of commerce and engagement.

We Champion Innovation as Our Guiding Star

Innovation isn't just a concept—it's our practice. Guided by forward-thinking and driven by the needs of our members, we seek to introduce and integrate cutting-edge ideas and technologies that advance our collective capabilities.

We Cultivate a Business Ecosystem Rooted in Mutual Success

Every initiative, every event, and every service we offer is designed to elevate the business environment of our county. From the smallest start-up to the largest corporation, our commitment is to foster an atmosphere where all can prosper.

We Speak the Language of Industry with a Community Accent

Our voice combines professional rigor with local charm, embodying the spirit of Chautauqua in every message we deliver. We are as much about business excellence as we are about community spirit, and our communications reflect this dual commitment.

We Visualize Success Together

Our visual identity will mirror the dynamism and diversity of our membership. It will be a beacon that signals both our heritage and our horizon—a brand that stands out and draws together, just as we do.

We Are CHQ Chamber

Forward-thinking, community-empowering, and innovation-leading. We invite you to join us on this journey of growth and transformation. Together, we will redefine what it means to be a business community, making CHQ Chamber synonymous with success.

Week of 4/15/24

Mood Board

Week of 4/22/24

Stylescapes

Week of 5/6/24

Logo Design

Brand Guide

Week of 5/27/24

Brand Presentation



View Full Project Plan

Thank you!