

Shape Genesee County's Brand & Tourism Economy

Drop in on **September 23** from **4:30 - 6:30pm** at **The Generation Center, 15 Center Street, Batavia** for an open-door, hands-on workshop designed to help shape Genesee County's brand direction and guide the 5-year strategic plan for the County's visitor economy.



**Scan the QR code to register
or drop in with friends and family!**

Date: Tuesday, September 23

Time: 4:30-6:30pm

Location: The Generation Center, 15 Center Street, Batavia

The Brand Genesee workshop is a revolving, two-hour open session designed to encourage broader and more diverse public participation. You may join and leave as your schedule permits during the two-hour window, but to ensure your voice is fully heard, we encourage participants to spend as much time as possible contributing during the session.



In Case You Missed It!

The County of Genesee has contracted with the Genesee County Chamber of Commerce to spearhead Brand Genesee, a dual initiative to:

- A)** Develop a **clear, unified brand identity and vision** to advance economic and workforce development, tourism, and quality of life for County residents.
- B)** Develop a future-facing **5-year tourism strategic plan** to support growth and investment in the County's tourism industry.

The project is at a pivotal moment in the process. We need your input to help address critical issues and leverage opportunities that we've identified in our Destination Assessment.

5 Things to Know About Genesee as a Destination



1 At this time, both locals and visitors alike have indicated that Genesee County may benefit from improved dining and retail options.

While each downtown or “four corners” area is host to at least one signature event that drives outside attention and visitor traffic, Batavia and LeRoy are the most visitor-ready downtowns with the greatest density of commercial activity and quality culinary offerings. Bergen and Oakfield follow closely as emerging downtowns.



2 The County features an eclectic mix of entertainment venues and arts and culture assets that may draw a wide range of visitor segments.

From the smaller, more intimate settings of GO ART! and Main St. 56 Theater to larger, popular acts at Darien Lake Performing Arts Center and Batavia Downs, the County is uniquely positioned to host events, performances, and meetings for groups seeking unconventional venues.



3 At this time, only 40% of visitors perceive the County as being ‘historic’.

While there are more than a dozen historic sites and museums in the County, only two have consistent opening hours and are easily discoverable online. Limited resources for the development and management of the County’s historic and cultural assets constrain both visitor exposure and the overall experience.



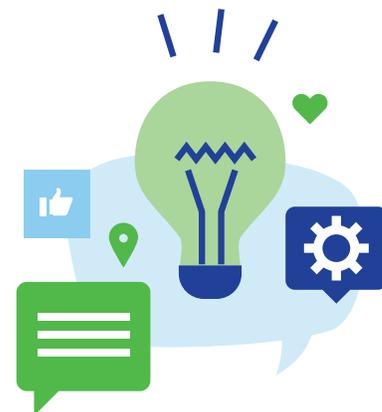
4 Our outdoor recreation assets are well known as family-friendly destinations, offering scenic views, excellent hiking/trekking, and spaces for quiet reflection.

From quiet leisure to active recreation, we offer 80+ products in our wild outdoors that present an opportunity for ‘regional city escape’ experiences. This includes a mix of parks, trails, camps, overlooks, kayak launches, and recreational sports centers/facilities, and golf courses.



5 There is no clear emotional anchor or unifying brand story that communicates what makes Genesee County truly special to live, work, visit, or invest in.

Messaging silos across organizations, such as Genesee Chamber of Commerce, Genesee County, and Genesee County Economic Development Corporation limit audiences’ broader understanding of our full value proposition.



Note: The above findings were informed by four critical research tasks in earlier phases of the Brand Genesee Initiative: Strategic Review & Visitor Analysis, Tourism Product Benchmarking, Visitor & Resident Perception Surveys, and a Downtown Diagnostic.

For more information, watch the Destination Assessment presentation at BrandGenesee.com

Don’t miss your moment, whether you’re a lifelong resident or new to Genesee County, a local leader, or a frequent regional visitor, help co-design our brand and future of tourism.