



GREATER > ROC

What is Greater ROC?

Greater ROC is a multiyear brand initiative to highlight the 9-county Rochester region's many unique characteristics and collective strengths. It's a unified brand identity that represents the values of the region and its many voices, and communicates the essence of Greater Rochester to tourism, business, education, nonprofit, arts/culture, healthcare and other economic sectors locally and across the nation.

How will Greater ROC improve the 9-county Greater Rochester region? What's the strategy behind it?

The Rochester region's major economic development organizations—Greater Rochester Enterprise, Greater Rochester Chamber of Commerce, Rochester Downtown Development Corporation and Visit Rochester—will collaboratively use the Greater ROC brand to promote the area both inside and outside of the Rochester region. Greater ROC resources and tools will be accessible in an open-source manner, allowing other businesses, organizations and individuals across Greater Rochester to leverage and integrate the brand into their own activities, platforms and materials. The entire community's involvement with Greater ROC—all telling Rochester's story in a unified way—will strengthen the region's identity and draw success to businesses and people alike.

What process led to Greater ROC, and how is this process being continually improved?

Greater ROC was created following months of in-depth interviews and opinion gathering with more than 100 community members and leaders representing a broad cross section of business sectors and demographic groups from urban, suburban and rural communities about how the Rochester region views itself, as well as how the region should be positioned locally and to the rest of the nation.

During this process, the importance of diversity was strongly emphasized. While there were people of diverse backgrounds on the committee that helped create Greater ROC, it was recognized that this was not enough. Therefore, of the more than 100 community members and leaders who were interviewed and who reviewed program materials and messaging, one-third were people of color and almost 40% were women. In addition, ROC2025—which spearheaded the brand development effort—is assessing new ways to ensure it incorporates diversity and equity into all its activities. New practices to reflect this will be announced in the coming months.

Who funded the development of Greater ROC, and who is funding the ongoing campaign to promote Greater ROC?

The development of Greater ROC and the ongoing activation campaign is funded by ROC2025, an alliance of economic development organizations established in 2019 to accelerate economic growth in the 9-county Rochester region. ROC2025 consists of Greater Rochester Enterprise, Greater Rochester Chamber of Commerce, Rochester Downtown Development Corporation and Visit Rochester, as well as the city, the state, multiple county officials and higher-education representatives. ROC2025 is funded through charitable

contributions by regional businesses and philanthropic organizations interested in investing in the economic future of this region.

What makes Greater ROC different from other initiatives we've seen in the past? Aren't there other organizations/initiatives currently doing the same thing Greater ROC is trying to do?

Greater ROC is far more collaborative than previous efforts, with the involvement of all of the region's major economic development organizations and input from more than 100 community members and leaders representing a broad cross section of business sectors and demographic groups from urban, suburban and rural communities. Unlike previous efforts, Greater ROC is truly regional in nature and promotes the broader 9-county area. At a foundational level, Greater ROC is designed to view and celebrate the big-picture connections while partner organizations, businesses and even individual citizens do their part in their specific arenas.

Multiple organizations are working hard to generate growth in specific sectors or geographies, but until now there's been no attempt to get everyone working together and telling the same story. Greater ROC is a unified approach that any organization can use and adjust for its own purposes, while ensuring that a consistent set of messages are always delivered about the region.

This city and region are facing an especially challenging time. What does Greater ROC do to address that?

This region certainly faces many challenges, and while the Greater ROC brand is not intended to directly address those issues, it and the movement it seeks to inspire will improve economic development prospects for the Rochester region. This, in turn, will better enable the region to address these challenges. Additionally, the diverse range of people, organizations, cultures, geographic locations, sexual orientations and other factors that contributed to the development of Greater ROC has taken on even more importance given recent events—including the COVID-19 pandemic and the ongoing dialogue about racial inequity—that have put the collective strength of the region and the world to the test.

What's the city, the state or any county's role in Greater ROC?

The city, the state and multiple county officials have all been active partners in the development of Greater ROC, and all will be important in spreading the word about the brand. Absolutely no city, state or county taxpayer money has been used in the development or activation of Greater ROC.

Greater ROC has now been launched. Where does the initiative go from here?

Now that the brand has been introduced, organizations and businesses across the region are integrating Greater ROC into their own activities and platforms. These organizations will engage additional "Champions for Greater ROC" who also want to get involved. As more individuals and organizations get involved with Greater ROC, stories highlighting our region will be increasingly shared across and outside the region. Additional Greater ROC activities are being planned right now and will be announced in the coming months.

Is this branding effort focused on the downtown urban center of Rochester? How can outlying parts of the region benefit from this?

Greater ROC is truly regionwide and is not just focused on the downtown core. Greater ROC was developed with the input of leaders and community members—representing a broad cross section of business sectors and demographic groups from urban, suburban and rural communities—from every part of the 9-county Rochester region.

Every part of the Rochester region can benefit by embracing the Greater ROC brand, becoming a “Champion for Greater ROC,” and spreading the word by highlighting the people, places and things that make this a great place to live, work and visit. Greater ROC is all about getting engaged, and hopefully every part of the region does so. If this happens, the entire region’s economy will benefit.

Why don’t I see my interest area represented in the Greater ROC video or landing page?

One of the great things about the 9-county Rochester region is that there are a seemingly infinite number of truly greater people, places and things worth highlighting. Unfortunately, everything couldn’t be incorporated into the initial landing page, video and brand materials. The good news? Greater ROC was *just* launched. It will continue for years and there will be many opportunities to highlight other things. Also—because Greater ROC is a brand that everyone in the region owns, we encourage you to share things about your passions and interests on Greater ROC’s social channels and to tag them with the #GreaterROC hashtag. That’s the first step to getting everyone involved with Greater ROC, and to letting the world learn about everything that makes us truly greater.

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