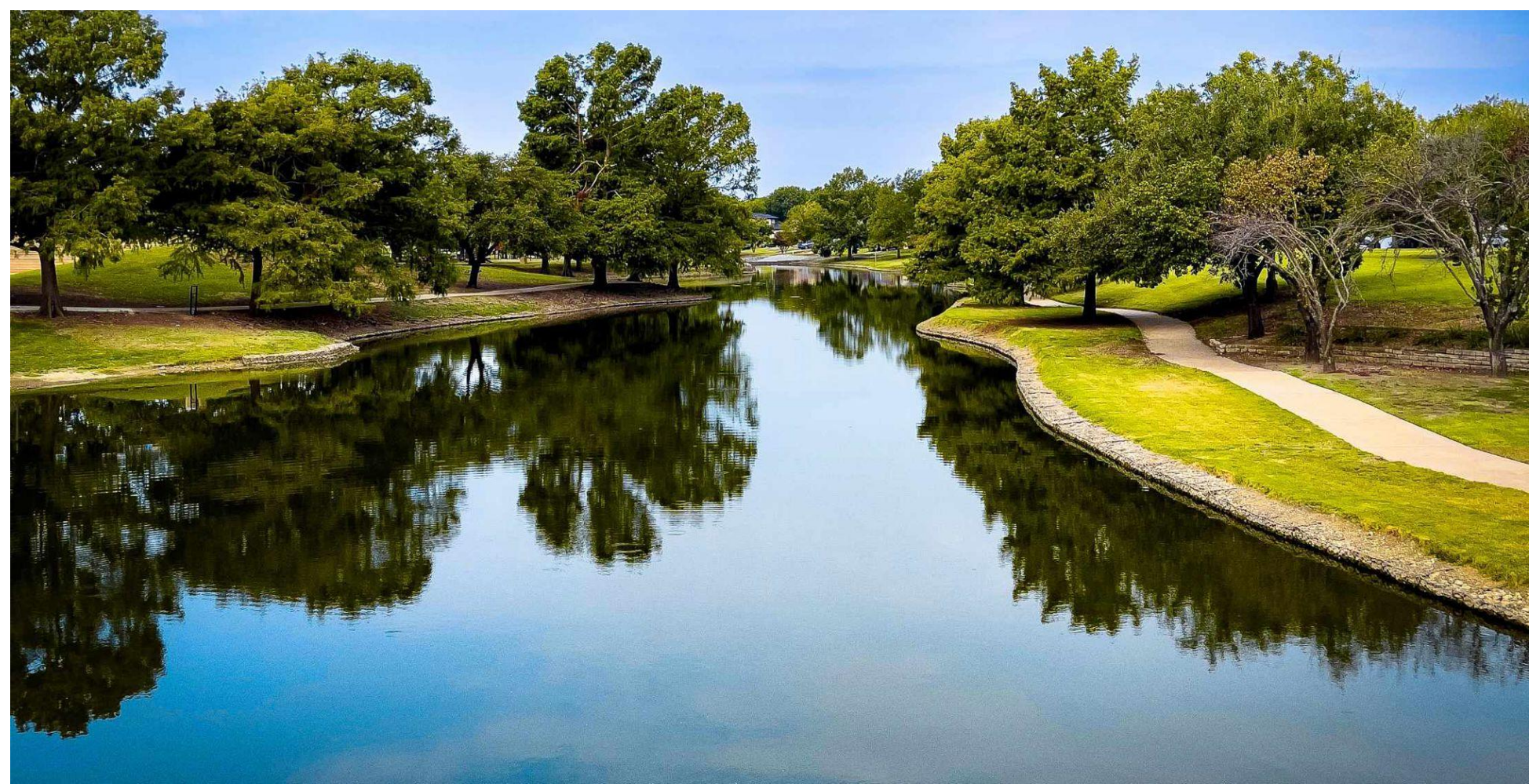




METROCREST AREA CHAMBER



City of Farmers Branch

July 7, 2026

An update on Metrocrest Area Chamber

Who We Are Today

REGIONAL BUSINESS ORGANIZATION



Our Reach

Serving Farmers Branch, Carrollton, Addison, and beyond
500+ member businesses across industries

From small businesses to major regional employers

Connector, advocate, and partner to cities, businesses and other organizations

Our Mission

We drive business growth, convene leaders, and champion a stronger community.

Our Vision

To be the gold standard for economic growth in the Metrocrest region.

Our Values

- Integrity
- Innovation
- Excellence
- Advocacy



The Challenge We Needed to Address

Persistent Confusion

Who the Chamber is and what we do

Frequent misidentification with other organizations

Outdated Brand

No longer reflected scope of work

Didn't capture regional role or professional presence



A Thoughtful Rebrand Process

MEMBER-LED AND DELIBERATE

01

Task Force Formed

Longtime community leaders and newer members

02

Diverse Perspectives

Marketing experts and business owners

03

Comprehensive Review

History, current needs, future direction

04

Goal: Clarity

Alignment, not change for its own sake

What Changed and What Did Not

EVOLUTION, NOT REINVENTION

What Changed

- New name: **Metrocrest Area Chamber**
- Simplified and modernized visual identity
- Clear regional positioning
- Stronger external presence



What Stayed the Same

- Core mission and purpose
- Commitment to our members
- Focus on business success
- Economic vitality priorities



What the New Brand Solves

CLEARER, STRONGER, MORE EFFECTIVE



Reduced Confusion

Easier to explain who we serve and why we exist



Enhanced Credibility

More professional with partners and stakeholders



Better Alignment

Matches the work already underway



Stronger Foundation

Positioned for effective collaboration

What the Rebrand Enables

LOOKING FORWARD



Clearer Advocacy

Stronger voice for business needs



Talent Partnerships

Enhanced workforce development



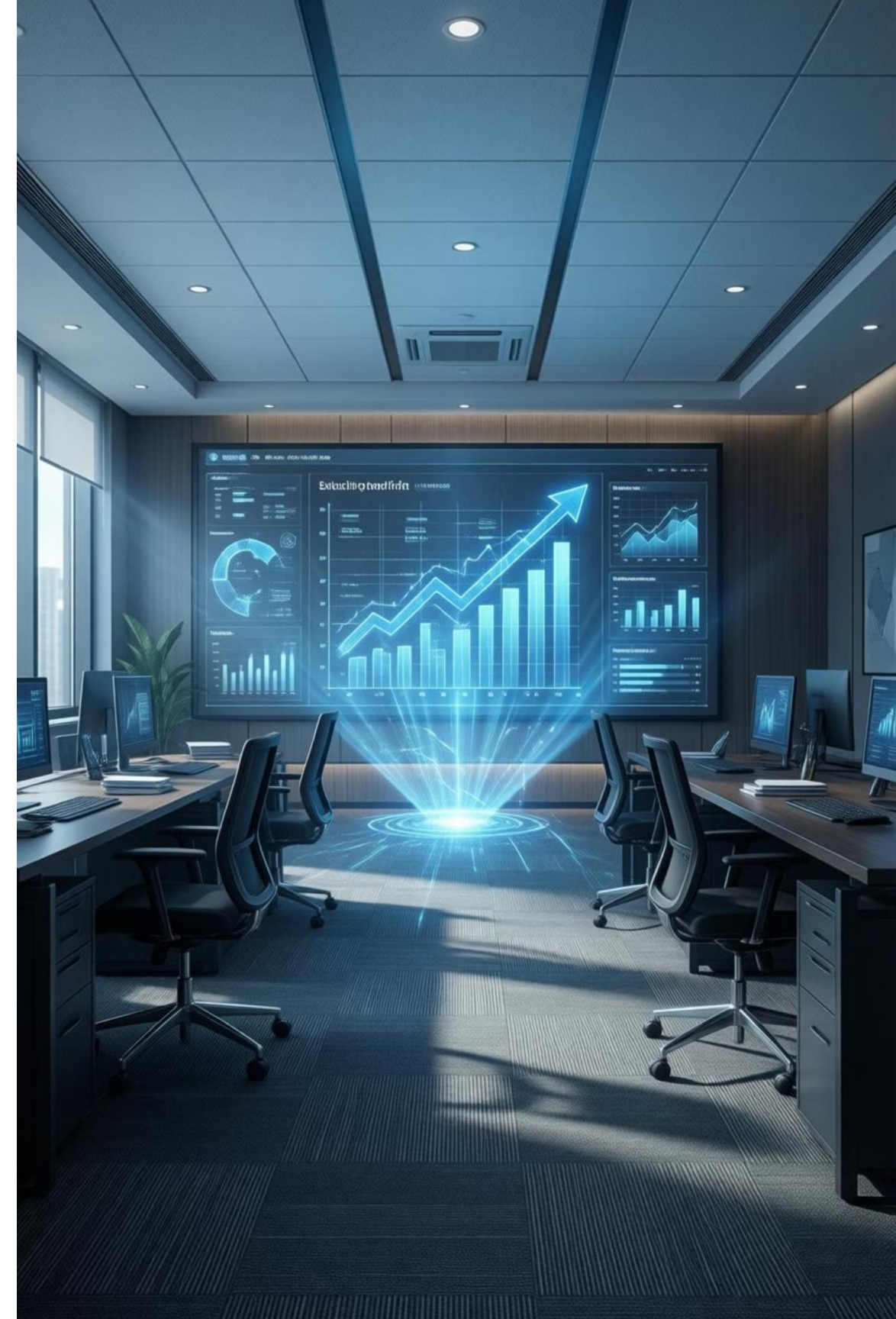
Regional Storytelling

More effective narrative reach



Greater Confidence

Easier city and partner collaboration



2026 Focus Areas

STRATEGIC PRIORITIES



Voice of Business

Advocacy and policy engagement on behalf of member businesses



Workforce & Talent

Development programs connecting employers with skilled talent



Small Business Support

Member success initiatives and resources for growth



Regional Visibility

Collaboration and storytelling across our service area



Aligned Programs

Events and services meeting real business needs



State of Education

Aligning education systems with workforce and economic needs

2026 Upcoming Events



Economic Development Summit

Regional economic trends, growth strategies, and city updates.



Mayor’s Forum

Metrocrest mayors share priorities, challenges, and community updates.



First Responder’s Breakfast

Recognizing the public servants who keep our communities safe and running.



State of Education

Connecting education, workforce development, and regional economic success.



Working Together

WORKING TOGETHER

Supporting Local Businesses

Serving Farmers Branch businesses and employers with targeted resources

Coordinating City Initiatives

Aligning with city priorities where appropriate

Sharing Business Insights

Providing feedback from the business community

Acting as Connector

Facilitating relationships, not duplicating efforts

Continued collaboration and open dialogue for mutual success



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