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## Green Bay Looks to Brand Itself

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Leaders in the greater Green Bay area are working on a new effort to bring more people to the area.

An initiative was announced Tuesday to find a way to brand Green Bay and its surrounding communities to bring more people to the area.

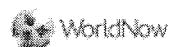
"The whole vision here is economic growth, a solid brand that's going to assist businesses in conveying a strong message to not only draw new employees but will help retain employees by promoting the greater Green Bay area and lifestyle," Green Bay Mayor Jim Schmitt said.

The committee is finding a way to bring in more jobs, businesses, tourism, and competition.

"Certainly we're going to look at more than just a logo and tag line but look at showcasing all those things that Green Bay is really about," Chamber of Commerce President Paul Jadin said.

But organizers do hope to unveil a logo and theme by next March.

They're encouraging people living or working in the Green Bay area to fill out an online survey about their perceptions of Green Bay ([click here](#)).



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