



	Then	Now
	<p>Three P Chamber* Circa 1960</p> 	<p>Three C Chamber* Circa 2016</p> 
Brand Perception	Parades	Catalyst for Business Growth
Brand Perception	Pageants	Convener for Leaders and Influencers
Brand Perception	Parties	Champion for Stronger Communities
Value of Brand Name	<p>Minimal Value (Not Monetized) <i>Give-away customer lists, others use Chamber to generate \$ with little or no ROI</i></p>	<p>Priceless <i>Name/reputation is extremely valuable and must be guarded</i></p>
Deliverables	<p>Event Driven Mixers, Special Events, Ribbon Cuttings</p>	<p>Mission Driven Advocacy, Business Retention/Expansion, Digital Shop Local, Candidate Forums, Work-Force Development, Etc.</p>
Research & Development	Imitators, Protector of the Past, DWYAD	Innovators, Risk Takers
Focus	<p>Outputs Butts in the seat</p>	<p>Outcomes Getting things done and ROI</p>
Revenue Sources:	Primarily Dues	Dues, Fee-for-Service, Advertising, Sponsorship, Investors
Member Market Segmentation	Single Monogamous Group (little consideration for clustering members by interests or needs)	Four Segments (Transactional, Mission/Investors, Partners and Participants) Not all businesses are a good fit for the Chamber !

*The Association of Chamber Executives and the Wester Association of Chamber Executives classify chambers into two categories.