Four Membership Segments in the Chamber

**Community Stakeholders**

**Value Mission & Partnership**

Types of Business:

* Large-Employer Businesses
* Hospitals
* Universities
* Multi-Site Charter Schools
* Municipalities
* Utility Companies
* Major Financial Institutions (multi-state)
* Larger Home Builders
* Multi-Businesses Entrepreneurs

You might be a **Community Stakeholder** if:

* You are a major stakeholder in the community/county
* Appreciates political action activities of the Chamber
* Interested in current and future business issues, opportunities, and trends
* Interested in tasks, not committees
* Enjoys events with other community stakeholders
* Have very little free time
* Don’t enjoy mixing with salespeople
* Enjoy strategic connections and relationships

**Community Builders**

**(Professional Service & Industry)**

Value Mission & Participation

Types of Businesses:

* Medical and Dental Practices
* Local Credit Unions
* ​Law and Accounting Firms
* Charter Schools ​
* Commercial Developers
* Fiduciary Companies
* ​Real-Estate Development Firms
* Insurance and Investment Companies
* Construction Firms and Homebuilders
* Title and Escrow Companies
* Engineering and Architecture Firms
* Manufacturing & Distribution Companies

You might be **Community Investor** if:

* Would consider attending a meeting to help solve a business issue or problem
* Are interested in public policy efforts
* Interest in committees and task forces that get things done
* Interested in group volunteer activities
* Interested in leadership development
* Interested in sponsoring events or programs
* Likes to associate with fellow business owners

**Business Investor**

**Value Partnerships & Promotions**

Types of Businesses:

* Restaurants
* Retailers
* Hotels
* Entertainment/Music Venues
* City Center & Main Street Businesses
* Museums
* Sporting Event Venues

You might be a **Retail Investor** if:

* Little time for chamber events
* Want the Chamber to bring benefits to you
* Interested in public policy issues like minimum wage, sign ordinances, etc.
* Are happy to host an event
* Are value conscious
* Interested in affinity programs
* Want promotions
* Are willing to pay for advertising
* Support community-based shop local programs

**Business Builder**

**Value Participation and Free Services**

Types of Businesses:

* **Small office/Home-Office Businesses Owner**
* **Multi-Level Marketing Representatives**
* **Real Estate Agents**
* **Salespeople**
* **Charities**
* **Retired Persons**

You might be a **Business Sales Builder** if:

* You have more time than money
* Showing up for events is important
* Need free marketing opportunities
* Is price conscious
* Likes to give 30-second commercials at events
* Volunteer for projects and tasks is important
* Want free educational programs
* Need lots of sales and marketing assistance/opportunities

**Market segmentation** is a marketing strategy which involves dividing a broad target market into subsets of consumers, businesses, etc. that have, or are perceived to have, common needs, interests, and priorities, and then designing and implementing strategies to target them.