

# BENEFITS and YOUR BUSINESS MIX

<b>Types of Businesses:</b>	
Food & Beverage	Non-profit
Health & Wellness	Professional/Service
Home-based	Property Owners
Industrial & Manufacturing	Retail

Major Benefits		Return on Investment		What Types of Businesses Benefit?	
Events, member meetings, promotions, etc.	How Does This Benefit Members? (specific)	Quantifiable Results	How Do You Collect the Results?	Most	Least
Example: District Map	Highlights member businesses. Distributed to out of town visitors & elsewhere in Portland. Coupons encourage buying/return visits.	<ul style="list-style-type: none"> <li># of maps distributed</li> <li># of map coupons redeemed at businesses shows # of purchases by map users</li> </ul>	<ul style="list-style-type: none"> <li># of maps remaining</li> <li># of coupons collected by businesses; check monthly</li> </ul>	Retail, Food and Beverage, Service	Home-based, Industrial & Manufacturing, Non-profit