



BUSINESS COUNCIL

ABOUT

The National Recreation and Park Association (NRPA) Business Council is a collaboration for exploring, sharing and deploying solutions that enable park and recreation professionals and their business sector allies to realize their full potential in service of parks and recreation. Through this collaboration, the relationship between park and recreation professionals and the business sector is strengthened, resulting in greater innovation, quicker response to new challenges, and greater efficiencies for essential park and recreation service providers to build strong, healthy and resilient communities.

GOALS

The NRPA Business Council is focused on advancing park and recreation solutions in four key areas:

Relationship Building

Foster trust, understanding, shared problem solving and solution building between the field of parks and recreation and the business sector.

Advocacy

Create relationships between NRPA and business allies to promote and coordinate advocacy on behalf of parks and recreation.

Innovation

Create an opportunity for park and recreation professionals and their business allies to share information that promotes innovation and advances for businesses, NRPA and the field of parks and recreation.

Research

Promote research and innovation among the park and recreation profession.

For more information about the NRPA Business Council, including a list of current members, please visit nrpa.org/BusinessCouncil.

Interested in joining? Email development@nrpa.org.

MEMBERSHIP

MEMBER PROFILE

The NRPA Business Council is composed of representatives from businesses and allies who care deeply about parks and recreation. Members are strategic thinkers, collaborative decision-makers and thought leaders. Members represent organizations that have a commitment to diversity, equity and inclusion (DEI) and support the advancement of DEI in park and recreation programs, policies and practices.

TERMS OF SERVICE

Members serve for three-, four-, or five-year terms.

MEMBER CONTRIBUTIONS

Participation in the NRPA Business Council is voluntary and contributions from members help cover the costs of advancing the goals of the council. Contributions are based on the number of company employees located in the United States.

Annual contributions:

- \$2,500 (up to 2 employees)*
- \$5,000 (3 to 20 employees)
- \$10,000 (21 to 100 employees)
- \$15,000 (101 to 1,000 employees)
- \$25,000 (1,001+ employees)

**Limited to two council seats*

Additional opportunities to support NRPA and Business Council priorities are available.

BENEFITS

Thought Leadership and Engagement

- Attend annual meeting and network with the NRPA Board of Directors
- Participate in events attended by park and recreation leaders
- Connect with NRPA CEO or executive leadership in a one-on-one call
- Provide input on NRPA Business Council program priorities
- Disseminate NRPA Business Council ideas and plans through *Parks & Recreation* magazine and education session at the NRPA Annual Conference

Branding Opportunities

- Recognition at the NRPA Annual Conference and on NRPA's website
- Listing in NRPA's Annual Report and NRPA's *Parks & Recreation* magazine