

## 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.



### 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.



### Advocacy

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



### Research

Promote research and innovation among the park and recreation profession.

For more information about the NRPA Business Council, visit [nrpa.org/BusinessCouncil](https://nrpa.org/BusinessCouncil).

Interested in joining? Email [development@nrpa.org](mailto:development@nrpa.org).



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#### About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant, and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit [www.nrpa.org](http://www.nrpa.org). For digital access to NRPA's flagship publication, *Parks & Recreation*, visit [parksandrecreation.org](http://parksandrecreation.org).



# NRPA Business Council

A collaboration exploring, sharing and deploying park and recreation solutions.

## Parks and Recreation: Improving Communities and Quality of Life

Local park and recreation agencies generated more than \$218 billion in U.S. economic activity and supported 1.3 million jobs from their operations and capital spending in 2019. Park and recreation agencies also generate economic value through their promotion of health, as well as conservation efforts that foster higher property values and increase tourism. Most critically, park and recreation amenities are the cornerstones to improving a region's quality of life, a significant factor in enticing employers and workers to an area. The powerful impact parks and recreation has on economic activity highlights how park and recreation agency offerings are not merely "nice-to-have" services, but also how they transform our cities, towns and counties into vibrant and prosperous communities for all.

### The NRPA Business Council

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.

### Benefits of Membership

#### Thought Leadership and Engagement

- Annual meeting and networking with the NRPA Board of Directors
- Participation in events attended by park and recreation leaders
- One-on-one call with NRPA CEO or executive leadership
- Input on NRPA Business Council program priorities
- Dissemination of NRPA Business Council ideas and plans through *Parks & Recreation* magazine and education session at NRPA's 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

## Membership and Governance

### 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 and lived experience in the areas of 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.

### Frequency of Meetings

The NRPA Business Council meets twice per year for governance and strategy planning and evaluation. Additional meetings are project driven.

### 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 are:

\$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 seats*

### Members\*

BCI Burke

BerryDunn

Brinkley Sargent Wiginton Architects

EPIC Outdoor Cinema

Greenfields Outdoor Fitness, Inc.

Musco Lighting

PlayCore

PlayPower, Inc.

Public Restroom Company

The Toro Company

USA BMX

WT Group

*\*as of January 2024*

Front cover photo: A group of professionals stand with hands in. Photo courtesy of Fauxels via Pexels.