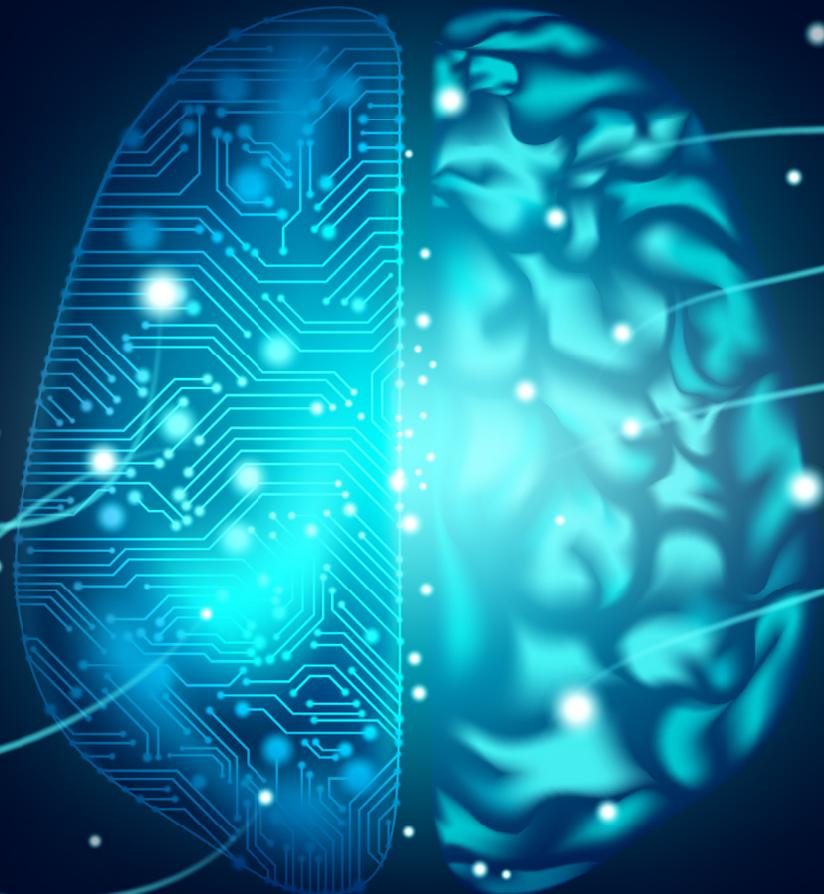




2026-2029

STRATEGIC PLAN



Mission: Promote the equipment and event rental industry, set the standard for excellence, and empower our members to succeed.

Vision: Rental is the only solution for equipment and event needs.

Values: Community, Innovation, Integrity, Leadership

Professional Development

Goal: Foster a culture of learning and growth

1. Lead the development of industry standards and safety best practices
2. Deliver relevant, industry-specific education and training programs
3. RentalU learning resources are connected to all conferences and events

Industry Innovation

Goal: Promote the development and utilization of advanced technology

1. Empower members to embrace and master technology fueled solutions
2. Partner with associate members to pilot and promote rental technologies
3. Advocate sustainability through responsible environmental innovation

Member Engagement

Goal: Communicate ARA value propositions through all channels

1. Implement tailored communications to all members
2. Grow ambassador program to recruit and retain members
3. Involve members in federal and local advocacy efforts and standards development

Business Intelligence

Goal: Deliver relevant, timely data to equipment and event rental professionals

1. Provide timely, segment focused economic insights
2. Enable members to make informed decisions by providing comparable data analysis
3. Deliver dynamic benchmarking tools to identify industry trends and improve business decisions

Workforce Development

Goal: Ensure rental is top of mind for current and future job seekers

1. Implement solutions to attract new talent and retain existing rental store staff
2. Partner with trade schools to ensure rental is promoted as a viable career path
3. Develop a job posting platform that serves all members



**2026-2029
STRATEGIC
INITIATIVES**