

American Rental Association
Strategic Plan

2019-2023

Shaping the
equipment and
event rental industry



Core Purpose:

To support the success of members and advance the equipment and event rental industry.

Education

Goal: ARA is utilized as the primary source for education and training in the equipment and event rental industry.

- Lead the development of industry standards and safety practices.
- Increase focus of educational content on leadership and technical skills.
- Develop resources to support structured industry career paths.

Industry Workforce

Goal: The equipment and event rental industry has a qualified and sustainable workforce.

- Increase focus on schools as a primary opportunity for recruitment.
- Increase support to business owners in recruiting and retaining employees.
- Increase awareness and appeal of career opportunities as technicians and event rental professionals.

Technology

Goal: Members are effectively utilizing technology to increase operational performance.

- Increase collaboration between technology providers and rental businesses.
- Improve the rental experience for customers.
- Support members in understanding and adapting to present and future technology.





Market Intelligence

Goal: Equipment and event rental operators recognize ARA as the leader in providing market intelligence.

- Aggregate demand from independent operators to improve OEM product forecasting.
- Improve Party & Event and DIY segment forecasting.
- Enhance ARA's ability to identify industry trends.
- Bolster the ability of members to transform their business data into actionable intelligence.

Consumer Awareness

Goal: Consumers think rental first.

- Measure customer recognition of the equipment and event rental industry.
- Promote the value of renting.

Core Values:

- Support community and networking.
- Respect and embrace diversity.
- Develop leadership through volunteerism.
- Represent professionalism and integrity.
- Embrace change and continuous improvement.



American Rental Association

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Defining the Future:

Consumers and contractors will think of rental first for their equipment and event needs.

ARA and its members will deliver innovative solutions for their customers by embracing technology and analytics, and ensuring the safest work practices.