

NACo

Business Council

Membership

Counties Futures Lab Background

The NACo Counties Futures Lab brings together leading national experts to examine and forecast the trends, innovation and promises of county government with an eye toward positioning America's county leaders for success. Focusing primarily on pressing county governance and management issues — and grounded in analytics, data and knowledge sharing — the Lab delivers reports, analytics and other actionable intelligence through a variety of events and forums in collaboration with corporate, academic and philanthropic thought leaders to promote the county government of the future.

Business Council Membership Benefits

A. Membership

The Business Council is where private sector companies connect, collaborate and contribute to helping shape the future of counties. We help you — and all levels of your organization — succeed, through analytics, events and an extensive network of county C-level appointed county officials and working groups covering county operations.

By engaging in a mutually supportive relationship, your organization and NACo can pursue the following common goals:

- Increase your “footprint” in the county space, thereby growing market share
- Provide thought-leadership and resources to C-Level appointed county officials
- Highlight your existing business with counties and showcase your successes
- Secure data on trends and forecast what counties will spend in a specific area, such as health, public safety, transportation and more

B. Business Council Levels

1. President's Circle (\$100,000 annually with a multi-year commitment, at least two years)
2. Executive Circle (\$75,000 annually with a multi-year commitment, at least two years)
3. Leadership Circle (\$50,000 annually)

Summary of Benefits

The Business Council members receive the following benefits:

Benefits	President's Circle	Executive Circle	Leadership Circle
Business Council Meeting	Yes	Yes	Yes
Harvard County Executives Forum	Yes	Yes	No
Business of Counties Forum (C-Suite Appointed Officials and Department Heads)	Yes	No	No
County News Live	Opportunities to offer and feature subject matter experts and suggest topics. Recognition of sponsorship during related episodes.	Opportunities to offer and feature subject matter experts and suggest topics. Recognition of sponsorship during related episodes.	Recognition of sponsorship during related episodes.
Analytics	A package of eight in-depth county assessments.	A package of five in-depth county assessments.	A package of two in-depth county assessments.
User Summits at NACo Annual or Legislative Conference	Yes, can request a summit for both conferences.	Yes, can request a summit for one of the conferences.	No
Visibility	Part of the Business Council logo featured on the Lab publications and County Explorer.	Part of the Business Council logo featured on the Lab publications and County Explorer.	Part of the Business Council logo featured on the Lab publications and County Explorer.
ADDITIONAL EVENTS AND PRODUCTS	The Business Council members have the opportunity to sponsor additional Lab events and products. Council members are responsible for the direct costs (pricing will vary):		
One Site Visit (C-Suite Appointed Officials and Department Heads)	Yes	Yes	Yes
User Summits at NACo Annual or Legislative Conference	Included in standard benefits.	Included in standard benefits.	Yes, can request a summit for one of the conferences.
One Peer-to-Peer Exchange (C-Suite Appointed Officials and Department Heads)	Yes	No	No
One Market Trends Survey	Yes	Yes	No

Explanation of Benefits

1 Business Council Meeting

Business Council member representatives will participate in the strategic planning meetings of the Business Council at the NACo Legislative and Annual Conferences and Premier Corporate Forum in La Jolla, CA. NACo will work with the Business Council representatives to develop content, sponsored events and activities throughout the year. At the Premier Corporate Forum in La Jolla, CA, President's Circle members will have a separate meeting with the Programs and Services Committee, comprised of leadership across many NACo committees, task forces and initiatives to develop objectives and programming for 2018.

2 Harvard County Executives Forum

This is an invitation-only event with a group of 20-30 elected county executives from the largest 50 counties in the country. The event is organized in partnership with the John F. Kennedy School of Government at Harvard annually. The focus of this one day and a half is on the challenges and solutions encountered by county executives in the largest counties in the country.

3 Business of Counties Forum

This is a new day and a half invitation-only event, with about 50-75 participants, county administrators/managers, CFOs, county attorneys and other department decision makers from counties with more than a million residents. The topics of this event will center around county operations. President's Circle members will have the possibility to suggest speakers and topics for the forum.

4 County News Live

NACo is preparing to launch a streamed program called County News Live. The Counties Futures Lab will develop content for some of the shows of the new County News Live. Depending on the level of membership, the Business Council members will have the possibility to suggest experts and themes for particular shows. Members will be recognized for their sponsorship during related episodes.

5 Analytics

As part of the membership, the Business Council members will get in-depth assessments of county governments, with information ranging from the county organizational chart and information about county appointed positions and county financials, to data about a county's assets, economic conditions and other pertinent information.

6 User Summits

User Summits would take the form of a 2-hour training session focused on operational issues of interest to counties, at the NACo Legislative and/or Annual Conference.

7 Visibility

The Lab's publications and County Explorer will carry the recognition that they were accomplished with support from the Business Council and include the logo of the Business Council. If a Council member sponsors a Lab event separately, the company logo will appear on the event program. This will increase the visibility of the Business Council Members, given the wide range of the Lab's publications, a large number of County Explorer visitors and diverse audiences reached by the Lab. County Explorer alone gets more than a million visits annually.

8 Site Visits

Business Council members can request to sponsor a site visit to a client county project or facility on the topic, location and with the targeted group of their choice. The subjects must be from an operational perspective and the invited participants will be mainly appointed county officials.

9 Peer-to-Peer Exchange

President's Circle members can request to sponsor a peer-to-peer exchange event on the topic, location and with the targeted group of their choice. The subjects must be from an operational perspective and the invited participants will be mainly appointed county officials.

10 Marketing Trends Survey

President's and Executive Circle members have the possibility to sponsor one survey annually. Those who choose to do so would decide the topic of the survey in collaboration with NACo, have input in the survey questions and would obtain access to the individual county responses.

For more information or to request an application, please contact Tony Jamison at 202.661.8843 or at tjamison@naco.org.



NATIONAL ASSOCIATION OF COUNTIES

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