



ORGANIZATIONAL UPDATE



2024 - 26 Strategic Priorities:

2024 was a year of intended stabilization while NBAF continued to build upon the tenets of the updated 2024-26 strategic plan in support of its mission to expose, educate, engage and entertain audiences as we present and support the art and artists of African descent.



- **Evolve public programming**
 - (re)Launch Biennial Festival
 - Collaborate across Youth and Public programs
 - Increase workforce development opportunities
- **Grow youth programs**
 - Expand Youth programs (schools, districts)
 - Source new revenue streams
- **increase organizational capacity**
 - Attract and retain qualified talent
 - Increase Board membership
 - Secure diversified resources to support growth goals

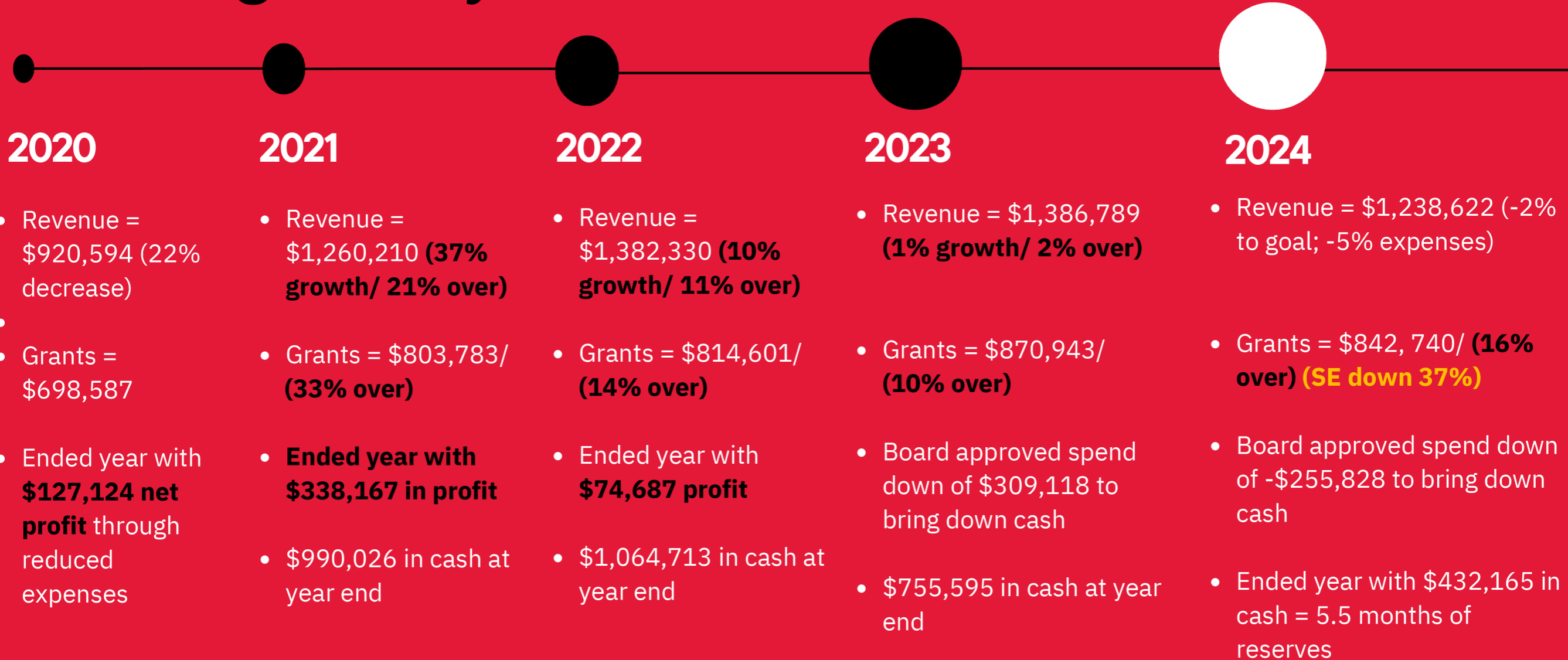


- **Support intentional organizational storytelling**
 - Document NBAF's history through an accessible archive
 - Build a robust digital presence
 - Evolve NBAF brand identity through cohesive, intentional organizational marketing
- **Community building**
 - Maximize community partnerships
 - Engage alumni
 - Sustain a cohesive and healthy internal culture

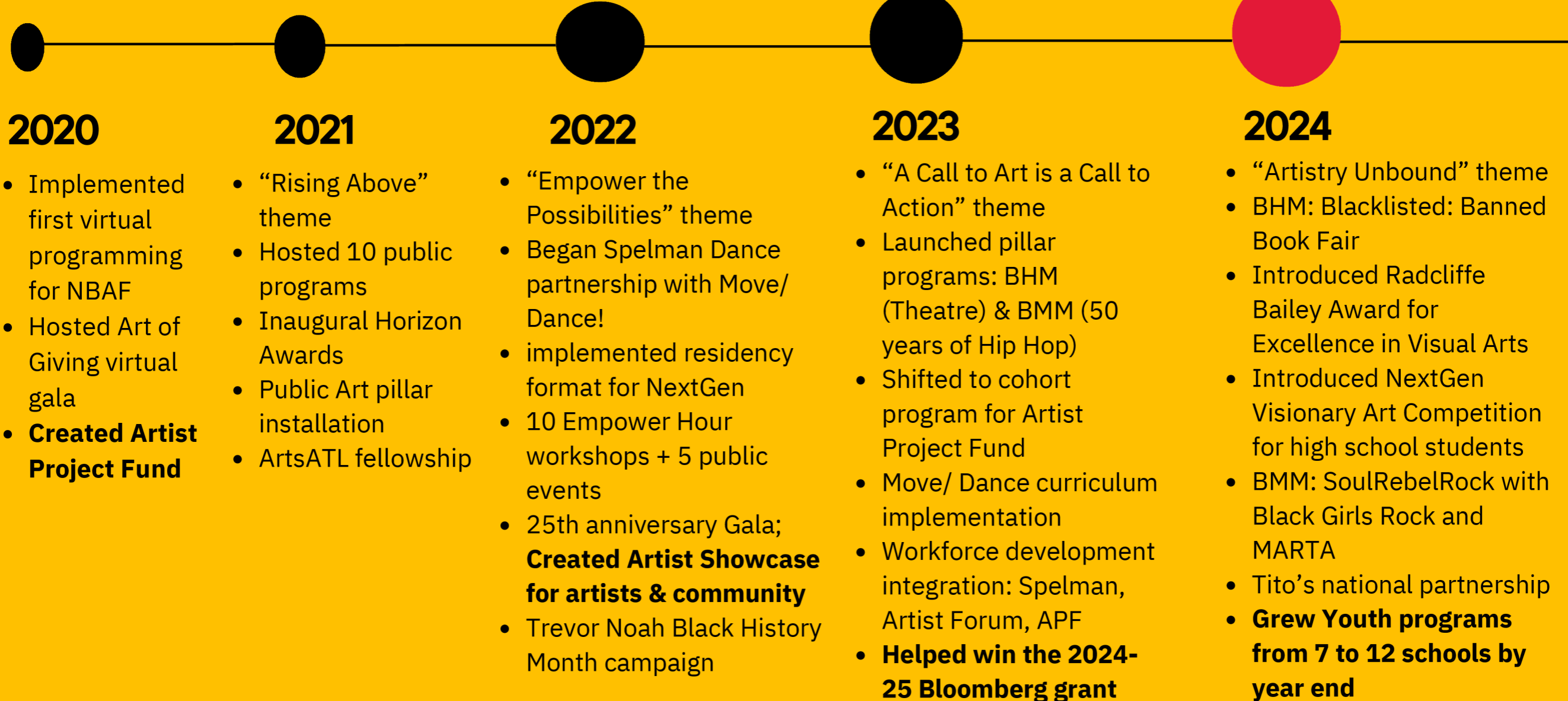
Our journey through the years



Our finances through the years



Our programs through the years



Festival Planning

Since 2022, Stephanie and Oronike have begun the research, ideation and outreach around the plan to re-launch the biennial festival. That work has included:

- Engaging Leadership Atlanta to do a festival feasibility study
- Outreach to artists and arts organizations nationwide about their challenges, needs, goals, and possible partnership opportunities
- In discussion with the Fox Theater about becoming a founding funder of an Atlanta Black Arts Legacy Organization endowment fund
- Assessing NBAF's legal and organizational structure to determine gaps, needs, and areas of opportunity.
- Messaging around NBAF's leadership and financial stability, staff expertise and growth, programming impact expansion, etc. to repair stakeholder relationships and create new buy-in and partnerships.
- Meeting with existing funders to promote the festival re-launch, gauge interest in expanding funder support, etc., to garner excitement around the new direction



1

Celebrate NBAF's 40th Anniversary with the Festival Relaunch

Launch a new version of the Biennial Festival in 2027/28 that reestablishes NBAF as a leader in promoting Black art as a relevant and effective tool for Black liberation.

2

Create meaningful national partnerships

Create a partnership network that raises all of our profiles, broadens our audiences, deepens our impacts, diversifies our financial resources, and diffuses our workloads.

3

Recover NBAF's reputation

Through the quality of our programming, recover the reputation that NBAF had for large-scale, innovative programming that supported Black art, Black artists, and the needs of the Black community.

4

Re-ignite excitement

Re-ignite the excitement that the Black community nationally had for NBAF by offering bold programming that resonates with today's audience

5

Rebuild the Black Arts Economy

Create a platform on which Black artists and arts organizations can grow their careers and audiences and build self-sufficient ecosystems for their output.

2024:

**37 Years of
Making an
impact through
ART!**



Video unavailable

[Watch on YouTube](#)

