

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

2020

- Stephanie Owens begins to serve as ED in March 2020
- Maintained all staff throughout COVID-19 pandemic
- Worked with Board & Advisory Council to ensure sustainability of organization

2021

- Created 1st Annual Implementation Plan & Quarterly reporting
- Created Branding guidelines with Sasha Firm
- Created Fund Development plan for organization
- Secured probono support for 2022-24 strategic plan development
- Evaluation Plan/Logic models - Think & Ink
- Chick Fil A Leadership cohort participation = \$10k grant

2022

- Hired full-time Artistic
 Director, Oronike Odeleye
- Added capacity with Admin Assistant role increasing staff from 4 FT to 7 FT positions instead of PT/ consultant roles
- Standardized Staff evaluations
- First Team retreat 11/2022
- Secured probono legal services - updated critical documents: artist agreements, employee handbook updates, policies, etc.

2023

- Festival exploration:
 Thrive/ Purpose Possible/
 Leadership Atlanta
- South Fulton Institute documentary
- HBCU internship program launch (Spelman & Clark)
- Bloomberg Public Art challenge winner
- UGA Leadership Dawgs project - endowment fund
- GCA Sustainability Impact Cohort participant
- implemented Principles of Community (values)

2024

- Updated strategic plan 2024-26
- Common Impact partnership w/ S&P Global: Financial Feasibility study
- Won \$200k
 Bloomberg Digital
 Archive grant to begin archiving process
- 2024 Employee
 survey= YOY
 increased
 satisfaction, high
 engagement, excited
 about role & NBAF

Our finances through the years

2020

- Revenue = \$920,594 (22% decrease)
- Grants = \$698,587
- Ended year with
 \$127,124 net
 profit through
 reduced
 expenses

2021

- Revenue = \$1,260,210 (37% growth/ 21% over)
- Grants = \$803,783/ (33% over)
- Ended year with\$338,167 in profit
- \$990,026 in cash at year end

2022

- Revenue = \$1,382,330 (10% growth/ 11% over)
- Grants = \$814,601/(14% over)
- Ended year with \$74,687 profit
- \$1,064,713 in cash at year end

2023

- Revenue = \$1,386,789(1% growth/ 2% over)
- Grants = \$870,943/(10% over)
- Board approved spend down of \$309,118 to bring down cash
- \$755,595 in cash at year end

2024

- Revenue = \$1,238,622 (-2% to goal; -5% expenses)
- Grants = \$842, 740/ (16% over) (SE down 37%)
- Board approved spend down of -\$255,828 to bring down cash
- Ended year with \$432,165 in cash = 5.5 months of reserves

Our programs through the years

2020

- Implemented first virtual programming for NBAF
- Hosted Art of Giving virtual gala
- Created Artist
 Project Fund

2021

- "Rising Above" theme
- Hosted 10 public programs
- Inaugural Horizon Awards
- Public Art pillar installation
- ArtsATL fellowship

2022

- "Empower the Possibilities" theme
- Began Spelman Dance partnership with Move/ Dance!
- implemented residency format for NextGen
- 10 Empower Hour workshops + 5 public events
- 25th anniversary Gala;
 Created Artist Showcase
 for artists & community
- Trevor Noah Black History Month campaign

2023

- "A Call to Art is a Call to Action" theme
- Launched pillar programs: BHM (Theatre) & BMM (50 years of Hip Hop)
- Shifted to cohort program for Artist Project Fund
- Move/ Dance curriculum implementation
- Workforce development integration: Spelman, Artist Forum, APF
- Helped win the 2024-25 Bloomberg grant

2024

- "Artistry Unbound" theme
- BHM: Blacklisted: Banned Book Fair
- Introduced Radcliffe
 Bailey Award for
 Excellence in Visual Arts
- Introduced NextGen
 Visionary Art Competition
 for high school students
- BMM: SoulRebelRock with Black Girls Rock and MARTA
- Tito's national partnership
- Grew Youth programs from 7 to 12 schools by year end

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



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.

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.

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.

Re-ignite excitement

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

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!



