

FY26 - FY28

# STRATEGIC PLAN SUMMARY



[ABCNASHVILLE.ORG](http://ABCNASHVILLE.ORG)



As the Arts & Business Council marks its 20th anniversary, we are both celebrating our legacy and looking ahead with purpose. This FY26–FY28 Strategic Plan outlines a three-year vision for how ABC will build on our current momentum—strengthening our impact across Nashville’s creative ecosystem while ensuring long-term sustainability.

Focused on sustainable revenue growth, expanded and responsive programming, increased organizational capacity, strengthening our voice as a thought partner, and building a local culture of advocacy, this plan reflects our commitment to the creative community, businesses, members, donors, volunteers, and partners alike.

ABC remains committed to our mission to cultivate and sustain Nashville’s creative culture, and will continue to offer our core programming and services as we expand into new offerings, resources, and opportunities. Together, our mission and strategic priorities position ABC to lead with clarity, equity, and ambition as we shape the next chapter of creative collaboration in our city.

Inside this plan, you’ll find a summary of the goals and strategies that will guide ABC’s work over the next three years and shape how we deliver meaningful, lasting impact.

*Jill McMillan Palm*  
**JILL MCMILLAN PALM**  
 EXECUTIVE DIRECTOR



# 01.

# Drive sustainable revenue and impactful program growth

## OBJECTIVES:

- 1.1 Launch two new program offerings to expand overall organizational reach by 10% and create sustainable earned revenue streams
- 1.2 Expand three existing program offerings to strengthen earned revenue streams and business community partnerships
- 1.3 Refine stakeholder engagement strategies to increase program participation and contributed revenue



## 02.

# Amplify ABC's brand, effectively communicate its story, and increase engagement across audiences

### OBJECTIVES:

- 2.1 Assess and refresh ABC's current market position and branding
- 2.2 Craft a bold, cohesive marketing and communications strategy
- 2.3 Educate the community and honor the importance of the Arts & Business Council's legacy through a 20th Anniversary campaign



## 03.

# Expand and enhance board, staff, and operational capacity consistent with ABC's ongoing commitment to equity-centered processes

## OBJECTIVES:

- 3.1 Develop a robust board recruitment pipeline and one new advisory board committee
- 3.2 Assess staff capacity and resources to craft updated hiring and professional development plan
- 3.3 Invest in improved internal operations systems, processes, and technology



## 04.

# Identify and respond to creative community needs by developing accessible creative spaces and coordinating unified advocacy resources

## OBJECTIVES:

- 4.1** Advance existing long term “hub and spoke” strategy through the development of multiple accessible, affordable arts-focused spaces throughout Greater Nashville.
- 4.2** Strengthen ABC’s voice as a thought partner, and build a local culture of advocacy through *Artober*, the Creative Economy Survey and other research, information and resource sharing, convenings, and education opportunities



**05.**

# **Design and launch a signature annual fundraising event**

**Exciting announcement coming soon!**

