



NEW ORLEANS
AFRICAN AMERICAN
MUSEUM

2023 ANNUAL REPORT

NOAAM BOARD MEMBERS

Board President — **Edgar Chase IV**

First Vice President & Fund Development Chair — **Dr. David Robinson-Morris**

Second Vice President & Facilities Chair — **Angela O'Byrne**

Treasurer — **Kyle Wedberg**

Recording Secretary — **Julie D. Henderson**

Corresponding Secretary — **Adele London**

Governance Chair — **Mary Champagne-Barnes**

Nominating Chair — **Diane Jackson**

Programming Chair — **Carlos Carmona**

BOARD OF DIRECTORS

**Leith Hill, Kevin Dolliole, Rhonda Broussard, Anne Collins-Smith,
Rivers Fredricks, Aulston Taylor, Michael Griffin, Beverly Matheney**

NEW ORLEANS AFRICAN AMERICAN MUSEUM


MISSION STATEMENT

The New Orleans African American Museum (NOAAM) is the meeting point of Art, Culture and History in the Tremé neighborhood of New Orleans. NOAAM works to preserve the historic neighborhood through the presentation and interpretation of the African American culture heritage with inclusive narratives and community storytelling.

VISION

NOAAM is a nexus for inspiration, learning and connection, serving our neighborhood, our city and visitors from around the world with immersive exhibitions and public programs that weave together historical analyses and contemporary reflections about how the peoples of the African Diaspora contributed to and continue to shape the culture of New Orleans and America.

Under the leadership of Gia M. Hamilton, the New Orleans African American Museum is reorganizing using the Decolonize the Museum model, a liberatory practice which involves reviewing, interrogating and shifting positions of power, defining impact based on equitable practices and being bold, audacious and radical in our imagination about the possibilities for the future.



GREETINGS NOAAM COMMUNITY

Back in 2019, I stood at the entrance to our historic campus in Tremé and took a deep breath. The museum had been closed for seven years. There was much to be done.

My mission was simple, breathe new life into the building. I started from the ground up. My days ranged from gaining access to running water to investigating old loan terms. The past few years have truly been filled with all things restoration, redevelopment, and restabilization.

When I stand outside the historic campus now, I'm proud to look back and look how far we've come. New Orleans rallied to successfully rebuild a stable foundation for our city's first African American museum. That is no easy feat.

Together, we broke ground. Now let's get groundbreaking.

NOAAM is actively building a new museum model that shifts the standards of what it means to display a collection. At its fullest, NOAAM will be much more than a museum. It'll be a house for Black art, a portal across space and time, an incubator, a model for decolonization, an artist community, a place for radicalized education, and a home where Blackness is always at the center.

Join us on the journey as we go from breaking ground to groundbreaking.

It is with much solidarity and sincerity that we share our 2023 annual report.



Gia M. Hamilton
Executive Director + Chief Curator

PROBLEM

Our society values art as a commodity, but not creatives, culture bearers and artists themselves or the process of making and discussing art. In addition, **museums are rooted in colonial and extractive practices that take work out of context of the community and place value and judgements based on a eurocentric cannon** creating spaces of exclusivity, static and unresponsive spaces for the community.

OUR SOLUTION


- + The New Orleans African American Museum has listened to the community and the field and have placed an emphasis on **learning, connecting and community access**.
- + NOAAM makes an **investment in young talent** by creating pipelines using a fellowship model to support professional development.
- + In addition, NOAAM focuses on **audience experience and “equitable tourism”** models to increase connectivity of the visitor to the unique history and culture of Black New Orleans and how it is connected to the diaspora.
- + NOAAM invests in **educational programming** that centers life learning programs for the entire family and changes the culture of the museum experience and thereby increases the number of museum goers and museum members who are invested in NOAAM’s long term success.

PIE CHART REVENUE



- EARNED INCOME \$76,005.00
- FACILITY RENTAL \$42,185.00
- CORPORATE & INDIVIDUAL \$20,724.00
- BOARD CONTRIBUTIONS \$15,703.00
- FUNDRAISING EVENTS \$9,220.00
- FOUNDATIONS \$754,500.00

AREAS NOAAM IS ADDRESSING



MUSEUM LEADERSHIP AND ORGANIZATIONAL STRUCTURE

- + Diversify the Board
- + Cultivate alignment across the Organization
- + Reorganize Values

CONNECTING WITH COMMUNITIES

- + Evaluate our Audience
- + Engage Controversies
- + Reach New Communities through Partnerships

EVOLVING MISSION: COLLECTIONS AND VISITORS

- + Empower Education
- + When Diversifying Collections, Commit to Curatorial Rigor and Transparency
- + Cultivate Collaboration

IN 2023

the NOAAM Senior Team developed and modeled a shared, common loyalty to the values-based purpose work in which we are all engaged. As the larger team continues to reorganize- a sincere collective persona of care has emerged, as well as a radical/decolonized voice with regard to NOAAM's public profile; relative to how the Staff captures and interacts with all stakeholder levels connected to the institution. This year, the removal of debt distress served as an energetic tabula rasa for the Staff and Community, while somehow spiritually beautifying the 2-acre campus. In terms of cultural/social impact, NOAAM sustained momentum with prudence, credibility, and accountability by asking others to 'join us on the journey' as we experimented with live community engagement points, organizational role structure, exciting incubations & exhibitions, sophisticated multimedia enterprises and distinctive programmatic initiatives. Within our Treme'/New Orleans community-at-large, NOAAM continues to unravel oppressive models of operation, engage in procedural liberation work, and put forth legitimate global re-interpretations of internal & external systems enrichment strategies. This, all in an effort to begin to state that 'NOAAM is of Treme' and for the World!'

SEARCHABLE DATABASE 2024

Between July 2021 - December 2024, the Archives Department will have logged and digitized between 650 articles from the NOAAM Collection. As an estimate, this is about 80% of the total collection and is now in process of migrating the data to a new database to further serve stakeholders by having a searchable database in 2023.

EXHIBITIONS TO DATE

EVERYWHERE WE ARE, EVERYWHERE WE GO: BLACK SPACE AND GEOGRAPHIES
APRIL 2019 - ONGOING

WELCOME TO THE AFROFUTURE: GROUND ZERO
SEPTEMBER 19, 2019 - MARCH 20, 2020

UNVEILING HISTORY OF THE PAST: AN ODE TO NEW ORLEANS ARTISTS
MARCH 5, 2020 - JUNE 20TH 2021

WELCOME TO THE AFROFUTURE: THE MATRIX OF CREATIVITY: WHERE THE RIVER MEETS THE SEA
JULY 1ST, 2021 - JULY 31, 2022

WELCOME TO THE AFROFUTURE- CURATORIAL STUDIO IN PREPARATION FOR THE 4TH ITERATION
SEPTEMBER 1, 2022 - ONGOING

PROSPECT NEW ORLEANS PROSPECT 5. YESTERDAY WE SAID TOMORROW
OCTOBER 30TH 2021- JANUARY 23, 2022

WHERE THE PEOPLE AT?: COLLECTIVE MEMORIES OF LIFE IN TREME
ORAL HISTORY PROJECT ONGOING IN 2022-2024

DOUBLE DUTCH
OCTOBER 6, 2022 - NOVEMBER 5, 2023

FIRST FRAME: THE PRELUDIAL EXHIBITION OF SEEING BLACK
OCTOBER 6, 2022 - JUNE 4, 2023

PROOF OF LIFE: CULTURES IN THE CRUCIBLE: LIVING PROOF
AUGUST 24, 2023 - JANUARY 28, 2024 CURATED BY 2023
NOAAM INCUBATOR, ABSTRACTNOLA

FRONTLINE PROPHET: JAMES BALWDIN, A TRAVELING EXHIBITION BY SABRINA NELSON CO-CURATED BY ASHARA EKUNDAYO AND OMO MISHA
NOVEMBER 9, 2023 - JANUARY 28, 2024

ANCESTRAL ODYSSEY, AN INSTALLATION BY VINCE FRASER, FEATURING CHIEF SHAKA ZULU AND SUNNI PATTERSON
MARCH 2024

PUBLIC PROGRAMS

CONVERSATIONS & CALAS

Quarterly (second to last Tuesday - 1st month of the qtr)
Free to the Public (Sponsored by The Helis Foundation)

EOY ATTENDEES COUNT: 192
ARTISTS CENTERED: 10

FEATURES

Quarterly (second to last Friday - last month of the qtr)
Ticketed Event

EOY ATTENDEES COUNT: 167
ARTISTS CENTERED: 15

THE REVIVAL

Annually (First)

EOY ATTENDEES COUNT: 127
ARTISTS CENTERED: 15

SATURDAYS @ NOAAM

Free to the Public (Sponsored by The Greater New Orleans Foundation (every third Saturday of the month))

EOY ATTENDEES: 562
ARTISTS CENTERED: 86

A CONVERSATION W/ FLAGBOY GIZ

ATTENDEES: 40

THE CARTOGRAPHY PROJECT: NOAAM X THE KENNEDY CENTER

3 Free Public Programs In September
multi-year partnership.

ATTENDEES: 144
ARTISTS CENTERED: 22

IN 2023, NOAAM HAS

REACHED OVER **60,000** PEOPLE
WORLDWIDE VIA OUR WEBSITE &
SOCIAL MEDIA

HOSTED OVER **19,000** EVENT
ATTENDEES

ENGAGED **25** PARTNERSHIPS
78 VENDORS/ARTISANS

OVER **100** LIVING ARTISTS

PARTNERSHIPS

THE KENNEDY CENTER

ANDRE CAILLOUX CENTER

THE GENTILLY AGENCY

WELLS FARGO

THE UNITED STATES PATENT & TRADEMARK OFFICE

ASHE' CULTURAL ARTS CENTER

OUR VOICE, NUESTRA VOZ

CHINBO, INC.

ABSTRACT NOLA

BACKSTREET CULTURAL MUSEUM

TREME JAZZ PETIT MUSEUM

DILLARD UNIVERSITY

XAVIER UNIVERSITY

AFROFUTURE SOCIETY

STUDIO LA LA LA

MALCOLM J STUDIOS

BEAUCOUP HOODOO

NOVALATE

2023 INSTITUTIONAL FUNDERS

MELLON FOUNDATION
THE JUDY AND HENRI GUERON FAMILY FUND
THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS
THE GREATER NEW ORLEANS FOUNDATION
OPEN SOCIETY FOUNDATION
NEW ORLEANS CENTER FOR THE GULF SOUTH AT TULANE UNIVERSITY
THE KRESGE FOUNDATION
LOUISIANA OFFICE OF CULTURAL DEVELOPMENT
LOUISIANA DIVISION OF THE ARTS
THE HELIS FOUNDATION
ENERGY CHARITABLE FOUNDATION
THE ROSAMARY FOUNDATION
DISNEY FOUNDATION
NOAAM IS ALSO PROUDLY SUPPORTED BY PEREZ ARCHITECTS

MEMBERSHIP

SUPPORT THE MUSEUM'S INNOVATIVE AND ACCESSIBLE PROGRAMMING BY BECOMING A MEMBER.

STUDENT \$20 COLLEGE STUDENTS WITH ID RECEIVE UNLIMITED ADMISSION DURING OPEN HOURS AND ACCESS TO SPECIAL PRIVATE EVENTS AS WELL AS A 10% DISCOUNT IN THE NOAM MUSEUM STORE AND READING ROOM.

INDIVIDUAL \$50 INDIVIDUALS RECEIVE UNLIMITED ADMISSION DURING OPEN HOURS AND ACCESS TO VIP EVENTS AS WELL AS A 10% DISCOUNT IN THE NOAM STORE AND READING ROOM.

FRIENDS AND FAMILY \$100 FAMILY AND FRIENDS UP TO 4 MEMBERS OF A HOUSEHOLD OR A BABYSITTER OR GRANDPARENT ENJOY UNLIMITED ADMISSION DURING OPEN HOURS AND ACCESS TO VIP EVENTS AS WELL AS 10% DISCOUNT IN THE NOAM STORE AND READING ROOM.

SUSTAINING MEMBER \$150 FAMILY AND FRIENDS UP TO 6 MEMBERS OF A HOUSEHOLD OR A BABYSITTER OR GRANDPARENT ENJOY UNLIMITED ADMISSION DURING OPEN HOURS AND ACCESS TO VIP EVENTS AS WELL AS 10% DISCOUNT IN THE NOAM STORE AND READING ROOM.

YOUNG FELLOW BENEFACTOR \$500 FAMILY AND FRIENDS UP TO 10 MEMBERS OF A HOUSEHOLD OR A BABYSITTER OR GRANDPARENT ENJOY UNLIMITED ADMISSION DURING OPEN HOURS AND ACCESS TO VIP EVENTS, AND NAMED AS A HOST AS WELL AS 20% DISCOUNT IN THE NOAM STORE AND READING ROOM.



NEW ORLEANS
AFRICAN AMERICAN
MUSEUM

DONATE