



STRATEGIC PLAN
Fiscal Years 2026-2030

PROLOGUE

We stand at a defining moment, one that will shape the survival, strength, and long-term success of Black businesses in the Greater Rochester region. For generations, Black entrepreneurs have shown extraordinary talent, creativity, resilience, and leadership. Today, with renewed intentionality and a bold collective purpose, we commit to transforming that legacy of excellence into enduring economic power.

This Strategic Plan is more than an organizational roadmap; it is a call to action. It affirms that Black businesses are not only essential contributors to the prosperity of Greater Rochester but also catalysts for innovation, vibrancy, and inclusive regional growth.

Guided by the NGUZO SABA principles, we pledge to lead with unity, self-determination, collective responsibility, cooperative economics, purpose, creativity, and faith. These principles are not aspirational slogans. They are the compass that directs our decisions, strengthens our discipline, and ensures accountability to the community we are entrusted to serve.

Our Plan highlights three transformational priorities that reflect both our ambition and our responsibility:

1. Expanding membership to strengthen our collective voice and deepen our regional influence
2. Building a strong financial foundation to secure long-term sustainability and organizational excellence
3. Creating new revenue streams and opportunities that elevate our members' businesses, broaden economic participation, and magnify community impact

Together, with shared purpose, strategic focus, and inspired action, we will redefine what is possible for Black businesses in Greater Rochester. This Strategic Plan is not simply a guide; it is a declaration of hope, confidence, and unwavering commitment to a stronger, more equitable economic future for our community.

PURPOSE

Improve the environment for success of Black business in the Greater Rochester Area

MISSION

Greater Rochester Black Business Alliance Inc. (GRBBA) advocates for the attraction, creation, stability, growth, sustainability, and general wellbeing of Black businesses in the Greater Rochester area and acts as a catalyst to enhance the process of doing business with Black businesses. GRBBA also collaborates across a broad network of strategic partners to foster economic activity in the Black community.

VISION

Black business becomes a vital and integral part of the economic ecosystem that drives the prosperity and vibrancy of the Greater Rochester area.

GOALS, OBJECTIVES, AND STRATEGIES

GOAL 1: Significantly increase membership to strengthen our influence and enhance our ability to support Black-owned businesses

Objective 1A: By the end of the year 2030, our membership will be equal to or greater than 250

Year End	2026	S" S)	S" S*	S" S+	2026
Total Members	120	145	175	210	250

STRATEGY 1A1: Targeted Outreach Campaigns

STRATEGY 1A2: Referral Incentive Program

STRATEGY 1A3: Community Engagement Events

STRATEGY 1A4: Member Value Enhancement

GOAL 2: Ensure long-term financial stability of the organization to safeguard our future success

Objective 2A: By end of the year 2030, our organizational Rainy-Day Fund will be equal to or greater than \$100,000

Year End	2026	2027	2028	2029	2030
Total Dollars	15,000	30,000	50,000	75,000	100,000

STRATEGY 2A1: Annual Fundraising Campaigns

STRATEGY 2A2: Corporate Sponsorships

STRATEGY 2A3: Grant Applications

STRATEGY 2A4: Membership Dues Allocation

STRATEGY 2A5: Merchandise & Event Revenue

GOAL 3: Increase new revenue for our members to help them secure financial growth and thrive within their industries

Objective 3A: By end of the year 2030, cumulative new business among our members and facilitated by GRBBA will be equal to or greater than \$5,000,000

Year End	2026	2027	2028	2029	2030
Total Dollars	1,000,000	2,000,000	3,000,000	4,000,000	5,000,000

STRATEGY 3A1: Business Matchmaking Services

STRATEGY 3A2: Procurement & Contracting Support

STRATEGY 3A3: Marketing & Promotion

STRATEGY 3A4: Training & Capacity Building

STRATEGY 3A5 Collaborative Ventures