**Atlanta Hawks NBA Team**

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Course Name

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Submission Date

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**Organization Overview, Background, and History**

Based in Atlanta, Atlanta Hawks is a professional basketball team in the United States and one of the oldest basketball teams in the country. The team was founded in 1946 and was originally known as Tri-Cities Blackhawks as it was founded in Illinois and Davenport, Moline and Rock Island, and Iowa (Augustyn, 2021). Having joined the basketball league as early as 1949, Atlanta Hawks became one of the founding teams of the National Basketball Association, famously known as the NBA.

The team played three seasons in the National Basketball League before founding and joining the National Basketball League in 1949. Prior to the 1951/52 season, the team changed their name to Hawks after relocating to Milwaukee, Wisconsin. Hawks performance in the basketball league was relatively moderate, but the first sight of success was in 1954, when Bob Pettit, the team's power center forward, was the second most picked player in the NBA draft and later became a Hall of Famer in 1970.

In 1955, the team relocated to Missouri and established its headquarters in St. Louis. In 1957, the team reached its first National Basketball Association finals, where they played and lost to the Boston Celtics (Augustyn, 2021). However, the team's fortunes came the following year by reaching back-to-back finals and edging out their previous opponents, Boston Celtics. The following fifteen seasons saw the Hawks qualify for the play-offs fourteen times but only managed to reach the finals only on two occasions. In the two finals, they still met with the Boston Celtics, who emerged victorious on both occasions.

In 1968, a Georgia-based group bought the Hawks team and later relocated to Atlanta and was officially named the Atlanta Hawks. Lou Hudson, Walt Bellamy, and Pete Maravich are the first basketball superstars that played for the Atlanta Hawks. Atlanta Hawks famous superstar Dominique Wilkins nicknamed the Human Highlight Film, was drafted into the team in 1982 as a rookie. Wilkins' acrobatic slam dunks helped the team win four back-to-back 50-wins seasons in the 1980s. Despite the fact that Wilkins is one of the most prolific NBA scorers in history, his basketball prowess did not yield any postseason success for the Atlanta Hawks for the 12 years he was with the team. During Dominique Wilkins's tenure, the Atlanta Hawks did not make it past the second round of the playoffs of the National Basketball Association.

The Atlanta Hawks experienced their longest drought of missing out on NBA playoffs that started in the 1999-2000 season and lasted for seven years. Atlanta Hawks' return to the NBA play-off is credited to its then young team that fiercely challenged the Boston Celtics to a seven-game final, winning three of those games. The team experienced another postseason drought that lasted till the 2014/15 season when the team set a new NBA record of winning 60 back-to-back games (Augustyn, 2021). The team reached the Eastern Conference finals that season but lost to the Cleveland Cavaliers for the first time as Atlanta Hawks. 2016/17 season was the start of the fall of the Atlanta Hawks as they lost the majority of their star players, and the following season, the team finished in last place.

**Atlanta Hawks Departments**

The first staff director of Atlanta Hawks is the ownership directory that has two positions. Tony Ressler is the chair of the Board of Directors and the Principal Owner of the team. Frant Hill serves as the Vice-chair of the Board of Directors (Atlanta Hawks, 2021). The executive management department has twelve positions. Steve Koonin serves as Atlanta Hawks' and State Farm Arena Chief Executive Officer. Travis Schlenk is the Head of Basketball Operations and General Manager. The team revenues are managed by Andrew Saltzman, who serves as the Chief Revenue Officer and the Executive Vice President. The State Farm Arena is managed by General Manager Brett Stefansson, while the arena programming is handled by Trey Feazell.

The team's legal functions and activities are headed by the Chief Legal Officer, Scott Wilkinson, and David Lee is in charge of executive director and external affairs for the Atlanta Hawks Foundation (Atlanta Hawks, 2021). Mellisa Proctor handles the marketing activities for the team as the Chief Marketing Officer, and Garin Narain handles the public relations for the team as the senior vice president. The team's former superstar Dominique Wilkins serves as the CEO's basketball and special advisor.

The third department of the Atlanta Hawks NBA team is the coaching staff and is currently made up of the Head coach and three assistant coaches. Nate McMillan serves as the head coach while Chris Jent, Matt Hill, and Marlon Garnett serve as the assistant coaches. The fourth department of the Atlanta Hawks is the Basketball Operations department (Atlanta Hawks, 2021). The various positions in the department include the General Manager and President of Basketball Operations, Vice President Basketball Operations, Salary Cap Administration, Team Operations, Player Personnel, Scouting, Player Engagement, Basketball Strategy and Analytics, Team Security, Facility Maintenance, Travel and Equipment, International Scout, Advance Scout, and Head Video Coordinator.

The fifth department is the Athletic Performance Team department that has four positions. The positions include the Head Strength and Conditioning Coach, Head Athletic Trainer, Assistant Athletic Trainer, and Performance Assistant. Hawks Medical Staff is the sixth department in the organization. The department has ten positions that include the Head Team Orthopaedic Surgeon, Head Team Physician, Medical Director, four Team Ophthalmologists, Team Cardiologist, Team Internist, and Team Dentist. The seventh department is the Hawks Communications and Public Relations department that is tasked with the responsibility of communicating between the team and the public through the fan base.

Other departments in the Atlanta Hawks basketball team include the Television and Radio Broadcasting department, Corporate Administration Department, Corporate Partnerships department, Revenue Integration department, Tickets Sales and Service department, Analytics department, External Affairs, and Corporate Social Responsibility department, Human Resources and Business Services department, Finance, Accounting, and IT department, Guest Experience and Innovation department, Safety and Security department, Building and Event Operations department, Program Management department, College Park Skyhawks department, and Hawks Talon GC department.

**How Atlanta Hawks Generates Revenues**

Atlanta Hawks, like any other NBA team, has four revenue-generating sectors, namely the brand sector, arena sector, market sector, and sports sector. The brand sector involves generating revenue from the sale of the team's merchandise sales like jerseys sales. The arena sector generates revenue from ticket sales of the home team and when the arena is hired for other activities that may not relate to NBA. The market sector involves revenue generated from the team's market size and the city where the team is based. The sports sector involves revenue generated from the team's position in the NBA at the end of each season and from winning titles like the NBA play-off finals.

Additionally, the Atlanta Hawks NBA team runs a Basketball Related Income business model that involves concessions, merchandising, advertising, and broadcast rights as a means of revenue generation ( Nath, 2020). However, as Atlanta Hawks is currently not considered one of the big teams like the New York Knicks or Los Angeles Lakers, it does not include revenue sharing in the business model as it will only result in great revenues generated to the big teams. The estimated revenue value of the Atlanta Hawks NBA team in 2019/20 was at 220 million dollars (Statista., 2021). This was a drop from the previous season as the team recorded an estimated 250 million dollars in income revenue.

**Conclusion**

The Atlanta Hawks that was formerly known as the Tri-cities Blackhawks, is one of the oldest teams in NBA history. The team helped found the NBA league after playing three seasons in the national basketball league after the team's establishment in 1946. The team has several departments that range from the team's ownership, executive management, basketball operations, marketing, and public relations. The team has enjoyed a short period of basketball success, having just won the NBA play-off once in 1958 and reaching the finals four times only. The team is now one of the worst-performing teams in the NBA as it finished last in the 2017/18 NBA season. Atlanta Hawks uses the basketball-related income business model to generate revenue for the team.

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