

Flickering back to bright: a survey of Fresno-area arts organizations

Your feedback and comments may be included in an upcoming article.

What is your name and the name of your arts organization?

63rd Street Productions

How do you categorize your organization?

Theater company

Orchestra / Classical music ensemble

Museum / gallery

Dance company

Literary organization

Producing organization

Other:

Thinking back to the start of the pandemic, what was the last date your organization offered something "live" (a non-virtual performance, exhibition, festival, reading, etc.)? What was the event?

We actually had JUST begun classes when the whole pandemic started, so the initial parameters were, in a sense, already set for us. We hadn't even had the chance for a live event.

Do you have an anecdote or memory of the pandemic related to your arts organization that stands out for you? Can you share it?

Do you have an upcoming public live event scheduled with a specific date?

Yes

No

If so, what is it and when is it?

Not a specific date, but we are enrolling for vlass, that will be held both in person and/or on Zoom.

What are you planning for the fall season? If you haven't yet made a public announcement, when will you do so?

We have auditions for our two Summer Plays coming up on May 8, 2021 at 10 am. Auditions are via Zoom and by appointment. (1) 2 min monologue. Email chesterjdion63@gmail.com for timeslot.

What sort of social-distancing and virus-mitigation options are you planning or considering for your organization's return to public life? (Realizing that regulations and recommendations can change.)

Masks, 6 foot rule and outdoor venue

On a scale of 1 to 10, with 10 being the most severe, how has your organization been impacted financially by the pandemic?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				

Regarding the above question: Would you care to comment?

We are a unique situation, because we started at the beginning of the pandemic, but its being able to get the word out and gain a following that has been a hurdle.

On a scale of 1 to 10, with 10 being extremely important, how important was government assistance (grants, loans, other financial incentives) to keeping your arts organization alive during the pandemic?

1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>	<input type="radio"/>								

Regarding the above question: Would you care to comment?

We haven't received any, but at the same time, do not really qualify yet.

On a scale of 1 to 10, with 10 being the most difficult, how hard do you think it will be to convince audiences/visitors/supporters to return to your organization?

1	2	3	4	5	6	7	8	9	10
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Regarding the above question: Would you care to comment?

Like I said, we are the new kid on the block, and while our team is enthusiastic and knowledgeable, we are not known yet, and therefore, could be considered by some to be a gamble. We have a fairly solid student base, but new faces are always welcome!

Did your organization try a digital strategy during the pandemic? If so, what do you think your most effective offering was? And will you continue any digital components when you return to live performance/exhibition?

We had our innaugiural production vis Zoom, and while we were worried about how it would pan out, the production was quite good and the character work that the actors did was top notch! In these trying times, the kids really dug deep and gave some amazing performances.

What do you think is the biggest challenge that arts organizations now face in the greater Fresno area?

Getting people out of their homes and comfortable being back out and about, for longer periods of time. To some, it feels very foreign to be doing anything than errand running. Our students haven't known anything else, so its a change to offer class in person.

Anything you'd like to add?

Looking forward to some amazing things, and being a sort of hybrid company for a while. Its tough being the new kid, but we are here and ready with open arms to have new faces join our theatre collective!
www.63rdstreetproductions.com

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