

# 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?

A Sense of Place fine art gallery

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 had an artist reception on Saturday March 14, that night California shut down and the gallery closed.

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

The gallery was closed for 6 months and it was difficult to do any art, and the same for many of the artists the gallery represents.

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

Yes

No

If so, what is it and when is it?

Saturday and Sunday May 1st & 2nd, an outdoor art festival in the parking lot behind the gallery. About 5 artists will be there. Lots of great art.

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

We are hoping to get back to having artist receptions and in-person art workshops.

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.)

We reopened at the end of July with masks required and social distancing. It has not been an issue for us.

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 checked="" type="radio"/>	<input type="radio"/>							

Regarding the above question: Would you care to comment?

6 months of expenses and no revenue was a challenge. Since we have reopened it has been very slow. Hoping what you are doing will help to get people back out to galleries and buying art. Without in person workshops we lost \$30K in revenue.

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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 type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							

Regarding the above question: Would you care to comment?

Because we do not have employees we did not qualify for PPP loans. But we did get a small grant from the County and one from the Arts Council.

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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
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							

Regarding the above question: Would you care to comment?

We need people to support local businesses and local artists. Without the revenue it is difficult to keep the business going.

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?

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

Knowing that we are there and viable.

Anything you'd like to add?

We really appreciate what you are doing to support the arts in Fresno and keeping us viable

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