

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?

Cindy Urrutia, Center for Creativity and the Arts

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?

Phung Huynh: Resistance Aunties. Feb 6 - Mar 28, 2020

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?

"Nobody Promised You Tomorrow: Art 50 years After Stonewall" (NOPYT) Aug. 19 - Oct. 31, 2021

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

NOPYT, Cineculture Films, Other in the works. Confirmation July 2021

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.)

Timed, by appointment gallery exhibits. Limited numbers inside the gallery.

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
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Regarding the above question: Would you care to comment?

We received grants, have foundations funds. Yet I purposely decreased my operating budget and scaled back programming. This allowed for savings rather than spending.

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
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Regarding the above question: Would you care to comment?

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?

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?

Yes, we had a significant online platform, from exhibits, to lectures and workshops. Worked well.

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

Safe social distancing practices and having enough people inoculated so that people feel safe attending events. It is both a literal and psychological challenge that is solvable.

Anything you'd like to add?

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