

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?

Clay Hand Studios

How do you categorize your organization?

- Theater company
- Orchestra / Classical music ensemble
- Museum / gallery
- Dance company
- Literary organization
- Producing organization
- Other: Gallery, workshops, studios

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?

March 2020, "Put A Lid On It." A Juried competition.

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, "Put A Lid On It," Juried Competition was scheduled to run the entire month of March 2020 when the panic and shut-down hit. We contacted the participants and had them pick up their pieces requesting that they wear masks and not linger. It felt otherworldly, cold and sadly sterile.

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

Yes

No

If so, what is it and when is it?

Mark Tunison: Retrospective. June and July 2021.

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

We plan to pick up where we left off on our calendar. The advertisements/notifications will start next month. Several of our clay artists are doing solo exhibits along with a few all-member exhibits. Clay Hand Studios has continued to remain alive during the Pandemic using social media.

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 follow all the recommended considerations of social distancing, masking, hand washing, etc. All our members are fully vaccinated and we follow the CDC recommendations for gatherings. Classes are taught with plenty of social distancing and cautions in place.

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

Regarding the above question: Would you care to comment?

Clay Hand Studios business model has always focused on providing a workspace and community for fellow clay artists. The pandemic has allowed us to re-structure our memberships in order to provide more opportunities for the public and larger clay community to participate.

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?

We applied for and received a grant through the Fresno Arts Council in 2020. It was wonderful as it helped us through the membership transitions and restructuring of our business model.

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?

We are actually enjoying a surge of growth by offering new options for participation.

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 did use the website for more photographic viewing of the member's artwork. But not much other than that.

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

Reviving the Fresno ArtHop and getting folks out (with precautions in place). It will take the FAC to start publicizing to get the ball rolling.

Anything you'd like to add?

Not at this time.

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