

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?

Clovis Community Choir

How do you categorize your organization?

- Theater company
- Orchestra / Classical music ensemble
- Museum / gallery
- Dance company
- Literary organization
- Producing organization
- Other: Community Choir (varied choral repertoire)

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?

Last rehearsal was 3/12/20 Last concert was 12/17/2019

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

We had a great response to our virtual videos. A highlight was America, the Beautiful recorded for July 4th, 2020. (On our YouTube channel)

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

Yes

No

If so, what is it and when is it?

Guest appearance with a private school concert 5.27.21

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

Rehearsals will begin in late August.

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.)

Spacing will be considered carefully, singers may wear masks if they are more comfortable doing so.

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 are sponsored by Clovis Unified's Community Education. Funding comes from member registrations, primarily. For the past year, we basically had no expenses...and weren't really impacted financially.

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?

I believe people are very excited to return to "normal," and will embrace local musical and artistic opportunities!

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 recorded virtual performances for July 4th, several fall pieces and a special compilation for the Christmas season which included one newly recorded virtual selection. We, most likely, will not continue the virtual recordings.

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

Just jumping in and getting started. Creating momentum lost over the last year.

Anything you'd like to add?

Thanks for helping promote all of our efforts. As a group of our choir met for our first rehearsal since the shutdown, we were reminded how important the live/together aspect is for each of us. We, of course, love music and singing! But, the opportunity to do that with a varied group of other like minded people...will never be taken for granted, again.

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