

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?

Fig Tree 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?

The last live event was a March Art Hop opening of Dixie Salazar's exhibit featuring a collaboration between art and music.

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

After mid March the gallery went dark with the exception of a wonderful window exhibit created by Linds Zupcic.in May-June. Other than that the gallery has been quiet for the past year.

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

Yes

No

If so, what is it and when is it?

Nothing planned to date.

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

To date, the gallery has chosen to reopen when the Fresno Arts Council officially supports and opens up Art Hop again. When we open we plan to resume our exhibit calendar where we left off last April 2020 with member exhibits.

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 to be worn indoors - hand sanitizer at the door - limited indoor attendance as prescribed by the CDC at the time of opening.

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"/>								

Regarding the above question: Would you care to comment?

The income from sales of artist work, both to the artist as well as to the gallery through commissions was totally cut off. The gallery has survived this past year solely through member dues and a few donations from generous members.

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 do not have non-profit status so we were largely not eligible for government assistance.

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?

Fig Tree has a loyal following and has been a destination for many students in the area so we don't anticipate a difficulty in welcoming visitors back once Art Hop begins again.

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 not try a digital strategy. We held monthly Zoom 🗣️ meetings in order to keep in touch but they had very low attendance. The gallery members clearly value meetings in person.

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

Getting up and running again. It still may take a while to come out of last years' fog!

Anything you'd like to add?

Thanks for reaching out to the arts community! 😊 . We appreciate your concern and support!

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