

# 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?

Lilia Gonzales Chavez, Executive Director Fresno Arts Council

How do you categorize your organization?

- Theater company
- Orchestra / Classical music ensemble
- Museum / gallery
- Dance company
- Literary organization
- Producing organization
- Other: Artists and Arts Organization support and advocate

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 1 was our last Art Hop before everything shut down.g shut down

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

When the pandemic hit we were in the middle of preparing for our biggest show of the year; Arts Alive in Agriculture. In an instant Board and Staff transitioned to an online virtual format implementing skills and talents I didn't realize we had. A true testament to a resilient and creative team.

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

Yes

No

If so, what is it and when is it?

June 24th we will host Arts Alive in Agriculture in the Barn at the River Parkway Trust  
July 1st we will open Art Hop again pending reaching the yellow tier on June 15th as proposed by the Governor.

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

the Horizon Awards will be our annual Fall event at the Fresno Art Museum in October we will begin promotion in July

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 will comply with required regulations. Internally we have made accommodations for staff to have separate work stations with no shared office space. We will also continue to be vigilant with hand sanitizing and washing. Everyone on our staff will have been vaccinated by the time we open to the public.

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"/>					

Regarding the above question: Would you care to comment?

We have been fortunate to be in a position to raise funds and identify support for the arts community. While we took some losses we also made some gains that carried us through

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?

The COVID relief funding that came through both the State and the City of Fresno made it possible for us to make community grants an important part of our work.

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

                                  

Regarding the above question: Would you care to comment?

I believe that the public is eager to return to enjoy and engage in arts programs. Not only because it provides relief and a wonderful healing needed as a result of our required isolation, but because the arts in Fresno provide us with sense of wellness and joy that we are all ready for.

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 assisted others in developing an on line art gallery and created one on our website. This has proven to be just one more vehicle for providing access to art that we will continue to host even after we return to in person programing.

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

Financial resources to create new works and present work in the community continue to be our biggest challenge. Followed closely by an organized shared system for promoting art programs and performances.

Anything you'd like to add?

Thank you, to all those who valiantly found new ways to adapt their art for presenting and those who generously gave support to artists and arts organizations in one of the most difficult times for the Arts in Fresno.

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