

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?

Fresno Master Chorale

How do you categorize your organization?

- Theater company
- Orchestra / Classical music ensemble
- Museum / gallery
- Dance company
- Literary organization
- Producing organization
- Other: Classical Choir

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?

Gjeilo "Sunrise Mass" & Forrest "Jubilate Deo" 11/17/19

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

January 2021 we started our on-line ensemble Coro in Camera, using new JackTrip technology that allows for singing together

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

Yes

No

If so, what is it and when is it?

I will release the information as soon as we know we are able to regroup safely.

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

Once California is safe enough to drop the tier system, we will announce our season

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.)

Smaller events, smaller audiences

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

Regarding the above question: Would you care to comment?

Singing is a dangerous activity in spreading the virus, so we are very vulnerable. We need to be exceedingly cautious before we regroup.

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

Regarding the above question: Would you care to comment?

Our overhead is extremely low, so we asked for no government assistance. Our job was to keep our members engaged during the shutdown.

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?

Our choir loves performing, but we mainly sing because we love it. The choir is a family. We may severely limit our audiences until everyone feels very safe, but we will sing together.

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?

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

We miss the mindset that arts are crucial to the fabric of life. Not only do the arts feed our souls, they are big business, and they need corporate support.

Anything you'd like to add?

Coro Piccolo's last concert ("And Suddenly with the Angels") was Dec. 15, 2019; Coro Solare's last concert ("Songs of Love and Life") was Nov. 24, 2019.

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