

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?

Wayne Steffen, Fresno Pacific University

How do you categorize your organization?

Theater company

Orchestra / Classical music ensemble

Museum / gallery

Dance company

Literary organization

Producing organization

Other:

University with music, visual art and drama departments that hosts events showcasing our students..

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 Jean & Louis Janzen Visiting Writers Series, January 30, 2020, featured award-winning fantasy author Sofia Samatar reading from her work. She was joined by artist Del Samatar, who collaborated with Sofia on the book *Monster Portraits*.

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

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

Yes

No

If so, what is it and when is it?

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

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.)

A lot of this will depend on the June 15 update we're expecting from the state, as well as higher education guidelines. For the fall we expect to reopen at 50% capacity per room, per current guidelines. We will wear masks and practice social distancing as well as continuing a high level of cleaning and disinfecting.

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"/>									

Regarding the above question: Would you care to comment?

Federal CARES funds have been very helpful.

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 type="radio"/>									

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

Regarding the above question: Would you care to comment?

I believe we will have many people who will want to come to our events and that we can do a good job of convincing people it is safe to return. This is balanced by the fact many in our regular audiences are older.

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 virtual Christmas and Easter performances.

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

Balancing audience demand with necessary health precautions.

Anything you'd like to add?

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