

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?

J. Daniel Herring, Fresno State Department of Theatre and Dance

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?

Contemporary Dance Ensemble, February 2020

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

The fact that the Department of Theatre and Dance produced 10 virtual events during the 2020-2021 academic 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?

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

I hope is to make a public announcement within a few weeks following the announcement by Governor Newsom regarding the reopening of California.

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 are fine with the idea of reduced audience sizes in order to provide live theatre once again.

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?

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

Regarding the above question: Would you care to comment?

CARES Act money helped us purchase equipment needed to create and produce virtual programming.

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

Regarding the above question: Would you care to comment?

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 everything from recording full productions and streaming them to providing Zoom performances as well as GO PRO solo performances. Each digital strategy was successful in their own unique ways. We are discussing the possibility of live streaming some performances, but no definite decision has been made at this point in time.

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

Once new safety protocols are in place, providing a safe environment for both performers and audience members will be a challenge, but I believe a welcomed one.

Anything you'd like to add?

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