

# 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?

Mike Spicer / Kings Players, Inc

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?

March 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?

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

Yes

No

If so, what is it and when is it?

Angel Street (Gaslight) / August 28th

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

Angel Street and Merry Christmas Dear Grandpa. Announcements for these performances are pending. I anticipate an announcement of Angel Street later this week.

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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.)

Strict adherence to established tier recommendations at the time of performances.

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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"/>						

Regarding the above question: Would you care to comment?

Although we have not had any performances for over a year, we did received some donations and a SBA COVID-19 EIDL Loan which will cover basic operating expenses during the pandemic.

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?

As mentioned, we received an SBA EIDL loan and currently applying for the SBA's Shuttered Venue Operator Grant.

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?

I think with the vaccinations and the fact that California is currently trending down with respect to COVID-19 cases - GOOD.

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?

Yes. We did both the "Spooky Stories" and "Christmas Comedies" It was a great strategy to engage our patron and keep both our actors and directors fresh. Both were presented on our Facebook page and website. We also showed old clips of past performances titled, "Kings Players, Then & Now".

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

I believe operating costs. Some theatre's pay rent and have costs that may put them under. The pandemic caused us to start working together by the formation of the "Community Theatre Thrives Round Table Discussion" group which has been very helpful to our theatre boards.

Anything you'd like to add?

I am very thankful that we have a dedicated board and loyal patrons. The show must go on!

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