

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?

Lively Arts Foundation

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?

Central California Ballet "Nutcracker"

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?

Not ready to announce--

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

Will announce hopefully in June

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 follow Covid guidelines for theatrical rehearsals and performances

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

Regarding the above question: Would you care to comment?

We lost income from shows that were planned for April 2020

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

Regarding the above question: Would you care to comment?

Grants most appreciated!

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

Regarding the above question: Would you care to comment?

That is the million dollar question every presenting organization is contemplating. Our hope is that patrons will have missed going to performances and will return soon!

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?

Our digital gift was a stream of Central California Ballet's 'Nutcracker" to 180,000 San Joaquin Valley students. There is no substitute for a live performance. The interaction between performers and audience is irreplaceable.

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

Probably the economy- a lot of residents cannot afford tickets. More arts education- the cultural arts are not a part of most residents lives.

Anything you'd like to add?

Donald Munro deserves an award or paid vacation for his service to the arts!

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