

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?

Andreas Werz, Artistic Director of the Philip Lorenz International Keyboard Concerts series

How do you categorize your organization?

- Theater company
- Orchestra / Classical music ensemble
- Museum / gallery
- Dance company
- Literary organization
- Producing organization
- Other: Classical Piano Solo Recital Series

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?

Sunday, March 8, 2020 Organ Recital Monica Czauz in collaboration with the American Guild of Organists

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

No anecdotes, just frustration with over a year now with no live events.

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

Yes

No

If so, what is it and when is it?

Season opening recital with pianist GARRICK OHLSSON on September 19, 2021

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

I will send you the line-up of our 2021-2022 in a separate e-mail. We hope to have a season brochure available by August 1. Our website will be updated shortly.

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.)

Maximum audience size will be depending on regulations by the University and County. Social distancing and mask wearing will probably stay in place. It is unclear at this point whether proof of full vaccination or a negative corona test will be required for entry into the Concert Hall.

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

Regarding the above question: Would you care to comment?

We did not have any artist fee expenses since all cancelled concerts fell under the category "force majeure".

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

Regarding the above question: Would you care to comment?

We received a small number of grants and private donations even though we were not able to present. These funds were added to our reserve and will be used in future seasons.

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

Regarding the above question: Would you care to comment?

This is very hard to predict. Many patrons probably can not wait to return to a live event, others will remain cautious despite vaccinations and the dropping number of corona cases.

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?

No

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

Beginning to present events again in a safe environment and gradually bringing back our audiences.

Anything you'd like to add?

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