

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?

Spectrum Art Gallery

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?

February to 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?

The sheer disappointment of being forced to delay our annual fund-raising auction and accompanying exhibit that was coinciding with our 40th Anniversary celebration

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

Yes

No

If so, what is it and when is it?

We hope to open our doors with the Auction Exhibit in June, and I will be installing my exhibit titled "EASE" at the beginning of August.

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

We have lots of plans and a whole revised schedule of exhibits pending state and city decisions on such matters.

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 insist on masks and social distancing, limiting the number of viewers in the space at a time, and providing sanitizer, etc. I personally have been teaching sculpture at Fresno State these last two semesters as one of very few classes that have not been limited to online Zoom classes. It has provided a confidence in preventive measures.

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
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Regarding the above question: Would you care to comment?

It has been very disappointing to say the least. It has been a financial disaster to say the most. We are non-profit and pay our rent and utilities from sales and donations. The annual fund-raising auction had been a great source of income. We are extremely fortunate and very thankful for our landlord's generosity in lowering our rent as much as he could.

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

Regarding the above question: Would you care to comment?

Not as helpful as we wished.

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 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?

I predict a split like in most cases like vaccination and Non-Vaxers, and the loyal art lovers who can't wait to resume events like ArtHop

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 tried online exhibits, and this will continue one way or another.

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

Community support

Anything you'd like to add?

I appreciate all you have done and continue to do for the ARTS, Donald, and this survey and its outcome certainly are testament to that.

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