
Utah Presenters Call

Wednesday, April 16 at 12pm on Zoom

Shared Resources

1. Recording of first 30 min of this meeting: <https://youtu.be/AWeFG-jhe6g>
2. Arts & Museums Cultural Resources during COVID: <https://artsandmuseums.utah.gov/covid-19-cultural-resources/>
3. State Page about Cultural Resources during COVID: <https://coronavirus.utah.gov/cultural-resources/>
4. Now Playing Utah. Add your virtual events to Now Playing Utah. Also remember to mark events that have been canceled as canceled on NPU: <https://www.nowplayingutah.com/categories/virtual/>
5. COVID-19 Impact Survey: <https://www.surveygizmo.com/s3/5532991/6539d78e3593>
6. Phased Guidelines from the State: <https://coronavirus-download.utah.gov/Health/Phased%20Health%20Guidelines%20V3.pdf>
7. Tour West: <https://tourwest.gosmart.org/>

Questions Asked:

- We acknowledge that everyone is facing difficult situations. We are wondering what creative adaptations you are seeing and what are you doing?
- What are you doing about bookings?

Things We Heard:

1. Masks - trying to get massive quantities to pass along to patrons. Required.
 2. Pivoting educational outreach programming to online in the fall.
 3. Early Summer series being pushed to August. Questioning whether that will be a sufficient time shift.
 4. Trying to navigate bookings and contracts. Mostly able to push booking to next season, which agents have been good about.
 5. Paying close attention to guidelines as they come out. Navigating guidelines and the choices the organization feels comfortable with.
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6. Feeling at mercy of the government guidelines.
7. Innovation is the key to moving forward, i.e. drive-in concerts.
8. Researching and considering successful models from other countries. There is a successful drive-in concert series in Germany.
9. Alternating between panic and gratitude.
10. Assessing whether or not to plan a fall season. This is the time for contracting artists.
11. Delaying ticket sales and series announcements.
12. Spending time strategizing about reopening.
13. Statistics show that those 35 and younger will likely be the first the reengage.
14. Selling tickets that can be used at later dates.
15. Researching everything involved in creating a “clean” gathering environment.
16. Considering whether to put on a series within the next year. May just close down and reopen a year later.
17. Would embrace a session on contracts at this time.
18. Factors going into cancellation: governor’s recommendations, how existing season was structured, for example: if we lost half the shows and attendance dropped at the other half of the shows. Is this worth it?
19. Called sponsors and subscribers who had already ordered their tickets, some will support no matter what, others will follow up next week for financial support, some ticket holders doubled their donations, hope to diverge to tickets, staffing, general operating. Artists have been great about rescheduling.
20. Communicated with the mayor – concerned about visitors to resort town, had to postpone one event, WESTAF grant extended, try for end of October, but concerned for multiple reasons.

Next:

Glenis Redmond, MWAC Virtual Keynote

Thursday, May 7 from 1pm-2pm with option reflection at 2:15pm

Free but registration required

<https://artsandmuseums.utah.gov/mwac/>