

Thursday, June 17 at noon

THE ART OF RE-OPENING

How Chester County's Arts, Culture & Heritage Nonprofits Are Dealing with COVID-19



Anthony Derrico
Oxford Arts Alliance



John Baker
ChesCo Art Association

PROMOTIONAL PARTNERS





Oxford Arts Alliance Reopen



*Oxford Arts Alliance –
an emerging artist's first exhibition*



THURS Noon – 1	HOW WE ARE DEALING WITH COVID-19/ REOPENING OUR ARTS, CULTURE & HERITAGE NONPROFITS
June 17	Chester County Art Association with John Baker – JBaker@wcupa.edu Oxford Arts Alliance with Anthony Derrico – assistantdirector@oxfordart.org
July 15	Chester County History Center with Conor Hepp – chepp@chestercohistorical.org Wharton Esherick Museum with Julie Siglin – julie@whartonesherickmuseum.org
Aug 12	Kennett Flash with Andrew Miller – director@kennettflash.org ACT Players with Karen Weaver – karen@larmorescarlett.com lassofthewind@yahoo.com
Sept 16	TBD

<https://www.culturechesco.org/art-of-reopening>



Anthony Derrico
Executive Director
Oxford Arts Alliance



John Baker
Board President
Chester County Art Association

The Art of Reopening: A Discussion

Discussion Area #1: Organizational Changes

- How has COVID changed your organization?
- What does your organization do differently now compared to pre-COVID?
- Which changes are you planning on keeping, even after returning to “normal” operations? *Ex. virtual programming, online ticketing*

Discussion Area #2: Audience Engagement

- How has your organization generated audience engagement during COVID?
- Which engagement methods have worked best for you? Which one have not worked so well?



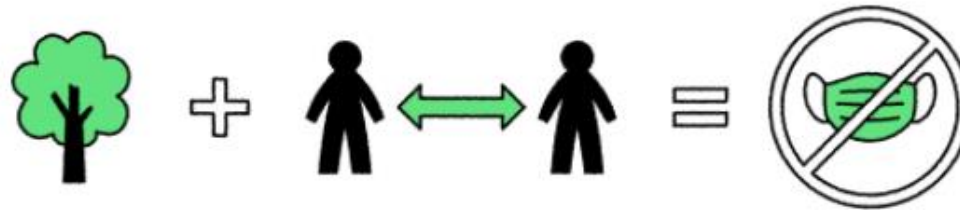
Discussion Area #3: Social Justice Impact & Programming

- How is your organization addressing social justice issues?
- How have social justice initiatives been incorporated into your programming?
- How can arts, culture, and heritage organizations contribute to social justice? Who can they collaborate with?

Use the 2-out-of-3 Rule

If you're not vaccinated, make sure your activity meets two out of the following three conditions: outdoors, distanced and masked.

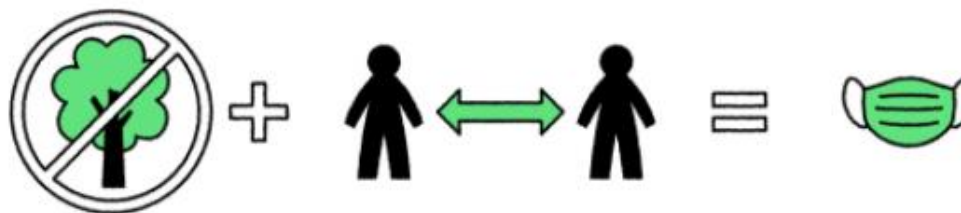
Outdoors + Distanced = No Mask Needed



Outdoors + No Distance = Mask Needed



Not Outdoors + Distanced = Mask Needed



Resource Links <https://www.culturechesco.org/art-of-reopening>

Date	Title	Source	Summary	URL
2021-03	PCA Tips & Resource Guide for Opening Safely	PA Council on the Arts	Strategically plan for reopening & moving forward when appropriate locally	PCA Tips and Resources for Reopening Safely.pdf (pa.gov)
2020-07-21	Reopening the Arts & Humanities Safely	PA Humanities Council	Safety tips & panelists	Reopening the Arts and Humanities Safely - YouTube
2021-03	The Art of Re-Opening	NEA: National Endowment for the Arts	9 case studies w/ tips	https://www.arts.gov/impact/research/publications/art-reopening
2020-09	Culture Shock: COVID-19 & the cultural & creative sectors	OECD: Organization for Economic Co-operation and Development	Regional differences across countries & arts fields	https://www.oecd.org/coronavirus/policy-responses/culture-shock-covid-19-and-the-cultural-and-creative-sectors-08da9e0e/
2020-06	Guide to Reopening the Arts in North Carolina	Arts North Carolina	Arts organizations Arts education	https://artsnc.org/advocacy/covid-19-resources/open-arts-resources/ https://www.youtube.com/watch?v=-29oeG5MZkA&feature=emb_logo
2021	Visitor Guidelines	Longwood Gardens	Example of COVID safety messaging	https://longwoodgardens.org/visit/visiting-guidelines
2021-04-06	Operating Safe Festivals & Events	Chester County's Brandywine Valley/CCCVB	Webinar for holding safe events	https://us02web.zoom.us/rec/share/Cw1vLUwJMVPsBHO1tOmUYZGC6y08xxD4G-E9cnnAet1W7MHjVClkGLPGRyZrXUPG.MtQ_uuV3bcifiedE Passcode: Wbb=Ga45
2021-01-05	Guidance for Cleaning and Disinfecting	CDC	Cleaning guides	https://chescocf.org/wp-content/uploads/2021/04/Cleaning-and-Disinfecting-Your-Facility--CDC.pdf https://chescocf.org/wp-content/uploads/2021/04/Guidance-for-Cleaning-and-Disinfecting--CDC.pdf
2021	COVID-19 Reopening Plan	Oxford Arts Alliance	Example of reopening plan and safety guidelines	https://chescocf.org/wp-content/uploads/2021/04/Covid-19-Reopening-Plan-for-The-Oxford-Arts-Alliance.pdf