

# THE ART OF RE-OPENING

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



Join us March 31, 2022 at noon on Zoom to discuss  
how COVID has changed your organization.

Other upcoming sessions:

April 28, 2022 - In person Events

May 19, 2022 - Outdoor Events

June 16, 2022 - Digital & Hybrid Events



REGISTER: [culturechesco.org/art-of-reopening](https://culturechesco.org/art-of-reopening)

**SOCIETAL COVID  
FATIGUE?  
NO KIDDING!?!#\*\***



# THE ART OF RE-OPENING:

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



**PROMOTIONAL PARTNERS**



CHESTER COUNTY  
community  
FOUNDATION



CHESTER COUNTY'S  
BRANDYWINE  
VALLEY



greater  
philadelphia  
cultural  
ALLIANCE

# Meet the Community Foundation's newly transformed Lincoln Room Headquarters of the Cultural Alliance of Chester County



The Lincoln Building  
28 West Market Street  
West Chester, PA 19382  
[www.chescocf.org](http://www.chescocf.org)  
[www.culturechesco.org](http://www.culturechesco.org)



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Marketing & Communications Associate





<b>POLITICAL</b> -X -X	<b>ECONOMY</b> -X -X
<b>SOCIETAL</b> -X -X	<b>TECHNOLOGICAL</b> -X -X

## Going forward, how has COVID impacted the way society & your nonprofit operate? What changes are here to stay?

-Forced npos to enter 21 <sup>st</sup> century; finally using <b>zoom</b> etc to enter art submissions; using new technologies in ways we didn't before & social media for artwork comments, sharing; sold artwork via social media	-Classical art forms—ex: ballet-starting attendance is down, not what it was;
-need to engage in social media platform, a lot more story telling / campaigns on social media. Ex: women's history; more diverse outreach, accessible. We have the analytics, know where people are. Now need to pay deeper attention to <b>analytics &amp; discernment</b> .	-Strategic planning re: audience turnout; audience development; outreach performances; artistic – what's important to our soul. Reinventing the group on the run, hoping you don't have to reinvent it. Ex: ballet on the beach in Rehobeth; reaches new audiences, safer, to be continued due to outreach; PPP program & shuttered venue operators financial assistance....for now.
-Blue Jeans (CHOP)-uses strictly browsers; owned by Verizon; is anyone using it? Zoom	-Volunteers: retiree volunteers reluctant to return, less than 50%;
-Re: Meetings: Boards & committees = zoom (due to caution about going out; commute time/tangle; cost/benefit ratio of drive: meeting time) Public meetings in person	-Staff: remote / in office ... flex?
-Accessibility; interaction with org. due to physical issues -Equalizer; virtual space is more accessible if we have IT set ups -Fans across the world & country	-has to be a sense/appearance of safety, wherever we go. Website, signage & actions indicate sanitizing on regular basis; employees are wearing mask for public safety.
-	-Mix of in person and masked; a lot on line; alternatives; to build in accessibility and safety; multiple service delivery methods....




<b>POLITICAL</b> -X -X	<b>ECONOMY</b> -X -X
<b>SOCIETAL</b> -X -X	<b>TECHNOLOGICAL</b> -X -X

What are your new/unusual priority funding needs, due to COVID & societal changes?

-\$\$\$\$ tech upgrades	-
-sculpture/murals/fountain strategy for downtowns – gets people out, without masking worries, safety. Organized or self-tour of region; adds interest, a draw for the environment; part of story telling for the community. Ex: Barry' Cassidy's collage of statue faces on social media – engaging. New art, message art. Point of view murals. Every 100', another mural, statue, installation.. Architecture & public art	-
-artistic performances/stage: form new alliances, to enhance space and impact, esp. with attendance down. In traditional & non-traditional spaces	-
-elderly & grandkids....ex: ballet Giselle, nutcracker -what to do to get the middle? Ex: ballet Dracula,	-
-increase of outdoor performance spaces with adequate flooring & lighting & sound systems & changing rooms.... Wha type of improvements needed at public parks for high quality arts/performances	-

## Zoom in for our Spring 2022 discussions

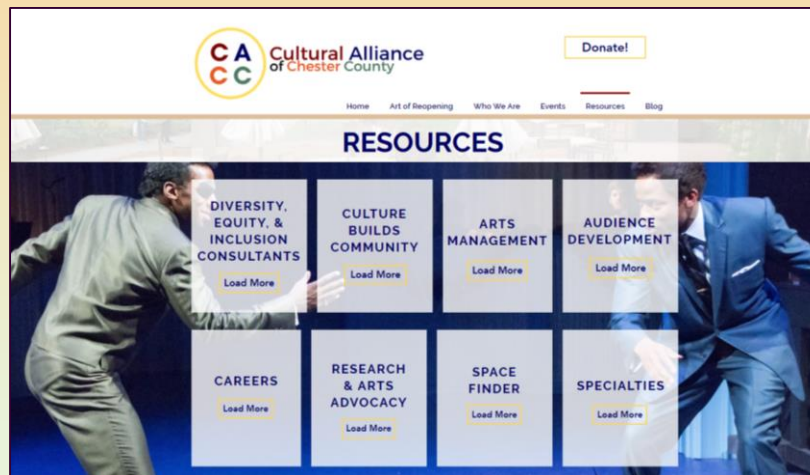
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THURSDAYS noon – 1	ART OF REOPENING – How CHESCo's ARTS, CULTURE & HERITAGE NONPROFITS ARE DEALING WITH COVID IMPACTS	
March 31, 2022	Discussion: <b>How HAS COVID CHANGED US?</b>	
April 28, 2022	Lessons Learned Panel: <b>IN-PERSON EVENTS</b>	
May 19, 2022	Lessons Learned Panel: <b>OUTDOOR EVENTS</b>	
June 16, 2022	Lessons Learned Panel: <b>DIGITAL &amp; HYBRID EVENTS</b>	

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