



January 28, 2021

Your Input Needed for 2021 Annual Conference

Help Us Craft This Year's Programming! We are once again planning the 2021 ACSO Annual Conference as a virtual event to take place in August. We need your preliminary input to help us create a schedule and content that are relevant and impactful for you. [Take a short survey and tell us what you want and need to see at the 2021 conference.](#)

Share your ideas to help us find inspirational speakers and experts who can provide us with insight and practical tools to adapt and move forward. We are looking for those who have expertise in thriving during a crisis, breaking through barriers, driving toward equity, innovating and re-imagining, identifying growth opportunities, and building connections.

Speakers can come from any state or country and can come from any sector, not just from the orchestra or classical music field. They can be individuals or representatives from organizations and communities that are doing exemplary work. They can be keynote speakers, panelists, or session and workshop leaders.

We also want you to tell us about the issues and topics that are top of mind in your individual job or role, in your organization, or in the classical music or performing arts field at large.

[Please complete this 5-minute survey.](#) The deadline to send your feedback is Friday, February 12, 2021.

ACSO is Hiring - Join Our Team!

ACSO is seeking candidates for a **part-time Administrative Coordinator**. This position will oversee ACSO's membership program and day-to-day office operations. Ideal candidates will be located in the Los Angeles area and have at least two years of administrative experience in nonprofits, membership associations, or the performing arts. Excellent customer service and organizational skills and a keen attention to detail are important. [Click here for the full job posting and how to apply.](#) Application review begins February 16, 2021 and the position will remain open until filled.

Register for February's Virtual Peer Forums



Over 60 ACSO members, including the group of youth orchestra leaders pictured here, connected with each other in January through Virtual Peer Forums (VPFs). And there are more to come in February!

VPFs are peer-to-peer conversations designed to connect you with your counterparts at other orchestras and ensembles in the ACSO membership network. VPFs are free for members and \$10 for not-yet-members. Registration is required and limited to 20 per peer forum to maximize conversation time and allow everyone to participate. All forums take place from 11am-12pm PT. [Click here to register for the following February Virtual Peer Forums.](#)

- **Education & Community Engagement Staff** – Tuesday, February 2
Facilitator: Anastasia Herold, San Francisco Symphony
- **Board Members of Professional Orchestras** – Tuesday, February 9
Facilitators: Jamei Haswell, Santa Rosa Symphony & Nicola Reilly, Monterey Symphony
- **Finance & HR Staff** – Tuesday, February 16
Facilitators: Alicia Gonzalez & Maureen Melville, San Diego Symphony
- **Marketing & Communication Staff** – Tuesday, February 23
Facilitator: Nora Brady, Los Angeles Philharmonic

- **Development Staff** – Tuesday, February 25
Facilitators: Scott Vandrick, Pasadena Symphony and POPS & Julia Paras, Los Angeles Chamber Orchestra

Up & Down the Scale: Nov 2020 – Jan 2021

We are excited to share some of the latest developments and changes in the professional lives of our members. [Click here to read the most recent edition of Up & Down the Scale](#), covering member announcements made November 2020 through January 2021. If you want ACSO to share the administrative, board, or staff member happenings at your organization, send announcements or press releases to office@acso.org.

PPP Second Draw Guidance Issued; Awaiting Guidance for Shuttered Venue Operators Grant Program from SBA

Paycheck Protection Program

The US Small Business Administration (SBA) [re-opened applications](#) for the Paycheck Protection Program (PPP). PPP provides loans to help businesses keep their workforce employed during the Coronavirus (COVID-19) crisis.

SBA is currently offering:

- [PPP First Draw Loans](#), beginning January 11, 2021, for first time program participants
- [PPP Second Draw Loans](#), beginning January 13, 2021, for certain businesses who have previously received a PPP loan.

To be eligible for the second draw loans, borrowers must be able to demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020. Applications will be accepted through March 31, 2021, but apply as soon as you are able as funds are expected to go quickly.

[Please visit the SBA's PPP page for more information.](#)

Shuttered Venue Operators Grant Program (aka Save Our Stages)

New to this round of federal relief funding is the [Shuttered Venue Operators Grant \(SVOG\)](#). Eligible applicants, **including live performing arts organization operators**, may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million.

While the particulars of this program's eligibility requirements and application process are still being hammered out, the SBA hosted a webinar on Thursday, January 14, to give a preliminary overview. The webinar provided introductory information about the grants, who can apply, how potential organizations can prepare, and additional details regarding eligibility and applications. [You may access the webinar recording on YouTube.](#)

While full guidelines have not yet been released, the SBA is releasing some clarifying details. Our colleagues at the [League of American Orchestras](#) shared these two recent updates from the SBA.

- January 21: "While the info on our website states that an SVO Grant recipient cannot also receive a PPP Loan and vice versa, our Office of Disaster Assistance, which will administer the SVO Grants, clarified in an email to the field offices today that **those interested in SVO Grants cannot even apply for PPP**. Bottom line: a PPP borrower cannot reject or repay a post-December 27, 2020 loan in order to secure eligibility for the SVO grant. It is the act of applying for a PPP loan that is the disqualifying event."
- January 20: "The SBA updated the proposed plan for issuing Shuttered Venue Operators Grants during the first and second priority periods. To clarify, priority awardees will not need to satisfy the small employer set-aside. During the first 59 days of opening the SVO Grants, the SBA will reserve no less than \$2 billion of program funding for grants to entities that have no more than 50 employees."

Further guidance is needed to determine the revenue-related definitions that will apply to the revenue decline requirements and grant amounts, and there is also not yet a clear picture on how soon such guidance will be issued.

New Report: Audiences Want Vaccines and Masks Before They Return

On January 21, [American Theatre](#) shared that AudienceView and TheaterMania, an AudienceView consumer brand, have released a new COVID-19 impact report in which over 3,300 members of their online community were surveyed to better understand how the ongoing pandemic is impacting their behavior and consumption of performing arts. To download the full impact report, visit the [AudienceView website](#).

Some key findings from the report:

- **70.5 percent** of those surveyed said that widespread vaccination is the most important element that will make them feel comfortable returning to the theatre. Mandatory mask wearing came in second, with an overwhelming **93.5 percent** of respondents indicating they would not be comfortable attending an event that doesn't require attendees to wear masks.
- Significantly, the AudienceView survey indicates that **78.1 percent** of theatre-goers said they would be willing to pay more for tickets to help offset lost revenue due to social distancing and capacity restrictions, with the majority feeling comfortable with ticket prices that are **10 to 25 percent higher**.

NEA: New COVID-19 Research and Reports

The National Endowment for the Arts (NEA) has released [*The Art of Reopening: A Guide to Current Practices Among Arts Organizations During COVID-19*](#), which surveyed national arts service organizations and conducted interviews about reopening practices of organizations that have resumed in-person programming in 2020. The 42-page report presents promising tactics—such as being transparent when the unexpected happens and developing stronger ties with one's local community—as well as nine case studies.

In addition to The Art of Reopening, the NEA contributed to FEMA's Recovery Support Function Leadership Group with [*COVID-19's Impacts on Arts and Culture*](#) that offers resources to arts organizations and artists.

Jobs from the ACSO Career Center

[*Administrative Coordinator - part-time*](#) (posted 1/25/21)

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

[*Director of Development*](#) (posted 1/20/21)

OAKLAND SYMPHONY

[**Click here to view more career opportunities or to post a job in the ACSO Career Center.**](#)

