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ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

eNews

UPDATES & OPPORTUNITIES FOR CALIFORNIA'S ORCHESTRAS & CLASSICAL MUSIC FIELD

March 11, 2021

Today at Noon! Free Webinar on Pandemic's Impact on Arts Marketing - Register Now



FREE ACSO WEBINAR: ASK CAPACITY INTERACTIVE ANYTHING

Thursday, March 11, 12-1pm PT

[Register Here](#)

What is the real impact of the pandemic on arts marketing? Founder and CEO Erik Gensler and the CI

team members will be hosting a FREE interactive group discussion **just for ACSO's members and friends** TODAY, March 11 at 12pm PT. You'll dive into key takeaways from the [Arts Industry Data Analysis: Pandemic Response](#) and have an opportunity to ask the Capacity Interactive experts all of your digital marketing and research-related questions. You'll also learn about research and frameworks to help you build stronger and healthier teams.

More Ask an Expert Webinars Added to the Spring Calendar

ACSO's Ask an Expert webinars are 60-to-90-minute online workshops covering an array of topics, such as fundraising, marketing, and governance.

[Click here to register for the webinars below.](#)

ACSO Member Meeting Get To Know CA Arts Advocates: Your Direct Arts Lobbyist

Wednesday, March 17 | 3:00 - 4:15 PM



Julie Baker, Executive Director,
California Arts Advocates

Sarah Weber, Executive Director,
Association of California
Symphony Orchestras

Register today at www.acso.org/webinars



GET TO KNOW CA ARTS ADVOCATES: YOUR DIRECT ARTS LOBBYIST

Wednesday, March 17, 3:00-4:15 pm PT

Presenters: **Julie Baker**, Executive Director, [California Arts Advocates](http://CaliforniaArtsAdvocates.org) and **Sarah Weber**, Executive Director, ACSO

Throughout the pandemic, CAA has been on the front lines of the crucial and ongoing efforts to secure relief funding

and reopening guidelines for the arts in California. In this webinar, CAA Executive Director Julie Baker will share hot legislative issues impacting orchestras right now in California, how CAA is working on them, and how you can help.

Ask an Expert Webinar The Orchestra Flywheel: A Post-Pandemic Business Model

Wednesday, April 7 | 10:00 - 11:00 AM PT



Aubrey Bergauer, CEO, *Changing the Narrative*

Register today at www.acso.org/webinars



THE ORCHESTRA FLYWHEEL: A POST-PANDEMIC BUSINESS MODEL

Wednesday, April 7, 10:00-11:00 am PT

Presenter: **Aubrey Bergauer**, CEO, *Changing the Narrative*

Jim Collins was the first person to use the term “flywheel” in a business context, coined in his 2001 best seller *Good to Great*. In the 20 years since, it’s been adopted by businesses across all

industries, all sizes, for-profit, and not-for-profit. The flywheel framework for orchestras is about keeping our patrons connected so they spend more time and money with us, taking the next steps in addressing systemic discrimination in our organizations, creating new revenue opportunities, and using our recently developed competencies in streaming and virtual offerings to drive loyalty. In this webinar, Aubrey Bergauer will cover the overview of this model so you can begin to think about the new normal that lies ahead.

Ask an Expert Webinar

The Long Road Back: Audience Attitudes about Going Out to Concerts

Wednesday, April 21 | 1:00 - 2:00 PM PT



Alan Brown, Principal, WolfBrown

Register today at www.acso.org/webinars

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THE LONG ROAD BACK: AUDIENCE ATTITUDES ABOUT GOING OUT TO CONCERTS

Wednesday, April 21, 1:00-2:00 pm PT

Presenter: [Alan Brown](#), Principal, [WolfBrown](#)

Alan Brown will update ACSO members on the latest data from the Covid-19

[Audience Outlook Monitor](#) study,

including progress with vaccination,

readiness to go out again, and consumption of digital programming. The data will focus on results for four of California's largest orchestras participating in a national cohort of orchestras. Q&A to follow.

Ask an Expert Webinar

Being a Compassionate Leader in 2021

Wednesday, May 19 | 1:00 - 2:15 PM PT



Christina Salerno, Executive Director, Illinois Philharmonic Orchestra

Register today at www.acso.org/webinars

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BEING A COMPASSIONATE LEADER IN 2021

Wednesday, May 19, 1:00-2:15 pm PT

Presenter: **Christina Salerno**, Executive Director, [Illinois Philharmonic Orchestra](#)

The multilayered dynamics of an arts institution are complicated in the best of times, but this pandemic has pushed many of us into new, and often uncomfortable roles. How can we lead

and innovate while many are facing upheaval in their lives? Learning to lead with empathy builds new bonds with staff, volunteers, donors, and audiences - bonds that will outlive any one crisis, and will help cement a better future for you and your organization.

COVID-19 Relief Grant Program for CA Cultural Institutions Opens March 16 for One Week Only

California's Office of the Small Business Advocate (CalOSBA) is administering a new relief package that includes a \$50 million allocation for non-profit

cultural institutions. Competitive funding for the California Small Business COVID-19 Relief Grant Program will be conducted by CalOSBA's selected intermediary, Lendistry. Details on the opportunity for nonprofit cultural institutions can be found at <https://careliefgrant.com/arts-and-cultural>.

Program Details: Round 4 (non-profit cultural institutions only)

- Applications open from Tuesday, March 16 through Tuesday, March 23
- Eligible applicants: Only non-profit cultural institutions of **any revenue size** that meets [eligibility criteria](#)
- Eligible grant award: \$5,000 - \$25,000
- Details: Eligible non-profit cultural institutions must complete a new application even if they already applied in Rounds 1 and 2; grants will only be available to non-profit cultural institutions that did not receive funding in Rounds 1, 2 or 3; grants will be prioritized based on documented percentage revenue declines based on a reporting period comparing Q2 and Q3 of 2020 (as reported by the applicant on the application) versus Q2 and Q3 of 2019

To learn more about the grant program and get technical assistance, join Californians for the Arts, the California Association of Museums, and CalNonprofits for a FREE webinar on Monday, March 15 at 2 pm PT to learn about the new CA Relief Grant, where you'll explore the requirements, eligibility, and tips for a successful submission. [Click here to register.](#)

CA Outdoor Live Event Guidelines Released

On March 5, the California Department of Public Health and the Governor's Office of Business and Economic Development (GO-Biz) issued new guidelines in the [Blueprint for a Safer Economy for Outdoor Live Events](#), including live performances (see pages 4 and 5). More updates about these guidelines will be shared by GO-Biz in the coming weeks, and indoor live event guidance is forthcoming, but with no specific timeframe given.

The following is a summary of the guidelines effective April 1 based on county tier color:

- Purple Tier - 100 people or fewer, regional participants only (120 miles),

advance reservations only, no concessions

- Red Tier - 20% occupancy, weekly worker testing, in-state participants only, advance reservations only, in-seat concessions
- Orange Tier - 33% capacity, weekly worker testing, in-state participants only, in-seat concessions, max 67% if all guests are tested or show proof of full vaccination
- Yellow Tier - 67% capacity, weekly worker testing, in-state participants only, in-seat concessions

Impact Surveys Show California is Facing a Cultural Depression

Last October and November, [Californians for the Arts](#) (CFTA) surveyed close to 1,000 arts workers and over 600 organizations on the impact of COVID-19. On Feb. 25, CFTA launched their survey results in collaboration with the [2021 Otis Report on the Creative Economy](#).

SOME KEY FINDINGS

- Federal relief has been a lifeline for the industry and unemployment for the self-employed has been a critical survival tool.
- Until the sector is able to reopen again to full capacity, financial relief to support arts workers particularly Black, Indigenous and People of Color (BIPOC) is essential.
- Nonprofit arts organizations and arts workers are a fragile economic ecosystem and the pandemic has only intensified the fragility.
- Survey shows that the arts worker, with an emphasis on performing arts, are among our most vulnerable workforce.
- Mental health support was among the top five needs for arts workers.
- With continued closures and without any state guidelines for live performances at any tier, we are facing a California creativity crisis and pending cultural depression.

[READ FULL REPORT FOR CREATIVE ORGANIZATIONS & BUSINESSES](#)

[READ FULL REPORT FOR ARTISTS & CULTURAL WORKERS](#)

New Resource Guide: Making the Case for Equity, Diversity, and Inclusion in Orchestras



Developed by our colleagues at the [League of American Orchestras](#) and available at no cost to members and non-members of the League alike, [Making the Case for Equity, Diversity, and Inclusion in Orchestras](#) offers concrete

answers and practical resources that orchestras can use to advance anti-racism and equity, diversity, and inclusion (EDI) at all levels of their organizations. Developed in collaboration with a team of peers—orchestra musicians, music directors, board members, and staff—this resource guide is intended to help the orchestra field take action to become more inclusive and welcoming of all people and all differences.

ACSO encourages our members and network to use this incredible resource as you are navigating key questions around equity and making your case to take action for change. [Click here to access the Guide.](#)

Guest Blog Post by Katie Pieschala: Expanding the Canon



Last month, ACSO's fantastic Program and Membership Intern, Katie Pieschala, wrapped up her five-month internship and left us with a thought-provoking blog about re-examining our perception of excellence in classical music. Katie wrote, "As a young composer and performer, I believe the key to the growth of this field is expanding the canon, using fresh perspectives to reinvigorate existing audiences and engage new ones." [Read the full blog post here.](#)

Would you like to be a guest blogger for ACSO or do you have some ideas for topics or people you'd like to hear from? Let us know at office@acso.org.

Start Preparing for SVOG Applications and Highlights from Federal American Rescue Plan

Late on Friday March 5, the Small Business Administration posted the following **Shuttered Venue Operators Grant (SVOG)** informational documents to their website. It provides an extensive checklist of materials to begin preparing for an application and a clear table of eligibility requirements based on the type of venue operator/producer/talent representative entity.

- [SVOG Preliminary Application Checklist](#) (published 03-05-21)
- [SVOG Eligibility Requirements](#) (published 03-05-21)
- [SVOG Frequently Asked Questions](#) (updated 03-05-21)

While the exact timing for opening the SVOG program is still uncertain, it is possible that the program may not launch until after March 31. It is the intention of SBA to continue to build out the guidance, application, and training materials, provide a span of time for applicants to prepare, and then open the portal.

SBA last week indicated that eligibility for the 28-day priority period for SVOG will be determined based on declines in **gross revenue** (90% for the first 14 days and 70% for the second 14 days), from April 1, 2020 through December 31, 2020 as compared to 2019. All SVOG applicants must demonstrate a 25% decline in earned revenue, in one calendar quarter of 2020, compared to the same quarter in 2019.

Breaking News - Congress Passed the American Rescue Plan! Yesterday, March 10, Congress passed the \$1.9 trillion [American Rescue Plan](#) and included a provision that allows 2021 PPP recipients to be eligible to apply for a SVOG and deduct the value of their 2021 PPP loan from the applicant's SVOG maximum grant amount (45% of 2019 earned revenue, capped at \$10 million). An additional \$1.25 billion in funding will be available to support the SVOG program, bringing total funding to \$16.25 billion.

The Plan also adds an additional \$7.25 billion to the [Paycheck Protection](#)

[Program \(PPP\)](#) resources, and eligibility changes will allow nonprofits with no more than 500 employees at each location to be eligible for forgivable loans. As of March 7, the SBA PPP Data show that \$165 billion of the \$280 billion of PPP funding made available for 2021 has been distributed to loan applicants. The 2021 PPP program is now open for all eligible applicants for first and second draws and is currently slated to close on March 31, 2021.

The National Endowment for the Arts will receive an additional \$135 million in dedicated funding, with 40% allocated to states and regions and the remainder supporting direct grants to organizations "that support organizations' programming and general operating expenses to cover up to 100 percent of the costs of the programs which the grants support, to prevent, prepare for, respond to, and recover from the coronavirus." The NEA will be releasing further information about the process and timeframe for implementing new grants.

The League of American Orchestras is holding an overview webinar of federal relief on Friday, March 19 at 10am PT for a quick review of the latest developments. Free for League member orchestras. [Register here](#).

Thanks to the [League of American Orchestras](#) and the [Americans for the Arts Arts Action Fund](#) for continuing to track, synthesize, and share the incredibly dense and fast-changing COVID relief information from the federal government.

Jobs from the ACSO Career Center

[Executive Director](#) (posted 3/8/21)

BEAR VALLEY MUSIC FESTIVAL

[Senior Manager, Promotions and Partnerships](#) (posted 2/26/21)

LOS ANGELES PHILHARMONIC

[Director, Campaign](#) (posted 2/23/21)

SAN FRANCISCO SYMPHONY

[Associate Director, Development Communications](#) (posted 2/17/21)

SAN FRANCISCO SYMPHONY

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

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