

- **Tell us a little about your art or organization (Max: 200 words)**
  - [REDACTED] is founded on the belief that all art forms can expose people to truth, goodness and beauty, and we seek to draw together the many different segments of our community through diverse art forms. Currently our focus is on dance and music, but we hope to expand that focus as we grow and form partnerships with more artists in our area. Our pursuit of this goal is twofold: first, by bringing together artists both young and experienced for quarterly events open to the public, typically united around a theme (e.g. a Día de los Muertos festival or a Christmas concert); secondarily, by offering private lessons and group classes to Tri-Cities students, with a particular focus on those groups who might not otherwise have access to such opportunities. Ultimately our aim is to become a hub within eastern Washington for people of all classes, abilities and ethnic backgrounds to come together and encounter one another around art.
  
- **How has COVID-19 impacted your craft and/or operations? (Max: 200 words)**
  - Since our mission is founded on bringing people together through the arts (often literally, not just figuratively), the social distancing measures adopted in response to COVID-19 have greatly restricted our ability to offer lessons and classes, as well as our ability to plan and execute events. What would have been our most recent event, a St. Patrick's Day celebration incorporating both Irish dance and Mexican *baile folklórico*, was cancelled out of concern for social distancing, and our various classes followed suit as schools closed shortly thereafter.
  - Although digital resources such as social media and video conferencing offer many opportunities to imaginatively overcome the obstacles presented by social distancing, we've concluded that certain major aspects of our mission cannot be replicated in a remote format - for example, live performances or ensemble music classes. As of right now, all of our programs are suspended and plans for future events (including a summer program for elementary and middle-school students) are on hold, although we are exploring other fundraising options and the possibility of remote lessons for individual students (see below).
  
- **What steps are you taking to evolve under the current circumstances? (Max: 200 words)**
  - We are beginning outreach to families previously enrolled in our classes and private lessons to gauge interest in limited online learning opportunities, and will also begin promoting online private lessons via our social media channels. Beginning in May, depending on interest, we hope to offer online classes with an enrollment cap of 8 students with two instructors. This limit will make the online format more manageable, and also allow for a transition to in-person classes that still meet social distancing guidelines once Gov. Inslee's shelter-in-place order is lifted. Students in these classes will also be offered the opportunity for private lessons two days per week.

- We are also in the midst of a social media campaign purely targeted at audience growth and engagement, in which we highlight at-home performances of various artists within [REDACTED]'s network. This is part of a broader effort to digitally grow our audience and/or client base through social media outreach (focused primarily on Instagram, and secondarily Facebook) and also generate interest in financial support from the community at large. Finally, we are also tentatively planning future events that could be scheduled flexibly according to changes in social distancing and quarantine measures.
- **Please tell us how the [REDACTED] COVID-19 Artist Relief Fund would support this plan (please also include any other sources of relief funding you may have access to). (Max: 200 words).**
  - Our primary financial need at the moment is simply to keep paying personnel. Although our staff is currently quite small - two administrators/teachers, one additional instructor, and one fundraising/publicity coordinator - they will all be pivotal in implementing the plan outlined above. Depending on the level of demand met for online classes, we may also want to recruit a few additional instructors and aids. Finally, we may also make use of a part-time designer and social media consultant for our publicity efforts.