



Dear HOA Family:

First and foremost, we hope this letter finds you and both your immediate and extended show choir families, SAFE and HEALTHY. The constantly changing environment around the pandemic has had immeasurable impact on everyone. We hope you are finding comfort in your community in whatever form that has taken at this time. If the pandemic teaches us nothing else, perhaps it will remind us to hug our loved ones a little tighter and appreciate that life is a precious gift to be cherished each day.

At Heart of America we are continually assessing how we can best serve the needs of the choir programs across the country. With the daily uncertainty, changing learning environments and concerns about safety, we have decided that we will not be presenting in person Heart of America events in 2021.

This decision was made after several months of consultations with music educators and our educational advisors, in the interest of the health, safety and wellness of all associated with the events. The safety and well-being of the students, teachers, volunteers and communities associated with our programs remain our number one priority.

The early decision was made out of respect for the planning required for schools, booster organizations and choirs as well as the processes involving facility and venue preparations and contractual obligations. We believe this will allow directors to focus their energies on the unique task of teaching for the remainder of the school year.

Please know each of us at HOA share in the deep disappointment of all involved: yourself, performing students, choreographers, staff and boosters who were planning or aiming to participate in these remarkable events. We know that although your choir may return in future years, for many students, this performance may have been a once-in-a-lifetime opportunity. For those students especially, we are truly heartbroken.

Though there will be no live, in person HOA events this spring, we are working to provide various other learning and virtual showcase platforms. It is our goal to offer you and your students a chance to perform, bringing our show choir family together in unique ways. Look for more information in the next few months.

Thank you to our beloved music educators, clinicians, event staff, volunteers and sponsors who have and continue to support Heart of America during this difficult time. Show choir is our passion at HOA, and like you, we will miss the music, the applause and the excitement. We are looking forward to the day when we will once again gather to make music together.

Chad Alexander
Founder

Mark Harting
President

Ryan Morris
Vice President & CFO

Rick Campbell
Vice President

FAQ's on following page.

FREQUENTLY ASKED QUESTIONS:



Q: Why is this decision being made now? Couldn't the situation change between now and February or March of next year.

A: The situation certainly could change. We truly hope that this cancellation is unnecessary and by early spring, Covid-19 is no longer an issue. However, all current indications seem to be that this will not be the case. Presently, timelines for school administration approval, travel arrangements and comfortability of parent organizations don't appear to be in favor of early 2021 gatherings.

Additionally, there are financial aspects to consider. When the 2020 season came to an abrupt halt, the completely unexpected nature of Covid-19 allowed us to work with our vendors to avoid significant financial harm to our clients. All of the hotels and vendors we work with to present HOA events have been hit extremely hard by the pandemic and, if we would need to cancel an event on short notice, it is unlikely they would be able to be as generous in returning contractually obligated funds. By making this decision early, we are able to work with our partners to limit the exposure to HOA and, in turn, our clients. We also believe this gives groups time to avoid any potential financial issues with arrangements you have made on your own.

Q: What happens to funds paid for 2021?

A: Non-refundable deposits can be applied to securing your spot at a future HOA event. All other funds paid on 2021 events will be refunded within two weeks.

Q: What about 2022 and beyond?

A: Plans are already in the works for 2022 and beyond. We expect the return of HOA live events to be spectacular. Dates and registration information will be announced soon.

Need more information or have specific questions? Contact us at:

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