

REVV52 – 2020/2021

2020 / 2021 REVV52 - ARTISTIC GOALS

- Safe return to in-person small group rehearsals in the fall. (See Rehearsals)
- Online streaming of rehearsals for members who can't attend in-person, and the fostering of a Revv52 online streaming fan base and potential revenue source. (Twitch TV)
- Strengthen the technique and performance skills of individual members through private online vocal coaching for all Revv members.
- Individual member evaluation and feedback. (See attached evaluation rubrics)
- Creation of meaningful, original and innovative Revv52 content through collaboration.
- Continued development of digital content during and through the rehearsal process. (2nd Rehearsal Room)
- Collaboration with established artists and support of local artists.
- Focus on the addition of new interdisciplinary elements in all performances. i.e dance, spoken word, visual arts, acting, etc.
- Continue to strengthen the Revv52 brand locally, nationally and internationally in order to open the doors for new and exciting opportunities for performance and collaboration.
- Engage our membership, sponsors and fans.
- Strengthen and renew the membership through the audition process using four pillars as a metric; excellence, diversity, vitality and balance.
- Move the entire group to individual microphones to improve balance, performance, audience engagement and audience interaction.

ARTISTIC PROJECTS DESIGNED TO ACHIEVE GOALS

- Project #1 - Recording session and performance video at OCL Studios.
- Project #2 - Major international collaboration project. (Camden Voices, Perpetuum Jazille)
- Project #3 - Revv52 story driven music video.
- Pop-up Post COVID Concert - Be ready to do a concert with two weeks' notice post COVID.
- May Performance at Bella Concert Hall - Epic 80's. (Contingency: Live Stream)
- Gala Concert @ NMC. (COVID contingency: Small Group or Live Streamed)