



# 2012 MEMBER PROGRAMS & SERVICES

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## THE LEAGUE & ITS MEMBERSHIP

Founded in 1976, The League of Historic American Theatres, a non-profit membership association, is a professional network dedicated to sustaining America's historic theatres for the benefit of their communities and future generations. We believe historic theatres are irreplaceable social, economic, historic and cultural resources for their communities. As iconic, creative places of public assembly, they build community loyalty, reinforce community identity and heritage, stimulate downtown revitalization, promote pride of place and anchor creative economies.

The League envisions these unique showcases for human creativity, arts and culture as vital assets in livable communities throughout North America. We define "historic theatre" as a place of public assembly that is at least 50 years old or has cultural, historical, social or architectural significance.

The League is a growing network of more than 300 historic theatres throughout the U.S. and Canada whose professional operators are effective cultural conveners in communities large and small. Our network also includes architects, engineers, specialists in historic finishes, and a range of other consultants, service providers and suppliers dedicated to providing services, crafts, arts and artists required to professionally restore and operate historic theatres.

Dedicated to sustaining America's historic theatres, the League has been making a strategic transition from an organization best known for a membership which helps save historic theatres to a membership increasingly concerned with the tools, techniques and technologies of sustaining historic theatres at the heart of their communities. The League is shifting its focus in order to better sustain the field and assist emerging theatres.

Recognizing issues and challenges unique to operating historic theatres, the League focuses on programs that serve to sustain them through improving their theatre buildings, theatre businesses and communities. Programs include professional development forums designed for peer exchange, publications, specialized services and an annual conference and theatre tour.

## WEBSITE: [www.LHAT.org](http://www.LHAT.org)

The League's website was re-launched in July 2010 with a brand new look and improved navigation and search capabilities. It provides industry and member news, an online historic theatre inventory and member photo gallery, plus other information to the general public seeking information about historic theatres and about the theatres in the LHAT network. The site provides a secure server through which members and others may register for membership and events online.

For League members, LHAT.ORG houses an extensive online theatre resource library, *inLEAGUE*, our monthly online newsletter (and archives of past print issues), an online member directory, containing hundreds of League and industry contacts and information about members-only programs, such as Peer Advisory Review (PAR) and the Historic Theatre Insurance Program.

## THE LHAT NETWORK, FORMERLY THE LHAT-CHAT LISTSERV

LHAT's greatest resources are its members' collective knowledge, experience, and ideas. Since 2005, through the LHAT-CHAT listserv more than 400 LHAT members have communicated directly with each other online to share information and advice and find solutions together online.

**"No one can run a historic theater without the daily CHAT!"**

—*Sue Richardson, General Mgr.  
State Theatre, Modesto, CA*

In December 2011, LHAT transformed the wildly popular CHAT into **THE LHAT NETWORK**, a new, customized, private online community similar to Facebook and Linked In. The Network allows members to share information, advice and resources, create personalized profiles and set preferences, search for and rate content, and define their own theatre demographics and professional areas of interest so the network can identify other members with like interests and theatre characteristics.

While the Network started with only a single discussion group and resource library, it will grow in late 2012 to include several member-created discussion groups and resource libraries, allow members to blog, and much more.

## THE LHAT JOB BANK

The Job Bank is a web page on which members may post employment opportunities available within their organizations for viewing by members and non-members. A fee is charged for set-up costs. Call LHAT for terms/rates.

## ACTIVITIES

### ANNUAL CONFERENCE & THEATRE TOUR

The League's annual conference is the largest annual gathering of historic theatre professionals, community leaders, and service providers and suppliers, attracting participants from across the U.S. and Canada for idea sharing and network building. Professionals, volunteers and devotees join together for four-days of networking and peer information exchange, tools & techniques sessions, and tours of local historic theatres, plus events, banquets and receptions.

By defining our field, creating a shared vocabulary and identifying best practices, the educational components of the League's annual conference strengthen efforts to sustain historic theatres of various sizes, operating structures and programming philosophies. During theatre tours, docents emphasize how each venue has dealt with the specific challenges of sustaining their operations to serve their communities, now and in the future. The conference takes place in different locations across North America each year.

*Join us this summer for the . . .*

**36<sup>th</sup> Annual Conference  
& Theatre Tour**

**Hosted by San Diego Theatres  
Westgate Hotel + San Diego, CA**

**July 18-21, 2011**

**REGISTER NOW at [WWW.LHAT.ORG](http://WWW.LHAT.ORG)**

Go to [www.lhat.ORG](http://www.lhat.ORG) to read about our very successful 2011 conference, hosted by Proctors in Schenectady, NY. Attending the 35th Anniversary Conference were more than 240 people, including representatives from 81 historic theatres throughout the country and 57 service provider and supplier firms, as well as representatives from government and preservation agencies, individual members, and invited guests.

## PROGRAMS

### PROFESSIONAL DEVELOPMENT

The League's professional development program is designed by historic theatre professionals to engage their peers, to provide the tools and techniques to insure that historic theatres, ones that have been restored or rehabilitated during the past several decades, can be sustained for the benefit of future generations in communities large and small.

Periodically the League offers **Historic Theatre Forums** and **Webinars** through which theatre owners and operators may learn from and engage their peers in discussions of common challenges, case studies and demonstrations of best practices that contribute to sustainability.

Forums provide intensive, intimate professional development and networking experiences, focusing on the successes and challenges of prominent historic theatres in different regions that act as forum hosts and the condensed format fits into participants' busy schedules.

Webinars allow members to engage in professional development without the cost of traveling or missing time at their theatres. Participating from their home or office computer, members have the unique opportunity to engage multiple members of their staff or board in online learning and problem-solving and follow-up discussions about important issues.

**LHAT Webinars are available FREE and ON-DEMAND to LHAT Theatre and Allied members!**

Currently available (login required, see [http://www.lhat.org/network/Free\\_Webinars.aspx](http://www.lhat.org/network/Free_Webinars.aspx):

- Fundraising Tips for Tough Times (*available thru 6/6/12*)
- Membership: Creating, Maintaining and Growing It (*available thru 5/1/12*)
- Marketing Your Historic Theatre with Social Media
- Historic Theatre Advantage: Converting Ticket Buyers to Donors

Additional webinars may be announced in 2012.

#### Past LHAT Programs

- *Thalian Hall: Wilmington's Living Room*
- *It Takes a Village: Discussions of Community & Cultural Engagement*
- *Film Exhibition in the 21st Century: A Programming Forum for Historic Theatres*
- *Historic Theatres in Small Communities: Catalysts for Economic Revitalization*
- *From Restoration to Operation: Leading a Historic Theatre's Successful Transition*
- *Financing Historic Theatre Rehabilitation Projects*
- *Classic Hospitality: Improving Safety & Guest Services in Historic Theatres*

- *Planning and Implementing Successful Annual and Capital Campaigns; Capital Campaigns in Tough Times*
- *Historic Theatre Renovation: A Framework for Planning Successful Projects*

### HISTORIC THEATRE INSURANCE PROGRAM

Working with LHAT, a Baltimore-based insurance broker has developed a program specifically designed for historic theatres. By developing an in-depth understanding of the needs of historic theatres, the broker has been able to work with national insurance companies more effectively. While they can't guarantee that premiums will be lower, it is logical to assume that by specializing in historic theatres the program is often able to offer much greater efficiency. For many League members, the broker has been able to develop comprehensive policies for thousands of dollars less than members were previously paying or to provide substantially better coverage for the same premium.

In addition to Building Coverage, coverage for Fine Arts, General Liability, Special Events and Liquor Liability as well as coverage for volunteers, directors and officers is available. A healthcare benefits program is also offered.

What's more, even our Allied Members can benefit from access to this program — for general liability and other types of business insurance for their own companies.

Contact LHAT's Director of Membership Services for more information.

### ONLINE HISTORIC THEATRE INVENTORY

On its website, LHAT has compiled from its internal database an inventory of extant historic theatres, cinemas, and opera houses in North America. Historic, for the purposes of the list, is defined as a minimum of 50 years old. Intended to demonstrate the breadth and depth of America's historic theatres and serve as a resource to our members, theatre historians, preservationists and other community leaders, the inventory is by no means the definitive source of information on all historic theatres. Other sources of information are listed on the website as well.

### HISTORIC THEATRE RESCUE & REHABILITATION MANUAL

LHAT developed this online manual as a learning tool to help you, and those you want for helpers, understand the process of reenergizing a historic theatre. The site contains a series of short articles. Each may be read, printed, and shared at meetings. The manual can be found at:

<http://www.lhat.org/RRManual/index.aspx>

To get started, all you have to do is answer this question - what do you want to do?

- Reinvigorate your community with the help of a historic theatre
- Save a historic theatre from demolition

- Decide whether to build a new theatre or restore an old one
- Operate an older theatre, maybe restore it someday

Material in the manual will change from time to time.



NATIONAL  
ENDOWMENT  
FOR THE ARTS

**Both the online Historic Theatre Inventory and Rescue & Rehab. Manual were funded in part by a grant from the National Endowment for the Arts, a Federal Agency**

### PEER ADVISORY REVIEW (PAR)

LHAT's Peer Advisory Review Program (PAR) is one of the most useful services LHAT offers its Theatre members. On-site visits or teleconferences match experienced professionals with theatres facing defined problems. Member theatres identify the specific topic(s) they would like to have addressed, and the League office asks an advisor with the proper expertise to volunteer his time to assist the theatre. The theatre is responsible for paying a set-up fee to the League and reimbursing the advisor for his out-of-pocket expenses. Recent advisories have included architectural reviews, recommendations regarding feasibility studies and business plans, as well as advice on management and funding. Call the Director of Membership Services for further information.

### LHAT ANNUAL AWARDS PROGRAM

This program was designed to recognize outstanding work in the field of historic theatre preservation and operation and to recognize exemplary individuals and projects that best exemplify the League's mission to rescue, restore, reuse and sustain historic theatres. There are two annual awards:

**The Outstanding Historic Theatre Award** is designed to recognize a historic theatre that demonstrates the highest standards of excellence in its vision, execution and service to its community. Specifically the award recognizes an operating theatre's distinction of accomplishment, impact of its programs and services, and the quality of the physical renovation, restoration, or addition.

**The Outstanding Individual Contribution Award.** Understanding that historic theatres are preserved and sustained through the remarkable efforts and generosity of individuals, this award is designed to recognize such accomplishments in the field. It recognizes outstanding individual contribution to the preservation, restoration or management of historic theatres while establishing recognizable standards of excellent behavior for others in the field to emulate. Individuals receiving this award will have consistently demonstrated vision, dedication, selflessness, and excellence through their contributions to the field of historic theatres.

**The deadline for nominations for the League's 2012 Awards for Excellence was April 6.**

**2012 Awards recipients will be announced at the Annual Awards Banquet in San Diego on July 18, 2012**

### 2011 Award Recipients

#### Outstanding Historic Theatre

**Fox Theatre**

**Atlanta, Georgia**



#### Outstanding Individual Contribution

**Jeff Greene**

President, [EverGreene Architectural Arts](#)  
New York, NY

## SERVICES

### PERSONAL STAFF SERVICE

LHAT best serves its members with a friendly, personal touch. We pride ourselves on being available to our members when needed. If you have a question or a problem, just email or call the League, and the staff will help you identify where to find the answer from within our extensive network. Office hours are 9:30am- 5:30 pm Eastern, Monday-Friday.

### DATABASE SEARCHES

LHAT maintains a substantial database of member and non-member theatre information. The new online member directory allows members to search for desired information about other theatres, as well as providers of historic theatre services and supplies, by many criteria and demographics. A typical member search might be for a list of all member architectural firms and theatre consultants that conduct feasibility studies for theatre rehabilitation projects. The search, by keyword or service type, would return all pertinent contact information and a brief description of the particular services each member firm provides and projects on which each has worked.

Member theatres generally now use the LHAT-CHAT listserv to ask questions or seek information from other members who have faced similar issues, but the online database/directory may also be used to identify fellow members with specific criteria. For example, search for all member theatres in the atmospheric style with seating capacities greater than 1000.

If you cannot find what you need through your own database/directory search, staff is always available to conduct searches at a member's request. This service is free for Theatre and Allied members. Subscriber members may be charged a fee based upon the complexity of the search they require.

## E-MAIL BLASTS

LHAT offers this service to help members communicate with each other. With as little as 24 hours' notice, staff can send your message (e.g., job posting, theatre seats for sale, RFP/request for proposal) to a targeted list of LHAT members. Send your message to all 500+ members or choose to target it to reach only certain membership categories: theatres, allied members, and/or subscribers.

The cost for members is a \$25 set-up fee plus 10 cents per successfully completed e-mail

LHAT reserves the right to refuse to send "SPAM" messages or those not related to the business of LHAT. File attachments may increase the cost.

## LHAT MEMBERSHIP LIST

LHAT's membership list is available on a one-time-use basis on self-adhesive labels. The complete list consists of member sets of names and addresses: Theatres, Allied Members and Subscriber members. The charge to LHAT members is \$15 for one set; \$25 for two sets; \$35 for a full set of all three categories. A list of former (lapsed) LHAT theatre members may be purchased for an additional \$15. As a benefit of membership, Theatre and Allied Members may request a limited number of mailing labels at no charge during their membership year. Mailing labels are available to nonmembers for a higher fee.

## PUBLICATIONS

### MEMBERSHIP DIRECTORY

LHAT last printed a membership directory in spring 2010. Members are encouraged to use the always up-to-date online directory in the LHAT Network section of our website.

### inLEAGUE

LHAT's monthly online publication, *inLEAGUE*, features articles about LHAT programs and services, articles about best practices in theatre sustainability, operation and rehabilitation. Recent articles include:

- *Capitolfest - The Movie Lover's Vacation*
- *Hudson Opera House: Rehabilitation through Service*
- *LHAT Members "Keep on Keepin' On," Results from the Recent Survey about the Impact of the Economy on Historic Theatres"*
- *What Makes a Successful Single Screen Theatre?*
- *The Making of "BlobFest"*
- *Putting the "Media" in Social Media: Using YouTube and Flickr to Enhance Shared Content*
- *The Wealthy Theatre's Next 100 Years*
- *Proctors and the Environment*
- *Lessons Learned: How the Capri Community Film Society Bought Its Building*
- *The Historic Theatre Advantage: The Key to Surviving & Thriving*
- *Building Your Theatre's Brand Online (Twitter)*
- *New Life for Old Windows*
- *Why Facebook?*
- *Is Your Theatre Protected?*

- *The Four Pillars of Classic Film Programming*
- *The 10-Minute E-Marketing Expert*
- *A Marketing Rubric: Back to Basics as the Recession Plays On*
- *Form 990 Revisions: What They Mean for You*
- *How Are LHAT Member Theatres Faring In The Current Economic Climate?*
- *Save or Toss? Record Retention Requirement*
- *Documenting Economic Impact*
- *Impact of the Technology on Arts: New Media Mix for Creating More Vital & Robust Audience*
- *Risk Management in Historic Theatres*
- *Arts Accessibility Solutions*
- *Using Tax Credits to Finance Historic Theatre Rehabilitation*
- *The Tax Status Implications of Co-Promoting*
- *Re-Engineering America's Historic Theatres*
- *Creating an Emergency Preparedness Manual*
- *Developing a Planned Giving Program*
- *"Green" Theatres: Your Part in Saving the Planet*
- *Why Do Theaters Cost so Much?*

LHAT regularly solicits articles and information from the membership. Contact the Director of Membership Services if you are interested in contributing an article or feature idea.

## POSITIONING OPPORTUNITIES

### ADVERTISING

LHAT accepts advertising in *inLEAGUE*, the Annual Conference Program and in the printed Membership Directory (currently printed every 2-3 years), which are distributed to all current and many potential members. The Directory is distributed to LHAT members only. Contact the Membership Services Director for an advertising rate sheet.

***inLEAGUE* is published monthly in an online format nine times per year (September – May) and we continue to print a combination conference program and summer *inLEAGUE* each July.**

## STRATEGIC PARTNERSHIPS & PRESENTATIONS

The League offers strategic partnerships for our programs that strengthen name recognition and enhance a company's visibility within the League's extensive network of successfully operating historic theatres. As a strategic partner, your company will be associated with activities designed to strengthen efforts to preserve and sustain operating historic theatres of various sizes, operating structures and programming philosophies throughout North America.

Strategic partners receive a variety of benefits, including year-round acknowledgement through the League's publications and website, reaching all League members and others who turn to LHAT for help sustaining historic theatres.

Strategic Partnerships are available on a first-come, first-served basis. For more information, contact the LHAT Office.