



It Takes a Village

October 18-20, 2009

Proctors

Schenectady, NY

The League of Historic American Theatres is pleased to present a day-and-a-half forum using the experiences of Proctors and Schenectady, NY as a lens for investigating the complicated and inter-connected work of community and cultural development.

The League of Historic American Theatres joins Proctors in announcing another in a series of forums for historic theatres.

Schenectady, New York was once a company town. General Electric was the employer and *pater familias*. As in much of the northeast and Great Lakes regions of America, manufacturing moved south, then abroad, and Schenectady declined.

Until it reached rock bottom a dozen years ago.

Located in the otherwise stable Capital Region with Albany, Troy, and Saratoga, and blessed with a partially restored, fairly busy, but never modernized old vaudeville theater – Proctors -- community leaders started to imagine a redevelopment effort that would use aggressive expansion plans of the theater as the core element to revitalize the central business district.

Proctors is now a multi-theater, community performing arts center open year round and hosting major Broadway, pop concerts, comedy, dance, theater, lwerks giant screen films, visual arts exhibits, conferences, chess tournaments and a weekly indoor farmer's market. Its physical presence extends far into the community, including a central heating and chilling plant that heats five neighbors (hotels, an office complex, and YMCA) and melts ice and snow on sidewalks around the entire block of the theater.

Proctors \$42 million investment leveraged over \$150 million of other private and public expenditures, building new streets, new office buildings, a new six-screen movie theater and shopping and restaurants.

This effort was community wide . . . public planning, meeting and investment . . . private investment . . . tough timetables . . . establishing spaces for artists as well as commerce.

Join us to celebrate a great success story, learn from them and advise them as they continue on the path of cultural and community renewal.

Who should attend?

- Managers, staff and board members of historic theatres
- Consultants providing management, planning, feasibility & programming services for historic theatres
- Community and economic development leaders.

Forum Benefits

- Learn from historic theatre colleagues and share wisdom, information, techniques and stories about community cultural development.
- Visit a historic theatre and community transformed; learn first-hand from their experience.
- Engage local economic development leaders, elected officials and volunteers of all sorts.
- Identify strategies for "greening" your historic theatre.

Since 1926, Proctors, a beautifully restored historic theatre listed on the National Register of Historic Places, has presented the very best in entertainment for New York's Capital Region. In addition to serving as a regional cultural center, Proctors, located in the heart of downtown Schenectady, supports activities that contribute to the region's economic development and quality of life.

The League of Historic American Theatres, Inc., a non-profit membership association, promotes the rescue, rehabilitation and sustainable operation of historic theatres throughout North America.

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Historic Theatre Forum
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Registration Fees

Registration is limited; register early to secure your participation in this beneficial historic theatre forum!

Registration fee includes a welcoming reception on Sunday, lunch on Monday, and refreshment breaks each day. (Breakfast is provided each morning at the hotel.)

Organizations registering three or more individuals at the same time are eligible to receive a 20% discount on each registration. ***(A great way for your team to learn together and save!)***

Individuals pre-registering **on or before September 18, 2009**, receive the following reduced rates:

- Active LHAT Members - \$299 per person
- Non-members - \$399 per person

Individuals registering **September 19, 2009 or later** will be assessed the full registration fee:

- Active LHAT Members - \$359 per person
- Non-members - \$479 per person

Cancellations before October 1, 2009 are subject to \$50 administrative fee. No refunds will be made for cancellations after October 1, 2009.

Hotel Accommodations

Forum participants receive a special rate of \$134 single or double occupancy (+ 12% tax), including breakfast each morning, at the **Hampton Inn**, 450 State Street, Schenectady, NY 12305. Located in the heart of downtown within walking distance of the theatre, the Hampton Inn is just 20 minutes from the Albany airport with complimentary shuttle service.

To receive the League's special room rate, make your reservation at the **Hampton Inn** on or **before September 18, 2009**. Call **518-377-4500** and mention the League of Historic American Theatres to receive our group rate.

Travel

By Air: Albany International Airport is served by most major airlines, including Southwest and USAir.

By Rail: Amtrak service is excellent, with frequent service from New York City. The Schenectady station is one block from Proctors.

Forum participants arriving in Albany by air or rail will be provided shuttle service to the Hampton Inn in Schenectady.

Agenda

All sessions & activities at Proctors

Sunday, October 18, 2009

- 2:00 PM ***A Color Purple*** (Optional Event)
(National, equity touring production; orchestra seats @ \$65 available through Proctors)
- 7:00 – 9:00 PM Registration; Meet & Greet Reception
*Discussion: **What's Unique about My Community?** (Share an icon or image from your community.)*

Monday, October 19, 2009

- 9:00 – 9:45 AM *Discussion: **Why is my theatre so special that it can save my town?***
- 9:45 – 10:30 Local response by Metroplex Development Authority Chairman Ray Gillen
- 10:45 – 11:30 *Discussion: **It's impossible! My community could NEVER do this!***
- 11:30 - 12:15 PM Local response from current and former Proctors board leaders
- 12:30 – 1:30 Lunch
Welcome and presentation by Mayor Brian Stratton, followed by networking with peers
- 1:45 – 2:30 *Discussion: **How do we expand or grow without threatening the historic character of our theatre?***
- 2:30 -3:15 Local response from architect Frank Gilmore and John Faust, manager of the Stanley Theatre, Utica, NY
- 3:30 – 4:15 *Discussion: **So, who's going to use this place?***
- 4:15 – 5:00 Local response from resident companies, heating/cooling plant customers, and conference manager
- 5:00 – 5:30 *Discussion: **Where does the passion come from?***
- 5:30 Reception with Proctors volunteers

Tuesday, October 20, 2009

- 9:00 – 9:45 AM Tour of Proctors property
- 10:00 – 11:00 *Discussion: **Developing and implementing green policies for historic theatres***
- 11:15 – 11:45 Participant observations and conclusions
- 11:45 – 12:00 Wrap-up and adjourn

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MAIL - HISTORIC THEATRE FILM FORUM REGISTRATION FORM - FAX

COMPLETE ONE FORM FOR EACH PARTICIPANT

[CLICK HERE](#) TO REGISTER ONLINE THROUGH OUR SECURE SERVER OR GO TO WWW.LHAT.ORG.

REGISTRANT INFORMATION

Name Mr./Mrs./Ms./Dr. _____

Job Title _____

Organization _____

Street _____

City _____ State/Province _____ Zip/Postal Code _____

Tel _____ Fax _____

Email _____

REGISTRATION FEES

Registrations before September 19, 2009, receive the following discounted rates:

- Active LHAT Member \$299 per person
- Active w/team discount* \$239 per person
- Nonmember \$399 per person
- Nonmember w/team discount* \$320 per person

Full Rates for registrations received after September 19, 2009: (including walk up registrations, subject to availability)

- Active LHAT Member \$359 per person
- Active w/team discount* \$289 per person
- Nonmember \$479 per person
- Nonmember w/team discount* \$385 per person

**Team Discount available only to organizations registering 3+ people at the SAME time*

PAYMENT (DUE WITH REGISTRATION)

TOTAL AMOUNT DUE \$ _____ CHECK PAYABLE TO LHAT IS ENCLOSED

CHARGE TO MY: AMEX M/C VISA DISCOVER

CARD NO. _____

EXP. _____ SEC. CODE (3-4 DIGIT CODE ON BACK OR FRONT OF CARD) _____

CARDHOLDER NAME _____

AUTHORIZED SIGNATURE _____

MAIL OR FAX TO:

The League of Historic American Theatres, Inc.
334 N. Charles Street, 2nd Floor
Baltimore, MD 21201-4301

FAX: (410) 837-9664

QUESTIONS?

Call toll-free: (877) 627-0833
or
Email: INFO@LHAT.ORG