

# 2010 MEMBER PROGRAMS & SERVICES

## MEMBERSHIP NETWORK

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 250 operating 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.

## **(877) MARQUEE/(877) 627-0833**

LHAT is always just a phone call away. We have a toll-free line for your convenience.

## **WEBSITE: WWW.LHAT.ORG**

## **SECURE SERVER**

The LHAT website offers descriptions of the League's programs and services, including

up-to-date information on the League's activities, such as the annual conference and professional development forums. Along with information about membership benefits, LHAT's history, staff and board of directors, the website offers many downloadable resources and secure online registration for membership and events through our secure server.

## **THE MEMBER SERVICES LOUNGE**

The website's Member Services Lounge offers password-protected, members-only access to an up-to-date ONLINE DIRECTORY of members for quick and easy access. Included for theatre members are: contact information including website address, theatre name, date built, seating capacity, and operation and rehab. status. Allied member listings include descriptions of the products and services these members provide and projects on which they've worked. LHAT members may search the directory by many criteria, e.g., organization name, contact's name, city/state, operating status or programming format, organizational structure. For Allied Members, search for specific product/service or by keyword. Member theatres are also listed in our online theatre inventory with direct links to the members' own websites.

## **LHAT-CHAT MEMBER LISTSERV**

This user-friendly online forum allows LHAT members to communicate directly with each other to share information and advice and find solutions together. LHAT's greatest resources are its members' collective knowledge, experience, and ideas. By putting members in touch with one another, the listserv quickly became a valuable tool for all League members, with more than 300 people participating.

*I can't say enough about how useful the CHAT is. Worth the price of membership all by itself. Thanks LHAT!*

— Carol Hays, Lincoln Theatre Foundation, Mt. Vernon, WA

## **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-plus days of networking and peer exchange, tools & techniques sessions, and tours of local historic theatres, plus special tours and 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 in July 2010 for the . . .*

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

*The Historic Theatre Advantage:  
How and Why "We Will Survive!"*

**San Antonio, Texas  
July 14-17, 2010**

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**Details will be posted and registration will open in mid-February.**

Visit [www.lhat.org](http://www.lhat.org) for details.

## **PROGRAMS**

### **PROFESSIONAL DEVELOPMENT**

Designed and hosted by prominent League members in their historic theatres, our newly designed regional **HISTORIC THEATRE FORUMS** provide a means of engaging peers in discussions of common challenges, case studies and demonstrations of best practices that contribute to sustainability. Forums are one way LHAT works 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. Each forum provides an intensive, intimate professional development and networking

experience, focusing on the successes and challenges of prominent historic theatres in different regions of the country. Participants appreciate that the condensed, two-day format (late afternoon Sunday through mid-day Tuesday) fits into their busy schedules. In addition to an opening reception, networking luncheon and discussions on a variety of topics, forum participants attend public performances and go behind-the-scenes for first-hand views of historic theatres of diverse sizes, budgets, programming philosophies and organizational structures.

### SAVE THE DATES

**April 18-20, 2010**

#### **Grand Strategies: Surviving & Thriving**

Hosted by The Grand 1894 Opera House,  
Galveston, TX

Registration is now open at [WWW.LHAT.ORG](http://WWW.LHAT.ORG)



**October 10-12, 2010**

*Wilmington's Living Room: Discussions of  
Community Engagement and Restoration.*

Hosted by Thalian Hall, Wilmington, NC

#### **Past LHAT Programs**

- *It Takes a Village: Discussions of Community & Cultural Engagement* (Proctors, Schenectady, NY)
- *Film Exhibition in the 21st Century: A Programming Forum for Historic Theatres* (Michigan Theater, Ann Arbor, MI)
- *Historic Theatres in Small Communities: Catalysts for Economic Revitalization* (Newberry Opera House, Newberry, SC)
- *From Restoration to Operation: Leading a Historic Theatre's Successful Transition*, (Playhouse Square, Cleveland, OH)
- *Financing Historic Theatre Rehabilitation Projects* (Atlanta, GA; Los Angeles, CA; Carlisle, PA; Concord, NH; Indianapolis, IN; Boston, MA)
- *Classic Hospitality: Improving Safety & Guest Services in Historic Theatres* (Boston, MA)
- *Planning and Implementing Successful Annual and Capital Campaigns* (Philadelphia, PA; Los Angeles, CA; Boston, MA)
- *Getting Money: Attracting Corporate Sponsors* (Toronto, Canada)
- *The Box Office: Ticketing, Public Relations & the Internet* (Orlando, FL)
- *Your Board of Directors: Working to Save AND Operate a Historic Theatre* (Philadelphia, PA)

#### **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, RESTORATION, REHABILITATION, AND ADAPTIVE REUSE MANUAL**

In 2006 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://lhat.org/RRManual/>

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, especially in the "Members Only"

Lounge, so visit it frequently. When the League learns more, you'll remain connected.



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.

#### **STATE COLLEAGUES**

Comprised of League members who volunteer their time to keep in touch with other members and the League office, this program increases League visibility through its network of state representatives. The Colleagues are contact points for members with questions or issues that require assistance. The Colleagues keep abreast of local and regional news and help recruit new members.

#### **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.

**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 of historic theatres. This award 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. An individual receiving this award will have consistently demonstrated vision, dedication, selflessness, and excellence through his or her contribution to the field of historic theatres.

### 2009 Outstanding Historic Theatre

**Proctors**  
Schenectady, New York

### 2009 Outstanding Individual Contribution

**Killis P. Almond, FAIA**  
Killis Almond Architects, PC  
San Antonio, Texas

The League is now accepting nominations for the 2010 Awards for Excellence. Submission deadline is May 3, 2010.

## 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 9:00 a.m. to 5:00 p.m., Eastern Time, Monday through 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.

## DIRECT MAIL DISTRIBUTION

LHAT can include your material inserts (e.g., job postings, RFPs) in one of our regularly scheduled membership mailings. Mailings are sent first-class. The cost for this service is a \$15.00 set-up fee, plus the cost of copying the piece to be inserted (approx. nine cents per copy). Contact the Operations Coordinator to arrange this service or for additional information.

## 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

### THE MEMBERSHIP DIRECTORY

LHAT will print a new, condensed membership directory in spring 2010. Members are encouraged to use the always up-to-date online directory in the Members Lounge section of our website.

### inLEAGUE

LHAT's quarterly publication, *inLEAGUE*, features articles about LHAT programs and services, articles about best practices in theatre sustainability, operation and rehabilitation, and regular features like threads from LHAT-CHAT and a toolbox for historic theatres: books, articles, websites and other information and opportunities. *inLEAGUE* will be transitioning to a monthly online format beginning in late 2010. Recent articles include:

- *The 10-Minute E-Marketing Expert*

- *A Marketing Rubric: Back to Basics as the Recession Plays On*
- *Facebook and MySpace and Flickr? Oh My! The Importance of Social Networking*
- *How Are LHAT Member Theatres Faring In The Current Economic Climate?*
- *Form 990 Revisions: What They Mean for You*
- *Save Or Toss? A Look at Record Retention Requirements Documenting the Economic Impact of Your Historic Theatre*
- *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 Help 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*
- *The "Green" Theatre and Your Part in Saving the Planet*
- *Secrets of Success: Unique Fundraiser Spotlights Role Theatre Played in Film History*
- *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, which are distributed to all current and many potential members. The Directory is distributed to active LHAT members only. Color is available for some publications and there are discounts for multiple insertions. Contact the Operations Coordinator for an advertising rate sheet.

## 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 partner 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 League's Executive Director.