2020 Member Programs & Services

WHO WE ARE
The League of Historic American Theatres, Inc. (LHAT) is a non-profit membership association founded in 1976 by 42 charter theatre members.

Since our founding, the League has grown to over 1,100 users representing 380 historic theatres and organizations ranging in diversity of large and small, rural and urban, nonprofit and for profit. Members include Theatres (Live & Film); our Allies who provide goods, services and expertise to the historic theatre industry; and individual Subscribers whose philanthropic contributions support historic theatres across the continent. Past and current members have driven the rescue and rehabilitation of hundreds of historic American theatres for more than three decades.

OUR MISSION: To champion the preservation, restoration and operation of historic theatres.

OUR VISION: The League envisions these unique showcases for human creativity, arts and culture as vital assets in livable communities throughout North America.

VALUES: We believe that 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.

WHAT WE DO
We create opportunities for you to share best practices and network with your peers across the nation. We provide you with information about resources available to you so you can succeed in your efforts to protect, restore, renovate and operate your historic theatres.

We connect you with other historic theatres who have “been there and done that,” as well as with others who are facing the same challenges as you are right now.

We introduce theatre operators to professionals who specialize in provide goods and services specifically for historic theatres. From historic paint analysis and state-of-the-art theatre equipment to ticketing systems and rigging and drapery manufacturers, we can connect you with someone who has the right answer and/or solution.

WEBSITE: www.LHAT.org
The League’s website 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 members, LHAT.ORG houses an extensive online theatre resource library (articles, resources from past conference sessions), current and archived issues of LHAT newsletters, an online member directory -- containing hundreds of League and industry contacts, and information about members-only programs, Added in Fall 2016: 20+ hours of on-demand videos of regional and national conference presentations from 2015.

THE LHAT-CHAT NETWORK
LHAT’s greatest resources are its members’ collective knowledge, experience, and ideas. For more than 10 years, League members have used the LHAT-CHAT to communicate directly with each other online to share advice and find solutions together.

“The [LHAT] membership fee is worth EVERY penny. They have a FANTASTIC daily CHAT board amongst the members and you can also access their archives. The BEST most honest group for theatre information without any bias; they truly just care about all historic theatres and their restoration. Their annual conference is EXCELLENT too!”

-- Brian Goesi, Executive Director, Perot Theatre, Texarkana, TX

THE LHAT-JOB BANK
The LHAT-JOB BANK is a customized, private online community similar to Facebook and LinkedIn. 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.

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NEW MAILING ADDRESS EFFECTIVE 12/12/19: 2331 Rock Spring Road, Suite 1 • Forest Hill, MD 21050
Tel: 443.640.1058 • Fax: 443.640.1031 • Email: info@lhat.org • Web: www.LHAT.org

THE LHAT-JOB BANK
The LHAT-JOB BANK is a web page on which members may post employment opportunities available within their organizations for viewing by members and non-members. Posting is free for LHAT Theatre and Allied members. A nominal posting fee is charged for Subscriber members and for non-members. See LHAT.org for terms/ rates and submission details or contact Theresa Grier.

EVENTS
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 conference strengthen efforts to sustain historic theatres of various sizes, operating structures and programming philosophies. Theatre tours emphasize how each venue has dealt with the specific challenges of sustaining operations to serve their communities, now and in the future. The conference takes place in different locations across North America.

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2020 National Conference
July 12-15, 2020 • Cleveland, Ohio

LHAT is currently monitoring the COVID19 health crisis and its impact on all businesses, particularly the historic theatre industry. As a result, at this time, we are day-to-day on the National Conference. We will proceed with our planning efforts and use any new data to inform our next steps. Please be assured that the LHAT staff and Executive Committee are taking the situation very seriously and we will keep you updated as things develop further.

Read more about the 2019 Conference at LHAT.org - the third largest event in League history! More than 325 people attended, including representa-tives from 108 historic theatre organizations and 80 service provider/supplier firms, plus individual members and invited guests.
Sorry! We have canceled the Spring 2020 Regional Conference in Boston:

Making the Case for HISTORIC Theatres
April 15-16, 2020

We’ll announce in early summer if we will be hosting a Fall 2020 Regional Conference. Please check back then.

ONLINE VIDEO LIBRARY
For LHAT members, we’ve just posted more than 15 hours of videos of conference sessions from 2015 (Des Moines regional and Nashville national).

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/resources/rescue-rehab

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 changes from time to time.

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

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 Tisha Shelden 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.

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 Tisha Shelden 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.

For Awards Categories and other details, see www.LHAT.org

LHAT Awards for Excellence
We are now accepting nominations for our 2020 Awards for Excellence!

Click here for all details.

Deadline extended: April 22, 2020

Congratulations to our 2019 Winners!

2019 Outstanding Historic Theatre
AUDITORIUM THEATRE
Chicago, IL

2019 Outstanding Individual Contribution
RUSS COLLINS
Michigan Theater Foundation / Art House Convergence
Ann Arbor, MI

Full details and photos at www.LHAT.org
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 listerv 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 for 600+

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 on complexity of search.

PUBLICATIONS
MEMBERSHIP DIRECTORY
A printed Allied Member Directory is printed and distributed each Fall as part of our annual Historic Theatre Resource Guide.

Members are encouraged to use the always up-to-date Online Member Directory in the LHAT-CHAT Network and the Member [Only] Center section of our website.

inLEAGUE – the LHAT Newsletter
LHAT prints two inLeagues each year -- one in the summer (national conference program + articles) and one in the fall (Allied member directory + historic theatre resource guide). LHAT also sends 2-3 digital versions of inLeague Online and an online LHAT Newsletter 3-4 times a year. Each issue features updates about LHAT programs and services, member news and articles about theatre best practices. Recent articles include:

- What's Old is New: How to Incorporate New Technology into Historic Theater Marquees
- The Power of the Historic Theatre: 2019 Industry Economic Impact Report
- Historic Theatre Salary Survey (Fall 2019)
- 8 Traits of Great Leaders
- Using Data-Driven Decision Making for Improved Patron Experience
- Nonprofits’ Cybersecurity Strategy
- How Apple and the Ford Foundation Go Beyond Metrics in Quantifying Their Impact
- What is the Truth about Nonprofits and Tax Receipts?
- Charities and Their Founders Need More Exit Ramps
- Welcome to a Different Generation of Givers
- Making Founder Successions Work
- Cash is No Longer King (or Queen)
- Restored Theaters See Success but Continue to Face Challenges
- Planning and Managing Events: Important Risk Assessments
- Fill Seats and Keep Patrons Engaged with Micro-Moments Marketing
- Harnessing the Power of your Milestone: A Practical Planning Tool
- Get Mobile – Using the Power of Mobile to Reach, Engage, and Connect with Your Patrons
- Understanding the Newly Historic, Modern Theater
- My Theatre Needs New Rigging
- Marketing to Audiences Who Don't Know You
- Don’t Just Tweet, Give ‘Em Something to Tweet About!
- What Makes a Successful Single Screen Theatre?
- The Historic Theatre Advantage: The Key to Surviving & Thriving

LHAT regularly solicits articles and information from the membership. Contact Ken Stein if you are interested in contributing an article or feature idea.

POSITIONING OPPORTUNITIES
ADVERTISING
inLEAGUE, the League’s printed publication, is printed once each year as a combined conference program and summer inLEAGUE (July). It is distributed to 275+ conference attendees and to all LHAT members who cannot attend the conference.

The inLeague/ Historic Theatre Resource Guide / Allied Membership Directory is also printed each fall and is distributed to all current and many potential members
LHAT accepts advertising in its printed publications.

SPONSORSHIPS & PRESENTATIONS
The League offers Sponsorships 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 Sponsor 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.

Sponsorships 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.

Contact Ken Stein if you are interested in becoming a sponsor.

The opportunity to present sessions during the annual conference or to contribute an article for our publications is always open (members receive selection priority).

Sorry – we are no longer accepting proposals for 2020 Conference Education Sessions. The deadline was Jan. 17, 2020.

LHAT STAFF
Ken Stein, President & CEO, ext. 1123 (Central Time Zone)
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Tisha Shelden, Membership Services Coordinator, ext. 1125 (Eastern Time Zone)
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