



# 2018-19 MEMBER PROGRAMS & SERVICES

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## 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](http://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 Goesl, Executive Director, Perot Theatre, Texarkana, TX*

**THE LHAT-CHAT NETWORK** is a 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.

## 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. 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.

**Thank you to everyone who attended  
The 42<sup>nd</sup> National Conference**

**in Austin, TX**

**It was a HUGE success!**



**Next summer we'll be in**

**Philadelphia, PA**

**July 14-17, 2019**

**Ramble: July 14; Expo: July 15**

**Registration will open in mid-April.  
Details will be posted in late January.**

You can read more about the Austin National Conference at [LHAT.org](http://LHAT.org). More than 280 people attended, including representatives from 95 historic theatres and 65 service provider/supplier firms, plus reps from local 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.

The League typically hosts two regional conferences each year, one in the spring and one in the fall, in different locations across the United States. Regional conferences provide intensive, intimate professional development and networking experiences, focusing on the successes and challenges of prominent historic theatres in different regions that act as conference hosts and the condensed 1.5 day format fits into participants' busy schedules.

### LHAT's 2018 Regional Conferences both SOLD OUT!!

September in Portland, OR, and  
April in Gettysburg, PA



### 2019 Regional Conference

April 17-18, 2019 ☞  
Knoxville, TN

Details will be posted as soon as they  
are available. Please check back.

## NEW! 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.



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*

## 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 Colleen Poehlman 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](http://www.LHAT.org).

### LHAT Awards for Excellence

**A Call for Nominations for 2019  
Awards will open in February.**



### Congratulations to OUR 2018 Winners!

**2018 Outstanding Historic Theatre  
STRUTHERS LIBRARY THEATRE  
Warren, PA**



**2018 Outstanding Individual  
Contribution**

**BEN HARDEMANN  
Queen Theatre, Bryan, TX**



**2018 Marquee Award  
JASTON WILLIAMS  
Writer and Performer  
Greater Tuna Series**



Full details at [www.LHAT.org](http://www.LHAT.org)

Awards ceremony videos may be  
viewed soon on LHAT's YouTube channel:

<https://www.youtube.com/user/LHATChannel>

## LHAT ON SOCIAL MEDIA

**LHAT on YouTube:** View videos of past awards ceremonies and keynote addresses.

<https://www.youtube.com/user/LHATChannel>

**LHAT on Facebook**

[https://www.facebook.com/LeagueofHistoricAmericanTheatres/?ref=page\\_internal](https://www.facebook.com/LeagueofHistoricAmericanTheatres/?ref=page_internal)

**LHAT on Twitter**

[https://twitter.com/l\\_h\\_a\\_t](https://twitter.com/l_h_a_t)

## 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.

### **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 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 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*
- *Historic Theatre Salary Survey (Fall 2017)*
- *Cash is No Longer King (or Queen!)*
- *Restored Theaters See Success but Continue to Face Challenges*
- *The Power of the Historic Theatre: Where Main Street Meets Wall Street (2016 Economic Impact Report)*
- *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?*
- *Putting the "Media" in Social Media: Using YouTube and Flickr to Enhance Shared Content*
- *The Wealthy Theatre's Next 100 Years*
- *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.

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

**A call for 2019 National Conference Education Session Proposals will be issued in December, with proposals due in mid-to-late January.**

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

### **LHAT STAFF**

**Ken Stein**, President & CEO, ext. 123

**Colleen Pohlman**, Director of Membership Services, ext. 124

**Tisha Shelden**, Membership Services Coordinator, ext. 125

**Theresa Grier**, Interactive Marketing Manager, ext. 129