

# WELCOME TO THE LEAGUE

## Regional Conference

“Making the Case for *HISTORIC* Theatres”

Knoxville  
CONFERENCE  
APRIL 17-18

### YOU ARE NOT ALONE.

THROUGH THE  
**LEAGUE**, MAXIMIZE  
YOUR IMPACT AND  
SUPPORT FROM YOUR  
COMMUNITY.

The National Board of Directors for the League of Historic American Theatres (LHAT) will be in Knoxville for their quarterly board meeting in April of this year. Immediately following that meeting, the Board will host a Regional Conference to discuss historic theatre best practices from around the nation.

In addition to networking with the League's National Board of Directors, participants will attend engaging educational sessions that provide practical and pertinent insights led by the leaders in the field of historic theatre restoration, renovation and maintenance as well as theatre operations and fundraising.

### SCHEDULE:

Wednesday, APRIL 17 - 9:00AM - 5:30PM

Thursday, APRIL 18- 8:00AM - 12:30PM

### SESSION HIGHLIGHTS:

The Historic Theatre Advantage

Making the Case for Investment in the Arts

Capital Campaigns and Fundraising Basics

Building a Profitable Film Program

More Profitable Concessions

Ask the Experts (Operations, Programming, Marketing)

Historic Theatre Renovation 101

Reducing Risk / Insuring Your Theatre

Security Concerns

Programming 101

Plus: *Tour of the Tennessee Theatre*

### WHO WE ARE

Founded in 1976 by 42 charter theatre members, the **League of Historic American Theatres, Inc.**, a non-profit membership association, has grown into a network of more than 300 historic theatres throughout the United States and Canada. Members include the Ambassador Theatre Group, Nederlander, Shubert, and Disney Broadway houses as well as theatres of all shapes and sizes in large and small communities including film, live performance and other use facilities.

INTERESTED IN LEARNING MORE ABOUT  
THE **LEAGUE'S REGIONAL CONFERENCE?**

CALL: 443.640.1058 // EM: [info@lhat.org](mailto:info@lhat.org) // VISIT: [WWW.LHAT.ORG](http://WWW.LHAT.ORG)



# LEAGUE OF HISTORIC AMERICAN THEATRES

9 Newport Drive, Suite 200, Forest Hill, MD 21050 // [INFO@LHAT.ORG](mailto:INFO@LHAT.ORG) // [WWW.LHAT.ORG](http://WWW.LHAT.ORG)

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Knoxville  
CONFERENCE  
APRIL 17-18

hosted by



## REGISTRATION FEE:

League Members: \$185

Non Members: \$230

Additional Attendees: \$165 (m) / \$200 (nm)

**REGISTER ON-LINE AT [WWW.LHAT.ORG](http://WWW.LHAT.ORG)**

## HELD AT:

**The Tennessee Theatre**

604 S Gay St, Knoxville, TN 37902

## HOST HOTEL: **\*\*Please see note in left margin\*\***

**Hyatt Place Downtown Knoxville**

530 S Gay St, Knoxville, TN 37902

To secure special rate of \$129 (King/single/dbl occupancy) refer to The League of Historic American Theatres

## Hotel Reservations: Call 800-233-1234

Preferred rate deadline is March 29

See [www.lhat.org](http://www.lhat.org) for online reservation link

## SPEAKERS/NETWORKING:

### LHAT National Board Members:

**Dana Amendola**, Disney Theatrical

**Frances Bennett**, Brink Bennett Flaherty Golden

**Randy Cohen**, Americans for the Arts

**Laura Corman, PhD**

**Christine Delaney**, Tibbits Opera House, Coldwater

**Steven Ehrenberg**, Ambassador Theatre Group

**Molly Fortune**, Newberry Opera House, South Carolina

**Jeffrey W. Gabel**, Majestic Theater, Gettysburg

**Becky Hancock**, Tennessee Theatre, Knoxville

**Mark Litvin**, New York City Center

**Chris Loeser**, DLR Group/Westlake Reed Leskosky

**Keith Marston**, The Shubert Organization, Inc.

**Randy McKay**, Jefferson Live!, Medford, OR

**Maureen Patton**, Grand 1894 Opera House, Galveston

**Bill Register**, Nederlander Organization

**Michael Schnoering, FAIA**, Mills + Schnoering Architects

**Tony Sias**, Karamu House, Cleveland

**Stephanie Silverman**, Belcourt Theatre, Nashville

**Lynne King Smith**, TicketForce

**Kevin Sullivan**, National Trust Insurance Services

**Tom Tomlinson**, Arts Council of Winston-Salem



**Please note:** Our group room block is **very close to selling out**. If you need a room, **please make your reservation right away** using the links below or you may not be able to access our discounted rate and rooms.

Available nights are:  
**Tuesday, April 16 and Wednesday, April 17.**

If you try to book and are told our block is sold out, please **email [info@LHAT.org](mailto:info@LHAT.org) right away** with your name, organization name, dates you plan to check in and check out, and how many people will be in the room. We can't guarantee we can add more rooms, but we will do our best to accommodate you.

## National Partners:



## CONFERENCE SPONSORS



## WHAT WE DO

The League provides opportunities for historic theatres to learn how to improve their theatres, improve their businesses, and positively impact their communities.

**The key benefit of membership is having access to a national network of resources and practitioners, professionals with extensive knowledge and wisdom.**

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**LHAT REGIONAL CONFERENCE - Tennessee Theatre, Knoxville - April 17-18**

DATE	TIME	Session	Speaker(s)
<b>Wednesday, April 17</b>	<b>9AM</b>	<b>Registration Opens / Networking</b>	
	9:30 - 9:45AM	Welcome	Becky Hancock, Stephanie Silverman, Ken Stein
	9:45 - 10:15AM	Nuts & Bolts Icebreaker - a facilitated session to get to know who is in the room and what challenges and opportunities we all share	Maureen Patton
	10:15 - 11:00 AM	The Historic Theatre Advantage	Ken Stein
	<b>11:00 - 11:15AM</b>	<b>SHORT BREAK</b>	
	11:15AM -12:00PM	Need Money, Ask for Advice: Raising Capital Money for Your Historic Theatre	Becky Hancock, Stephanie Silverman, Ken Stein
	12:00 - 2:30PM (breakout sessions)	Lunch and Renovation 101 - a special program for theatres either not open yet or those considering major restoration or capital improvement projects	Michael Schoerling, Becky Hancock, Mark Litvin, Bill Register
		Lunch and Theatre Tour followed by Ask the Experts - a special Q&A session to discuss historic theatre operations in general - ask a question and get an answer!	EVERYONE NOT INVOLVED IN Reno 101
	2:30 - 3:30PM	<b>KEYNOTE ADDRESS</b> Making the Case for Investment in the Arts and Your Historic Theatre	Randy Cohen
	<b>3:30 - 3:45PM</b>	<b>SHORT BREAK</b>	
	3:45 - 4:30PM	Security Concerns - From Main Street to Broadway, what do we need in place to keep our patrons and buildings safe	Molly Fortune, Mark Litvin, Steven Ehrenberg, Randy McKay
4:30 - 5:30PM	Programming 101 - the basics about how to book a show from contacting an agent to negotiating an offer	Maureen Patton, Jeffrey Gabel, Becky Hancock, Molly Fortune	
Evening	Networking Social / Theatre Tour / Dinner On Your Own		
DATE	TIME	Session	Speaker(s)
<b>Thursday, April 18</b>	8:00AM	Networking Coffee	
	8:45 - 9:30AM	Concessions - candy, popcorn and a whole lot of liquor	Randy McKay, Molly Fortune, Stephanie Silverman, Ken Stein
	9:30 - 10:15AM	Reducing Risk and other Insurance Issues - presented by one of the leading authorities on insurance needs and reducing risks with an emphasis on historic structures	Kevin Sullivan
	10:15 - 10:30AM	<b>SHORT BREAK</b>	
	10:30 - 11:30AM	Film Presentation 101: Programming, Promotion, Projection & Popcorn	Jeffrey Gabel, Stephanie Silverman
	11:30AM -12:15PM	Fundraising Q&A - money solves most or all of our problems, so let's talk about it some more	Maureen Patton, Christine Delaney, Becky Hancock, Jeffrey Gabel
	12:15-12:30PM	Wrap Up and Conference Concludes	Ken Stein



Making the Case for HISTORIC Theatres
Knoxville Regional Conference, April 17-18, 2019

REGISTRATION FORM

Please fill out one form per registrant or register online at www.LHAT.org

Registrant Information

Name: Title:

Organization:

Street:

City: State Zip

Tel#: Email:

Conference Registration Fees

- Active LHAT Member (1st registrant) @ \$185
Additional Member Attendees @ \$165
Nonmember (1st registrant) @ \$230
Additional Non-Member @ \$200

I would like to JOIN LHAT, too!

THEATRES- ANNUAL DUES

- Level 1 Total Expenses \$5 Million+ \$1,250
Level 2 Total Expenses \$3-5 Million \$950
Level 3 Total Expenses \$1-3 Million \$625
Level 4 Total Expenses \$300K - \$1 Million \$500
Level 5 Total Expenses < \$300K \$400
Level 6 Emerging: (not yet operating) \$325

Benefits of Joining

- 14 hours additional online education free
24/7 networking with other theatres
Discount to conferences
InLeague Magazine
Industry Research & Salary Survey
Membership applies to entire organization

Additional Info

Please indicate your choice for lunchtime activity on Day 1 of the conference (Wednesday, 4/17). Lunch is provided regardless of choice.

- Attend "Renovation 101" session OR Alternative: Walk to Theatre Tour + "Ask the Experts" (Theatre Operations, Marketing, etc.)
Note: lunchtime sessions run concurrently, so only choose one
Not sure; please ask me later

Any dietary restrictions? LHAT cannot guarantee but will do its best to accommodate any restrictions.

- Vegetarian Vegan Gluten-Free Other(specify)

Payment Total \$ Check payable to LHAT Charge to: AMEX M/C VISA Discover

Card No EXP CVV

Cardholder

Signature (required unless emailed)

Email to INFO@LHAT.ORG or FAX to: (443) 640-1031

Mail to: LHAT, 9 Newport Drive, Suite 200, Forest Hill, MD 21050

QUESTIONS? Call (443) 640-1058 x1125 or Email: INFO@LHAT.ORG