WEST VIRGINIA HISTORIC THEATRE TRAIL:
NEW MEMBER APPLICATION

Thank you for your interest in becoming part of the West Virginia Historic Theatre Trail! The Trail was developed by the West Virginia State Historic Preservation Office (SHPO) and the Preservation Alliance of West Virginia (PAWV) in 2010 to encourage heritage tourism across the state. For the purposes of this program, a theatre can be either a cinema or a venue for live performances. It may be a repurposed facility, such as a former church or retail store. For more information about the Trail, visit [http://wvhistorictheaters.com/](http://wvhistorictheaters.com/) or [www.facebook.com/wvhistorictheaters](http://www.facebook.com/wvhistorictheaters).

The West Virginia Historic Theatre Trail was financed with a Preserve America grant. The Preserve America program receives federal funds from the National Park Service. Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination on the basis of race, color, national origin, age, or handicap. Any person who believes he or she has been discriminated against in any program activity or facility operated by a recipient of federal assistance should write to: Office of Equal Opportunity, National Park Service, 1849 C Street, NW, Washington, DC 20240.

CRITERIA STANDARDS FOR PARTICIPATION

In order to be eligible for participation in the West Virginia Historic Theatre Trail program, theaters must comply with and/or demonstrate a commitment to meet the criteria standards in the following categories:

1) SIGNIFICANCE & AUTHENTICITY. Significance is the historical or cultural importance of a theatre to West Virginia’s communities, the state as a whole, or the nation. Authenticity is what enables a theatre to illustrate for visitors the original or genuine aspects of its past in a meaningful and credible way.

   - The National Register of Historic Places’ criteria for significance, integrity, location, and setting are the baseline for this standard. For this reason, theaters **MUST** be listed or be eligible to be listed on the National Register to participate in the West Virginia Historic Theatre Trail program.

   - Theaters not listed on the National Register of Historic Places (either individually or as a contributing property in a National Register Historic District) **MUST** demonstrate eligibility to be listed by submitting, along with this application, a
letter of NRHP eligibility from the West Virginia State Historic Preservation Office. Please complete a Historic Property Inventory Form (http://www.wvculture.org/shpo/forms.html) and contact the SHPO at 304-558-0220 to determine NRHP eligibility.

2) PROTECTION. Protection is the degree to which a historic theatre is sheltered or safeguarded from potential changes that might detract from or destroy the original historic character of that theatre.

3) INTERPRETATION. Interpretation is the way the story of a site is told to visitors. Interpretation can be done through various media (signs, brochures, exhibits, videos, audio tours, walking tours, etc.) and/or people (tour guides, living history performers, teachers, etc.).

4) AVAILABILITY. Availability is the ease with which a theatre can be used, seen, or experienced by travelers.

SELECTION PROCESS

Selections will be determined by a committee from the Preservation Alliance of West Virginia’s Board of Directors. The committee will base selection decisions on the above criteria for participation.

Applications are accepted on a rolling basis. Please submit completed applications via email to info@pawv.org (files of 3 MB or less).

PART I: THEATRE INFORMATION

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<tr>
<th>Theatre Name:</th>
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<tr>
<td>Physical/Street Address:</td>
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<tr>
<td>County:</td>
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<tr>
<td>City, State, Zip Code:</td>
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<tr>
<td>Mailing Address (if different):</td>
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<td>City, State, Zip Code:</td>
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<td>Phone:</td>
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<td>Email:</td>
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<tr>
<td>Website:</td>
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<tr>
<td>Social Media URLs (e.g. Facebook, Twitter, Instagram, etc.):</td>
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The theatre’s current use is: ☐ Cinema ☐ Live venue ☐ Both

### PART II: OWNER’S INFORMATION

| Owner’s Name: |
| Owner’s Mailing Address: |
| City, State, Zip Code: |
| Owner’s Phone: |
| Owner’s Email: |

Is the owner aware of this application? ☐ Yes ☐ No
Which describes the ownership? ☐ Public ☐ Private ☐ Non-profit

### PART III: CONTACT INFORMATION

| Contact’s Name: |
| Contact’s Organization/Business: |
| Contact’s Mailing Address: |
| City, State, Zip Code: |
| Contact’s Phone: |
| Contact’s Email: |

You may be contacted by the selection committee with questions. Please make sure there is someone at your contact number/email to receive and answer questions, if necessary.
PART IV: CRITERIA STANDARDS

1) SIGNIFICANCE AND AUTHENTICITY. Significance is the historical or cultural importance of a theatre to West Virginia’s communities, the state as a whole, or the nation. Authenticity is what enables a theatre to illustrate for visitors the original or genuine aspects of its past in a meaningful and credible way.

a. When was the theatre constructed?

b. Is the theatre listed on the National Register of Historic Places (individually or as a contributing structure in a historic district)? □ Yes □ No

c. If applicable, when was the theatre listed on the NRHP?

d. If not on the NRHP, has the theatre been determined eligible by the State Historic Preservation Office through a historic property inventory form? □ Yes □ No

e. If applicable, when was the theatre determined eligible by SHPO?

If you are unsure of the theatre’s NRHP eligibility, please contact the State Historic Preservation Office at 304-558-0220 before continuing this application.

2) PROTECTION. Protection is the degree to which a historic theatre is sheltered or safeguarded from potential changes that might detract from or destroy the original historic character of that theatre.

a. Does public access to or use of the theatre pose a threat to the theatre or visitor? □ Yes □ No

b. If yes, please explain. Are plans underway to remedy this?

c. Does the theatre contact SHPO to ensure work is compatible with the Secretary of the Interior’s Standards for Rehabilitation prior to any rehabilitation, improvement, addition, or modification? □ Yes □ No

d. Is the theatre formally protected through a local ordinance, easement, covenant, etc.? □ Yes □ No

e. If yes, please explain. If no, are plans underway?
f. Do the theatre’s interpretive and/or promotional materials incorporate a preservation ethic?  
   ☐ Yes  ☐ No

g. If yes, please explain. If no, are plans underway?

3) **INTERPRETATION.** Interpretation is the way the story of a theatre is told to visitors. Interpretation can be done through various media (signs, brochures, exhibits, videos, audio tours, walking tours, etc.) and/or people (tour guides, living history performers, teachers, etc.).

a. Is the thematic significance and story of the theatre clearly told and available to visitors?  
   ☐ Yes  ☐ No

b. If yes, please explain. If no, are plans underway?

c. Does the theatre tell its story to visitors in a variety of ways to meet the needs and interests of different kinds of visitors?  
   ☐ Yes  ☐ No

d. If yes, please explain. If no, are plans underway?

e. Does the theatre’s interpretation and visitor experience offer options to accommodate visitors with special needs (e.g. ADA accessibility, virtual tours, multiple languages, etc.)?  
   ☐ Yes  ☐ No

f. If yes, please explain. If no, are plans underway?

g. Are the interpretation and programming culturally sensitive?  
   ☐ Yes  ☐ No

h. If yes, please explain. If no, are plans underway?

i. Do the interpretation and visitor experience provide an engaging and compelling experience for visitors?  
   ☐ Yes  ☐ No

j. If yes, please explain. If no, are plans underway?

4) **AVAILABILITY.** Availability is the ease with which a theatre can be used, seen or experienced by travelers.

a. Please estimate the number of hours per week that the theatre is available to the public. You may include hours during which the theatre is available for a performance, film, or presentation.

b. Does the theatre offer architectural or thematic tours?  
   ☐ Yes  ☐ No

c. If yes, when are tours offered? If no, are plans underway?

d. Is the theatre well marked with on-site signage?  
   ☐ Yes  ☐ No

e. If yes, please explain. If no, are plans underway?
f. Is the theatre promoted to the public through various media (e.g. brochures, website, etc.)?
   ☐ Yes  ☐ No

g. If yes, please explain. If no, are plans underway?

h. Is there adequate wayfinding signage for visitors to find the theatre?  ☐ Yes  ☐ No

i. If yes, please explain. If no, are plans underway?

j. Does the theatre meet basic needs of visitors as appropriate, including public restrooms, parking, etc.?
   ☐ Yes  ☐ No

k. If yes, please explain. If no, are plans underway?

l. Is the theatre accessible for visitors with special needs, including ADA accessibility?
   ☐ Yes  ☐ No

m. If yes, please explain. If no, are plans underway?

n. Does the theatre actively promote itself as a tourist attraction and maintain relationships with local media and/or tourism promotion agencies (e.g. convention & visitors bureau, etc.) to keep the public informed about activities at the theatre?
   ☐ Yes  ☐ No

o. If yes, please explain. If no, are plans underway?

PART V: SUBMISSION CHECKLIST

- Part I complete.
- Part II complete.
- Part III complete.
- Part IV complete.
- 3 to 5 digital photographs (300 dpi minimum) of the interior and exterior of the theatre.
- If the property is NOT listed on the National Register of Historic Places (individual or contributing):
  - A completed Historic Property Inventory Form
  - Letter of NRHP Eligibility from WV SHPO

Additional photos, news articles, and other documentation may also be submitted. All material supplied may be used for promotional and educational publication and, therefore, **MUST** be copyright-free or copyright-waived for use by PAWV.