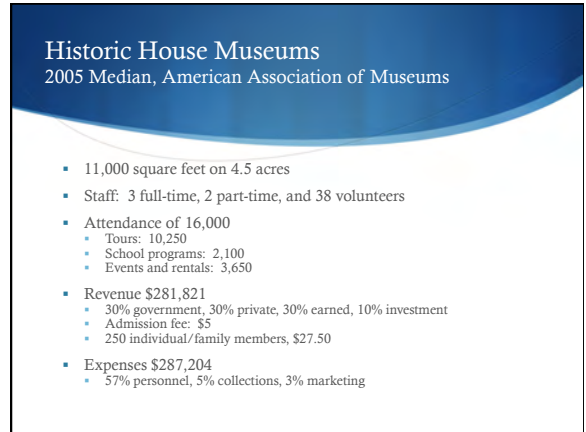


**Historic House Museums  
Challenges and Opportunities**

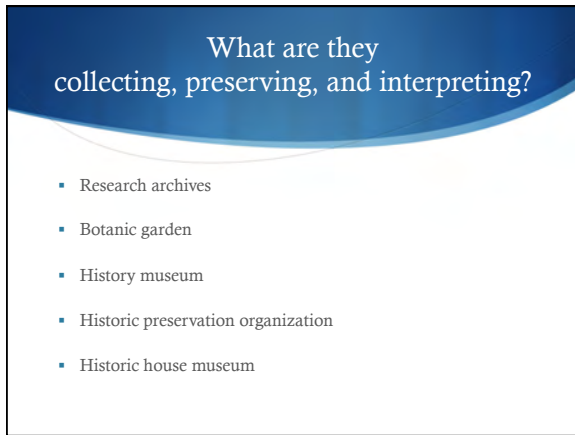
Relates to Section 3

*Engaging Places LLC*



**Historic House Museums**  
2005 Median, American Association of Museums

- 11,000 square feet on 4.5 acres
- Staff: 3 full-time, 2 part-time, and 38 volunteers
- Attendance of 16,000
  - Tours: 10,250
  - School programs: 2,100
  - Events and rentals: 3,650
- Revenue \$281,821
  - 30% government, 30% private, 30% earned, 10% investment
  - Admission fee: \$5
  - 250 individual/family members, \$27.50
- Expenses \$287,204
  - 57% personnel, 5% collections, 3% marketing



**What are they  
collecting, preserving, and interpreting?**

- Research archives
- Botanic garden
- History museum
- Historic preservation organization
- Historic house museum

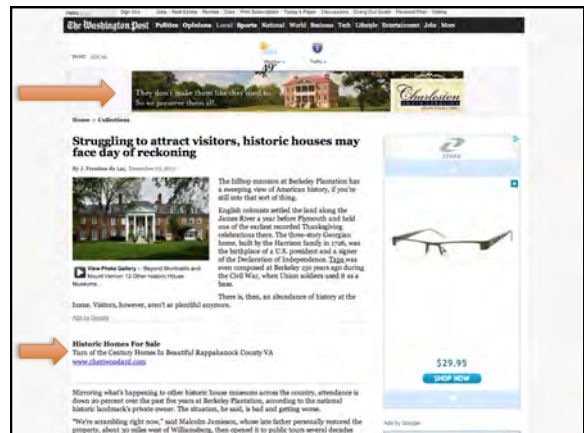


**The Biggest Object  
in Your Collection**




**Are There  
Too Many  
House  
Museums?**

Richard Moe, 2002

**Struggling to attract visitors, historic houses may face day of reckoning**

By Elizabeth Jewell, Washington Post Staff Writer

The hilltop mansion at Berkeley Plantation has a sweeping view of American history, if you're still into that sort of thing.

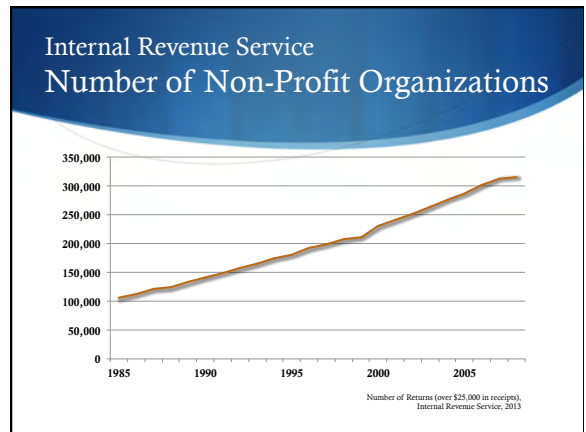
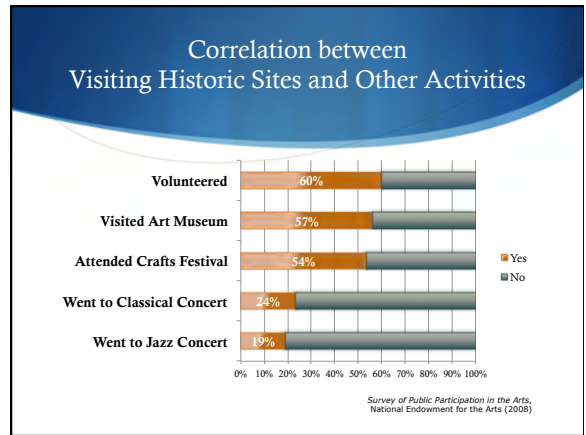
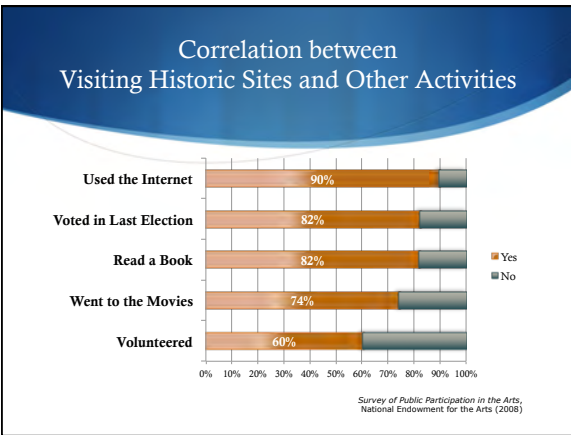
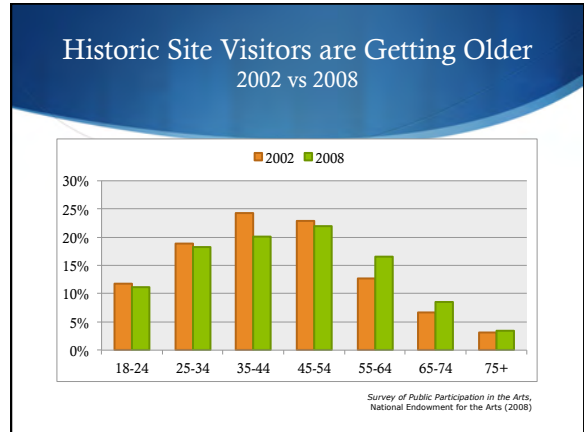
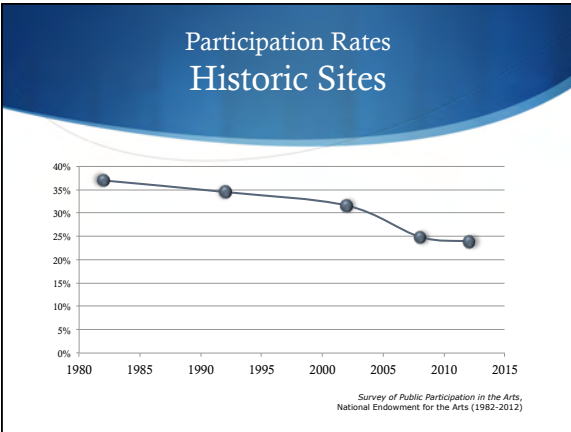
English colonists settled the land along the James River a year before Plymouth and held one of the earliest recorded Thanksgiving celebrations there. The three-story Georgian home, built by the Bland family in 1726, was the birthplace of a U.S. president and a signer of the Declaration of Independence. Eight years later, it was the site of a battle during the American Revolution.


There is, then, an abundance of history at the home. Visitors, however, aren't as plentiful as you'd expect.

**Historic Homes For Sale**  
Turn of the Century Home In Beautiful Rappahannock County VA  
[www.kenmoores.com](http://www.kenmoores.com)

Knowing what's happening to other historic house museums across the country, attendance is down an average of 10 percent over the past five years at Berkeley Plantation, according to the national Historic Landmarks' private owner. The situation, he said, is bad and getting worse.

"We're essentially right now," said Malcolm Jennings, whose son-in-law previously restored the property, about 10 miles west of Williamsburg, then opened it to public tours several decades ago.

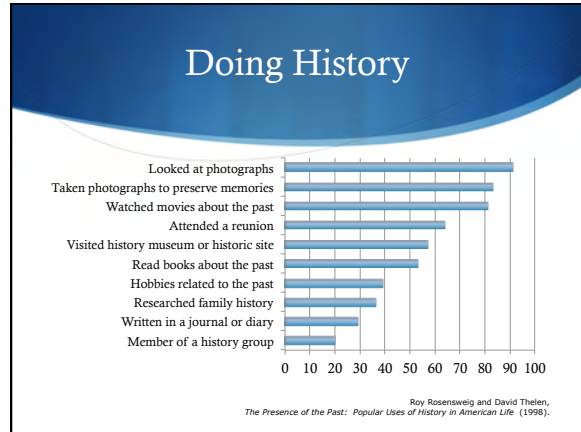




### Support museums rather than cure blindness?

*"The moral equivalent is, we're going to take 1 per cent of the people who visit this [museum] and blind them. Are they willing, because it has the new wing, to take that risk? Hmm, maybe this blinding thing is slightly barbaric."*

Bill Gates  
 FT Magazine, November 1, 2013



### Trustworthiness

On a scale of 1 to 10


- 8.4: Museums
- 8.0: Grandparents
- 7.8: Eyewitness
- 7.3: College professor
- 6.4: Books
- 5.0: Movies or television

Roy Rosenzweig and David Thelen,  
 The Presence of the Past: Popular Uses of History in American Life (1998).

### What they wanted

San Francisco Arts and Cultural Travel Study, 2010

- Affordable (89%)
- Lots to see and do
- Scenic beauty
- Relaxing places
- Food & dining
- New experiences
- Good hotels
- Historic sites and attractions (65%)**
- New places
- Convenient location
- Good beaches
- Aquaria, zoos, wild animals
- Gardens or parks
- Cultural events or festivals
- Nature or science museums
- Unique, off-the-beaten path
- Architecturally or historically significant buildings (47%)**
- Shopping
- Kid friendly
- Nightlife
- Art museums (33%)




### Museums are Economic Engines

- Employs 400,000 people in jobs that cannot be exported
- Contribute \$21 billion to US economy (and billions more through indirect spending)
- 78% of all US leisure travelers participate in cultural or heritage activities.
- Generates \$7 in taxes for every \$1 investment by government


Source: American Alliance of Museums

### Are There Too Many House Museums?


Richard Moe, 2002




Are There Too Many **Struggling** House Museums?




Is There Too **Little** Support for House Museums?





Are There Too Many **of the Same** House Museums?



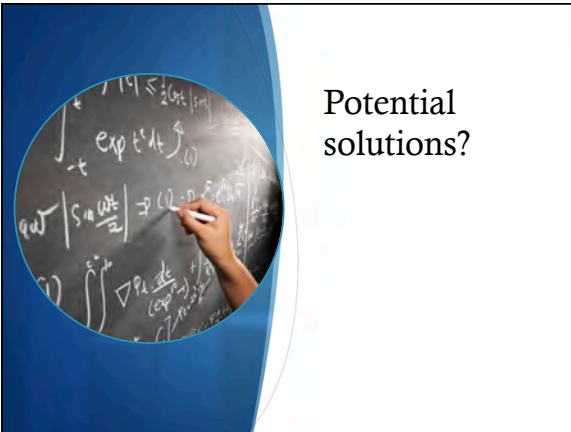
Are There Too Many **Irrelevant** House Museums?



Are There Too **Few** House Museums?



**Change?**  
How? When? Why?



### Historic House Museum Challenges and Opportunities Workshop Organization

1. What is your mission? What is your vision?  
What will you achieve? What are you passionate about?
2. Where can you excel? How can you be distinctive?  
Where can you maximize your strengths?
3. What drives your engine? What attracts resources?  
How can you improve your financial sustainability?