



# NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

## Our Team



**Jennifer Matos**

**Executive Director  
Trustee**



**Daley**

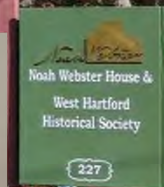
**Carrie Langschultz  
Curator &**



**Jordan White**

**Programs Assistant**

**Director of Special Projects**





## Our Mission

The mission of the Noah Webster House & West Hartford Historical Society is to preserve, interpret, and champion Noah Webster's legacy and birthplace, as well as the evolving history of West Hartford, the town that nurtured him.



NOAH WEBSTER  
"The Schoolmaster of the Republic"



## How we fulfill our mission

We accomplish this mission by engaging people in conversations and programs about the role of language, civic engagement, education and a shared national and community identity.





## West Hartford is...

- An affluent suburb with rich history, natural beauty, and cultural offerings.
- A tourist destination with a vibrant and prosperous town center.
- Adored by current and past residents.

## West Hartford needs...

- A singular location for West Hartford-branded merchandise.
- A designated retail outlet for tourist related items.
- A way for the community to solidify town pride, which would help increase West Hartford's reputation and demand as a highly desirable place to live, work, and play.

**Introducing...**



*Supporting the mission of the **Noah Webster House***



## **The West Hartford Gift Shop** **(housed within the Noah Webster House)**



## **What is the West Hartford Gift Shop?**

- Bricks and mortar store
- e-Commerce
- Assortment of merchandise including
  - apparel
  - souvenir items
  - accessories
  - home goods
  - stationery
  - gifts
- Merchandise for tourists and residents
- Sales allow the museum to fulfill its mission



## Competitors to The West Hartford Gift Shop



TownieBag.com



**BUT, here's  
why we're  
the best:**



*Supporting the mission of the Noah Webster House*

- A beloved West Hartford institution
- Existing relationships within the community
- Extremely loyal customer base
- Authority on the dictionary and town history
- Convenient and recognizable location
- Purchases support our mission and our community

## New Branding



Supporting the mission of the *Noah Webster House*

## What We've Planned So Far...

### New Products



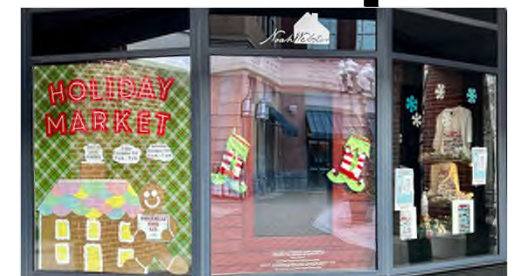
## Pop-up Events



## Social Media



## Advertising at Blue Back Square



## Marketing Calendar



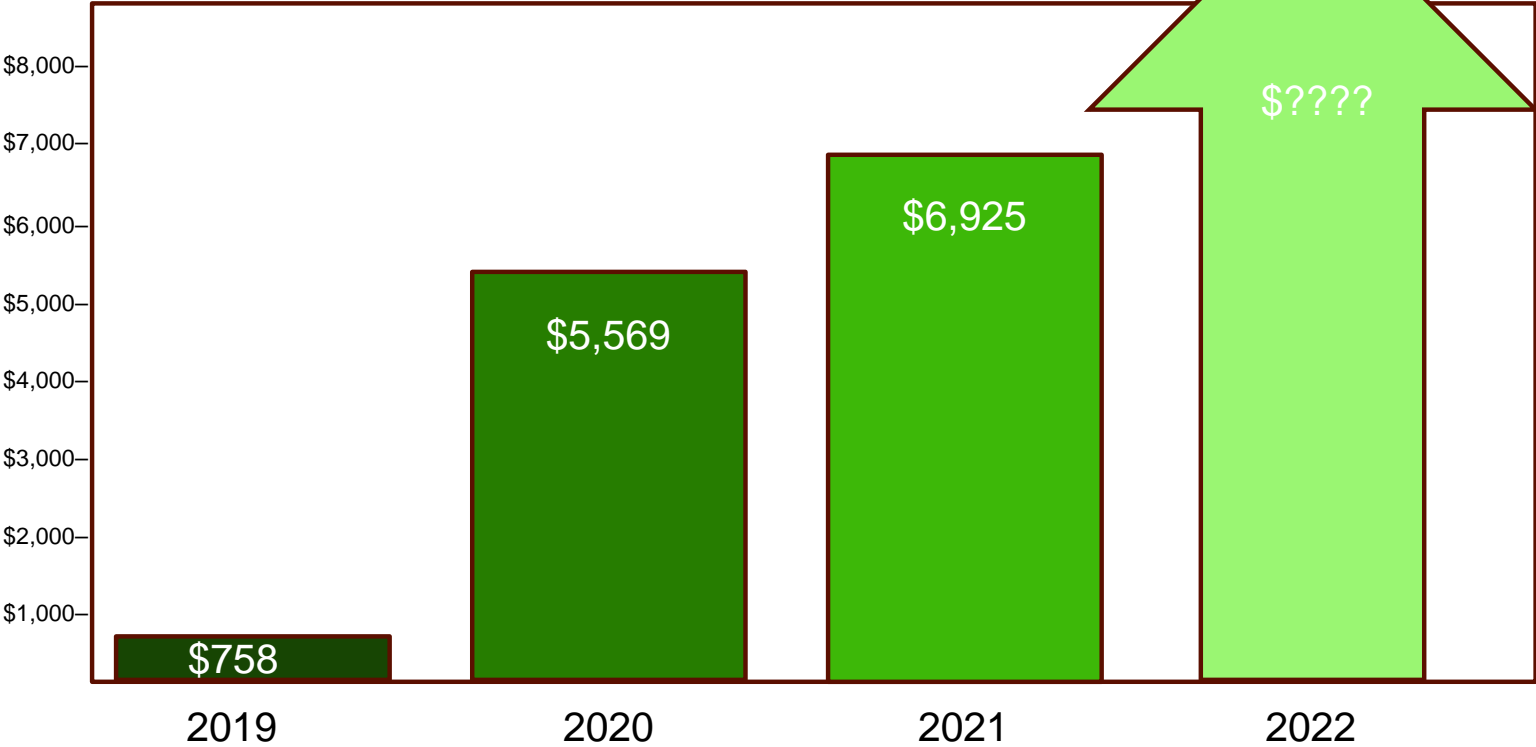




**Learning + Doing = Success**

Adapting as we go and seeing success

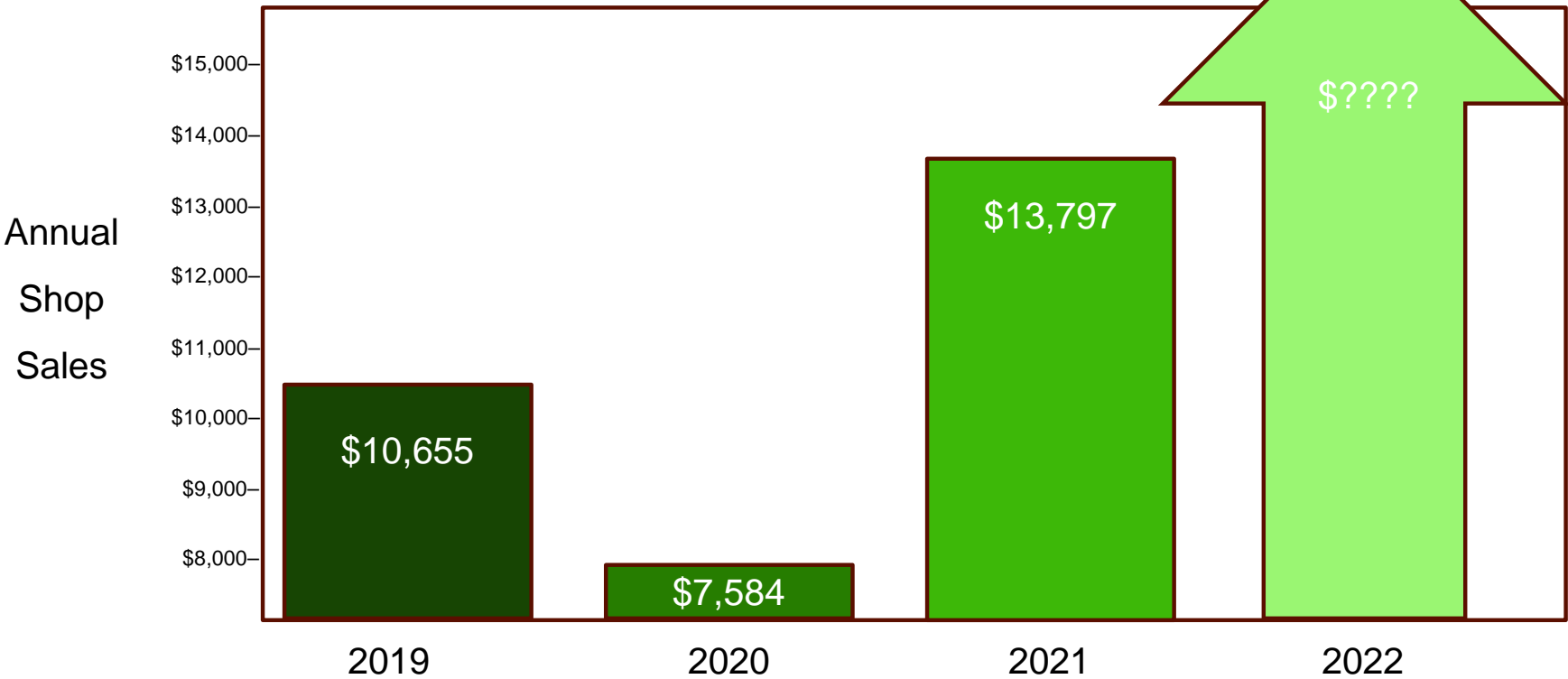
December  
Shop  
Sales





**Learning + Doing = Success**

Pandemic Slump and Robust Recovery





## Create Signage



## Expand Store

## Next steps... Creative Products



## Dedicated Social Media



## New e-Commerce Platform

## Outreach Events



## Dedicated Shop Staff

# *Visit Us In-store or Online!*



*Supporting the mission of the Noah Webster House*

227 South Main St. West Hartford  
Mon - Sat 1 - 4 p.m.



[noahwebsterhouse.org](http://noahwebsterhouse.org)  
[westhartfordgiftshop.com](http://westhartfordgiftshop.com)

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