



NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

Our Team



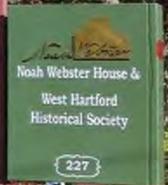
Jennifer Matos
Executive Director
Trustee

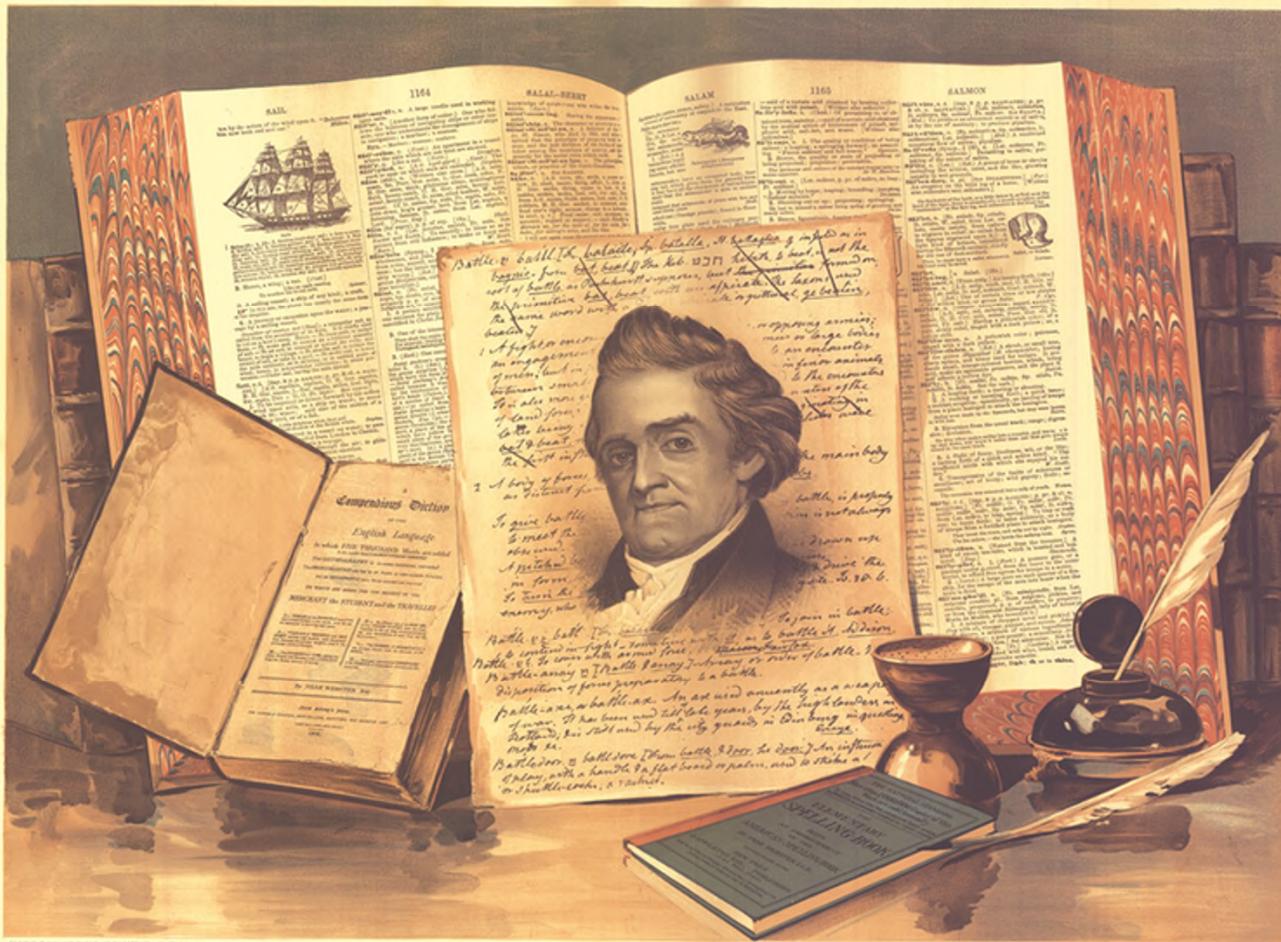


Daley Carrie Langschultz
Curator &
Director of Special Projects



Joruan White
Programs Assistant





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NOAH WEBSTER
 "The Schoolmaster of the Republic"

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.

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

What We've Planned So Far...

New Branding



Supporting the mission of the Noah Webster House

New Products



Pop-up Events



Social Media



Marketing Calendar

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Advertising at Blue Back Square

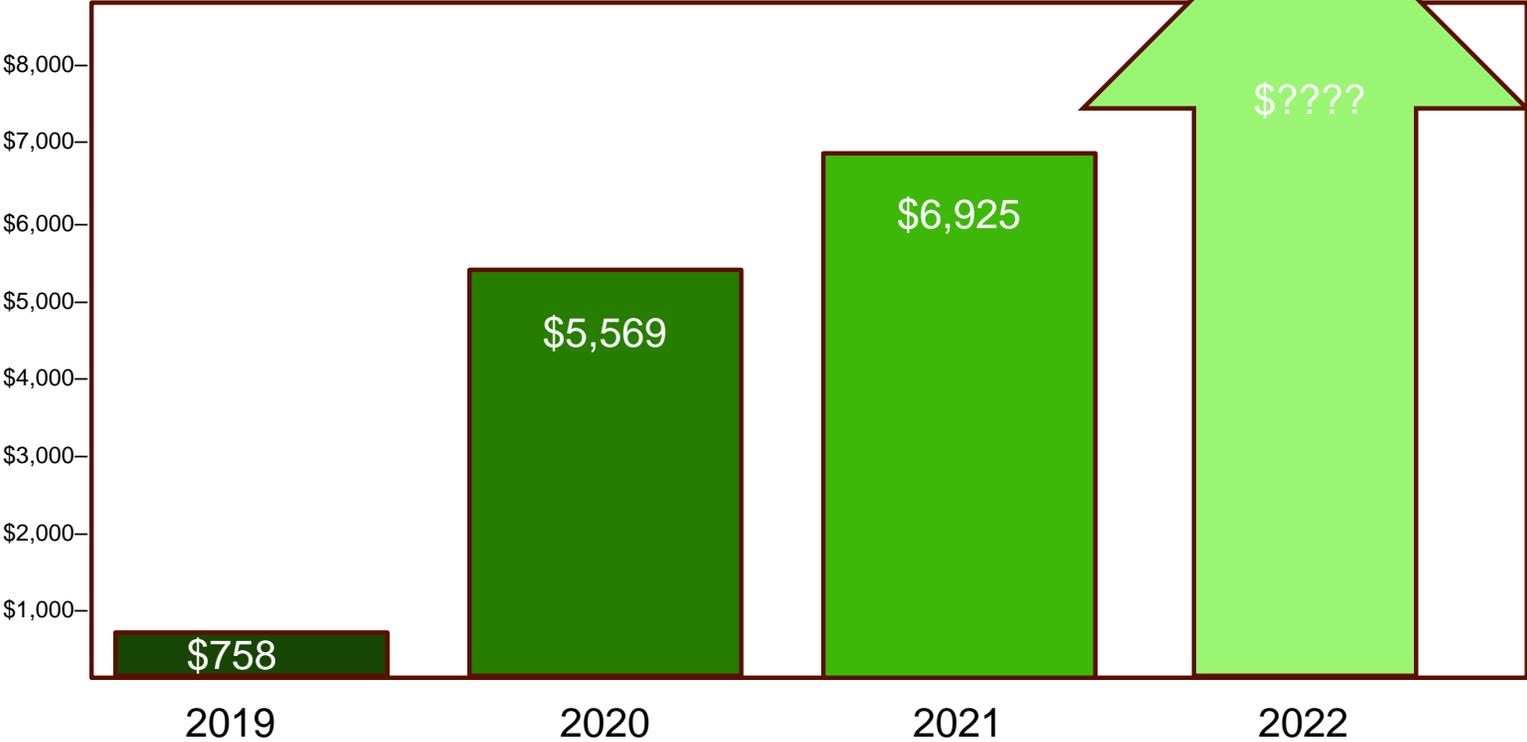




Learning + Doing = Success

Adapting as we go and seeing success

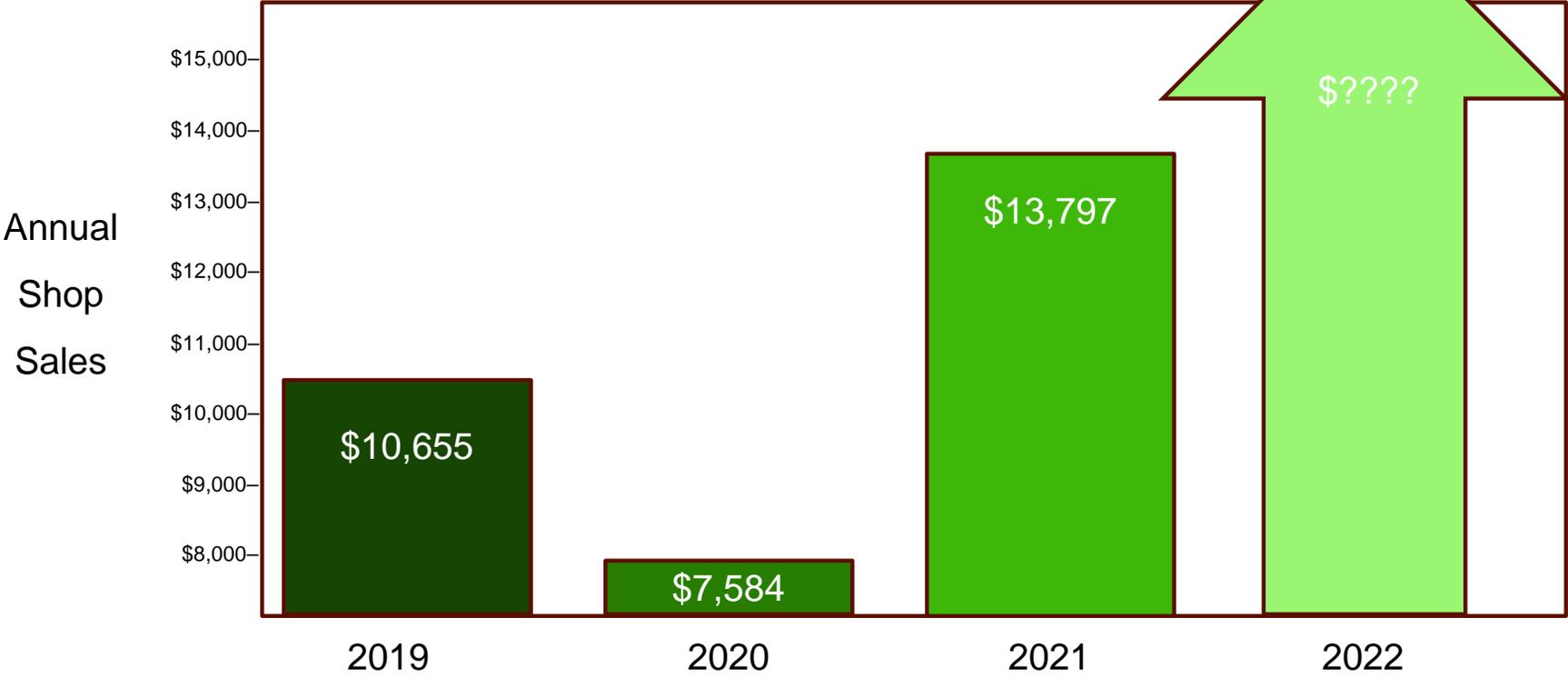
December
Shop
Sales





Learning + Doing = Success

Pandemic Slump and Robust Recovery





Create Signage



Next steps... Creative Products



Dedicated Social Media



Outreach Events



Expand Store

New e-Commerce Platform

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
westhartfordgiftshop.com

S&A “Super Six” Promo Code: Super6 *For 20% off your purchase*

Valid Through February 2022 On Any Full Price Products