

Then and Back Again: A Tavern's Tale



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Abstract

During government financial difficulties, historical sites can become casualties to the bottom line, with some historical societies attempting new methods to preserve the sites in more cost-effective measures. Keene's historic sites are no different, and changes are underway to ensure that the Wyman Tavern on Main Street can avoid fading into irrelevance or being lost altogether like those other various sites that are slowly vanishing from the national landscape. As part of the Wyman Tavern's transformation process into a cultural heritage center, this project will look at ways the Wyman Tavern can increase attendance and overall awareness in the community and beyond. Using lessons learned through other cultural and historical tourism studies, multiple variables among potential visitors will be examined through field research including age, education, income, price, site location and the distance potential visitors have traveled. Methods of field research include quantitative analysis from surveys distributed through the Historical Society, spatial analysis of historical sites and qualitative content research. It is our belief that the target demographic for the new cultural heritage center will come from area residents and not historic tourists, and the majority of visitors will have a higher education level as well as higher income levels.

Acknowledgements

The authors of Then and Back Again: A Tavern's Tale, Cara Bishop, William Borruso, Danielle Sinvil and Andrew Sylvia, would like to express our sincerest gratitude and thanks to all of the people who helped make this final report possible. We would first like to thank Dr. Lara Bryant for being our advisor and mentor throughout this process. She was able to help us guide our research and provide us with constructive feedback which helped us produce a project which we are proud to be a part of. We would also like to thank the members of the Historical Society of Cheshire County for providing us with the resources needed for our research and insight into the vision they would like to see the Wyman Tavern transform into in the future.

Other notable mentions include:

- Jennifer Carroll – Director of Education at the Historical Society of Cheshire County
- Alan Rumrill – Director of the Historical Society of Cheshire County
- Dr. Sasha Davis – Professor of Geography at Keene State College

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Chapter One: Introduction



Figure 1 *The Wyman Tavern located in Keene, New Hampshire*

Saving Historical Sites

During government financial difficulties, historical sites can become casualties to the bottom line, with some historical societies attempting new methods to preserve the sites in more cost-effective measures (Williams 2003; Foderaro 2010).

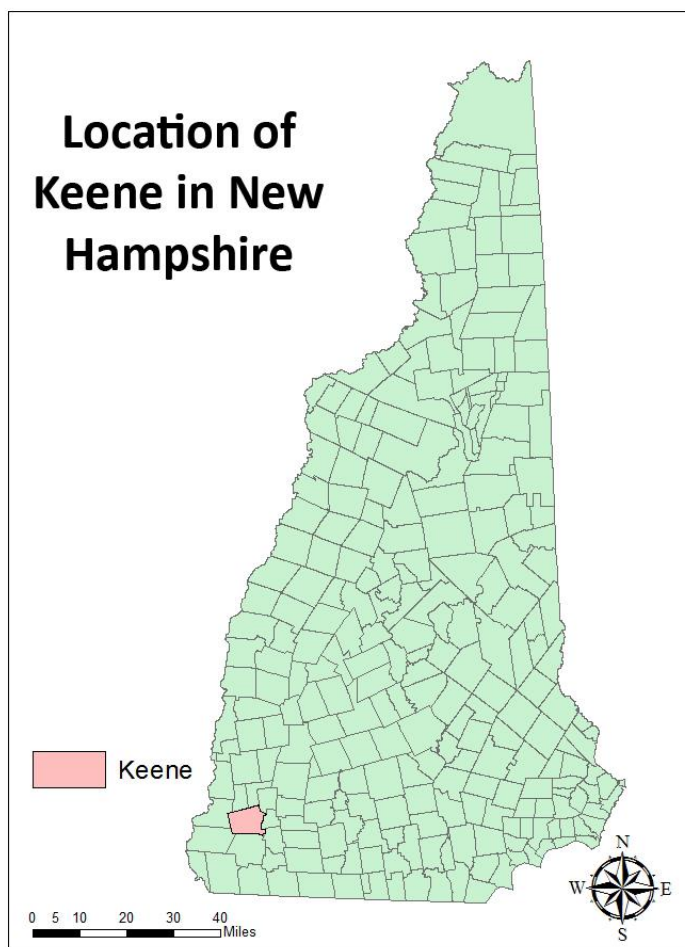


Figure 2 *Keene's location in New Hampshire*

With new marketing schemes, appealing attractions, and strong financial planning, these places essential to America's historic identity as well as the historic identity of Keene can continue to be enjoyed by the public.

Keene's historic sites are no different, and changes are underway to ensure that the Wyman Tavern on Main Street can

avoid fading into irrelevance or being lost altogether like those other various sites that are slowly vanishing from the national landscape.

In particular, the Wyman Tavern is taking lessons learned from other sites of historical significance from elsewhere in the country and becoming a cultural heritage center: a home not just to history, but to the contemporary culture of the area's past, present and future.

This project aims to explore details on how this transformation can become a reality and what methods should be pursued by the Historical Society of Cheshire County (HSCC) in order to ensure that any transformation of the tavern as a museum will not only be successful, but will also allow the Wyman Tavern to grow into a premiere destination for anyone looking to learn more about the colonial and early federal periods in the Connecticut River Valley.

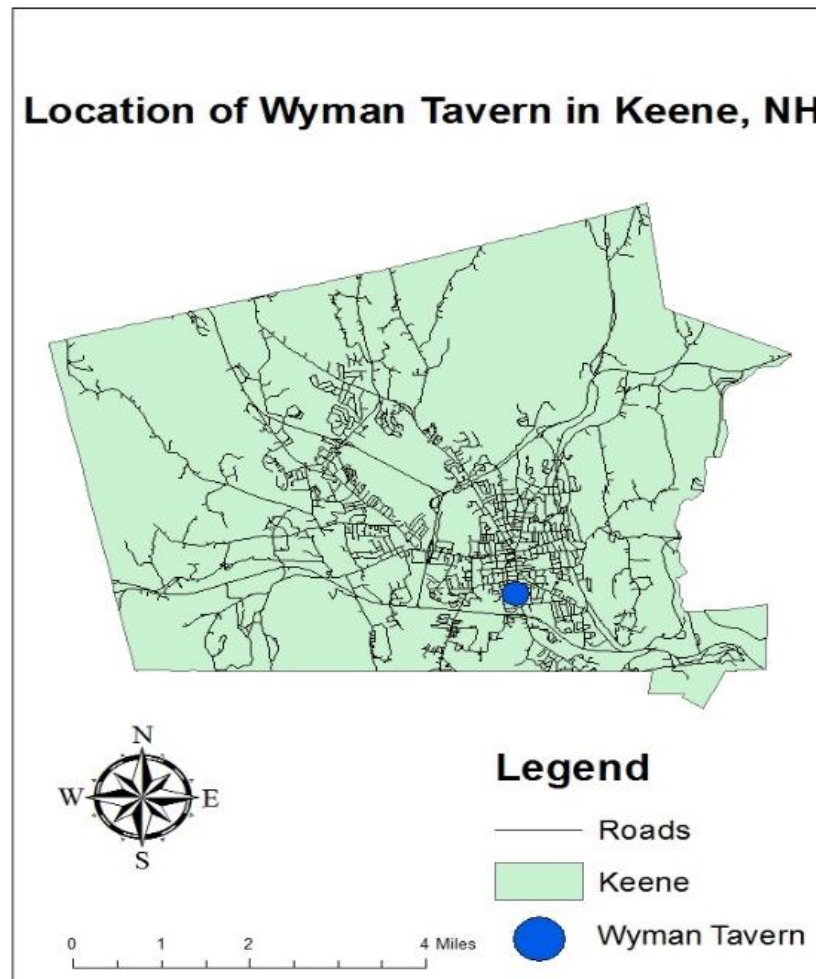


Figure 3 *The Wyman Tavern's Location in Keene*

.Isaac Wyman and the History of the Wyman Tavern

Located on 339 Main Street near Keene State College, the Wyman Tavern was built by Captain Isaac Wyman in 1761. In 1770, the tavern was the gathering place for the first meeting of Dartmouth College's Trustees. According to Eleazer Wheelock, president of Dartmouth College at that time, the tavern was noted "far and wide as an excellent inn" and was geographically convenient for the trustees, who were scattered from northern New Hampshire to Connecticut. (Griffin 1904, p. 156). Throughout the following years, Isaac Wyman would be repeatedly chosen as Keene's representative to various regional assemblies of concerned colonists, which included helping to choose New Hampshire's delegates to the Second Continental Congress in 1774. A year later, news from the Battle of Lexington and Concord first reached Keene almost directly across the street from Wyman Tavern around noon on April 20, one day after the battle. There, a messenger talked to the elderly Captain Ephraim Dorman, who immediately called upon Wyman at the tavern for advice (Griffin 1904 p. 72).



Figure 4 *A plaque on the Wall of the Wyman Tavern commemorating the march led by Col. Isaac Wyman. Shortly after the Battles of Lexington and Concord, he led a group of Keene men to Massachusetts to join the patriot cause.*

Although Wyman was 51 years of age by this point, he was still exuberant enough to lead soldiers into battle and with the experience he acquired in the French and Indian Wars he was the obvious candidate to lead a company of Keene's volunteers to aid those fighting the British in Massachusetts. Later that evening, Wyman invited Dorman, Lieutenant Jeremiah Stiles and other leading patriots of the town into his tavern to prepare for their participation in the growing conflict. It was at this location on April 22nd 1775 that Captain Isaac Wyman mustered 29 Keene militia (30 including himself) and led them to Lexington, Concord, Cambridge and ultimately to participate in the Battle of Bunker Hill. Joined by the militias of

Gilsum and Walpole, this contingent of minute-men walked the roughly 90 miles to Concord on the afternoon of April the 24th, 1775 with arms and munitions that they themselves had supplied (Garvin 2013). Isaac Wyman was quickly promoted to the rank of lieutenant colonel and then colonel, and was discharged from the military by 1777, serving Keene in a civilian role as the town's moderator in addition to his role as a tavern keeper. The tavern stopped serving alcohol in 1788, and Wyman died in 1792. In his will, the tavern was divided up into shares for his children and his widow.

Isaac left an estate valued at £1482.19, of which £1042.14 was in property. Sarah received her widow's thirds and his mare named "Slow and Easy." Sons Joshua and William received £150 each; daughters Susanna Frink and Roxanna Blake received £90 each; and granddaughter Harriet Wyman received £60 at age eighteen or at her marriage. After the estate was settled, the rest was to be divided among sons Isaac, Jr., Elijah, Joshua, and William; and daughters Sarah and Roxanna and granddaughter Harriet.

Beginning in 1800, William Wyman, son of Isaac, began to purchase shares of the tavern from the other family members, earning sole ownership of the entire home except for the stables behind the building by 1802 (Keene Deed Records Book 35, 227; Book 41, 23; Book 38, 317). William's personal estate was not sufficient to pay for his debts at the time of his death in 1811, so the executor of William's estate, Dr. Daniel Adams, held an auction for the property, which was purchased for \$2,010 by William Bowditch (Keene Deed Book 73, 185).

In 1816, Bowditch sold the house to David Oliphant, a year later Oliphant sold the home to Daniel Bradford. Just a year after that, Bradford sold the home to the Rev. Zedekiah Barstow.



Figure 5 *Another plaque on the side of the Wyman Tavern posted shortly after the death of Rev. Barstow commemorating his legacy as well as the founding of Dartmouth College in the 18th century.*

Barstow would remain in the house for just over 50 years, serving as a leader of the community and as a tutor during the childhood years of eventual Yale president Theodore Dwight Woolsey and Salmon Chase, the sixth Chief Justice of the Supreme Court (Griffin 1904, 560). The reverend's heirs, J. Whitney and William Barstow, sold the home to Horace and Albert Hamblet in 1873, with the Hamblets then selling the property in 1875 to the granddaughter of Dr. Adams, Susan Adams Perkins. Perkins lived at the home until her death in 1925, when the home was sold for just over a dollar to a local banker, Clifford Sturtevant. In the will of Sturtevant, the property was conveyed to the Historical Society of Cheshire County in 1968. As time progressed, the Wyman Tavern property shrank. In William Wyman's era, the

house was just part of over 70 acres, eventually reducing in size to a .75 acre plot when it was obtained by Sturtevant. Despite aesthetic alterations and property reduction, the Wyman Tavern embodies significant cultural history in regards to the people of Keene making it an ideal location as the center piece for a cultural heritage center.

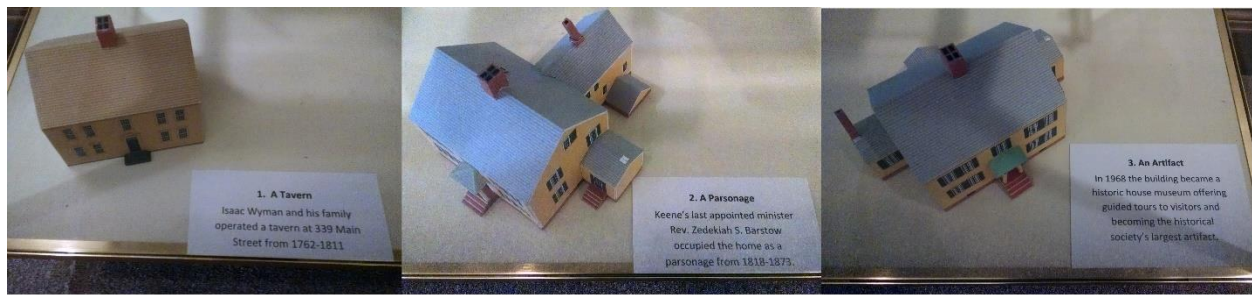


Figure 6 Models inside the HSCC headquarters showing the structural evolution of the Wyman Tavern. The colonial and early federal period building of the Wyman family is on the left, the tavern as a parsonage during the 19th century is in the middle, and the tavern's modern day configuration is on the right.

Transforming the Wyman Tavern into a Cultural Heritage Center

The Wyman Tavern has been operated by the Historical Society of Cheshire County, better known as the HSCC, since 1968. Today, it serves as a historical representation of what life in the past was really like; the HSCC runs and operates the tavern which offers over 140 historical and educational programs per year. These historical and educational programs range from activities for local schools to historical exhibits such as impromptu “pop up museums.”

In a recent vision statement provided by the HSCC, there is an understanding that that people across the country will not be consistent visitors to museums that are just “repositories of old stuff.” To remain relevant, any historical museum must not just be a record of the past,

but must also be able to relate to both the present and the future. Toward that end, the HSCC is currently producing a plan on how the Wyman Tavern can transform from a period house museum into a more dynamic and interactive “cultural heritage center.” Within the HSCC vision statement, the definition of cultural heritage is borrowed from the Penn Cultural Heritage Center at the University of Pennsylvania.

“Cultural heritage encompasses all the elements that a community uses to construct its identity and its sense of the past, the present, and the future. These essential elements include artifacts (ancient, historical, and contemporary), decorations, art, traditional crafts, buildings, physical spaces, mythological locations, the natural environment, plants and animals, memories, stories, dances, songs, symbols, rituals, games, traditions, language, music, performances, and people” (Penn Cultural Heritage Center 2013).

According to HSCC Director of Education Jenna Carroll, another key role model in the anticipated transformational process is the work of Nina Simon at the Santa Cruz Museum of Art and History. When Simon began in Santa Cruz in 2011, the museum faced identity and financial problems. Despite numerous obstacles Nina Simon was able to triple the museum’s attendance, double the museum’s budget and double the museum’s staff by refocusing the museum’s ethos toward an inclusionary process that reached out and empowered members of the community. Simon was able to achieve this accomplishment by integrating various changes to the museum which led to the community feeling personally invested in the museum. This sense of personal investment was produced by helping community members to create and discover content that held immediate cultural relevance (Simon 2015).

While the HSCC’s transformational plans are still being developed, the transformation toward inclusion has already partly begun as of autumn 2015, with Carroll reporting that an attendance record has already been made in 2015 with several months left in the year still

remaining. As stated earlier in the introduction, this study's goal is to help accelerate that process and assist in examining another phenomenon that created foundations for success in Santa Cruz: the intersection of history and art.

In the 1980s, the Santa Cruz Museum of Art and History was created as a merger between the Santa Cruz Historical Society and the Art Museum of Santa Cruz County. (Santa Cruz Museum of Art and History 2015). While again, the comparison is not exact, that transformation from being just a history museum toward a gathering place that celebrates history as well as other arts and sciences is expected for the Wyman Museum and other venues operated by the HSCC. Nearby, the Monadnock Center for Heritage and Culture in Peterborough undertook this process in 2013, transforming itself from what was once the Peterborough Historical Society to the Monadnock Center. The center holds music, art, local history and community events, emulating the Santa Cruz mentality of inclusiveness and community relevance (The Monadnock Center for History and Culture 2015).



Figure 7 *The Monadnock Center for History and Culture in Peterborough, NH in November 2015.*

It's unclear exactly what exhibits or events that a reinvigorated Wyman Tavern and other HSCC venues will undertake, and if they will be just "Keene versions" of the cultural heritage center examples found elsewhere. Building upon the current offerings given at the museum by the HSCC, there is an expectation of new interactive activities ranging from cooking and craft-making to games and gardening. All of these activities will be part of an ongoing program that is expected to include festivals, classes and hands-on exhibits that have already begun to be offered in early stages of the transformation of the Wyman Tavern and the HSCC as a whole.

In this study, our group examines initiatives undertaken by various historical societies and organizations from around the world. Specifically, we assess the initiatives that focus on the continued preservation of historical places while also making them relevant and useful to the communities to which they belong. This study will also track consumer behavior among Keene residents and other demographics that may potentially be interested in going to the Wyman Tavern. Following the transformation from period house to cultural heritage center this study aims to explore the potential traits or activities that may sway the public to attend the Wyman Tavern, or return more frequently if they have already been to the tavern.

An additional objective of this project is to compare Wyman Tavern to other historical sites. Have these historical sites also evolved from just points on a map or "collections of old stuff" into points of cultural heritage? Do they prefer a role as a more traditional museum or historical point of interest? Have they become ignored, forgotten, or even destroyed over the years? Also, what role does spatial data, culture and historical significance play in determining

the importance of a historical site? These questions are vital to the importance of the Wyman Tavern's transformation.

After presenting data on comparable sites and possible options regarding the transformation process, our report provides perspectives on how to market a reinvigorated Wyman Tavern in the hopes of attracting more patrons moving forward, serving as a centerpiece for a rejuvenation of Keene's historic attractions. With the prominent role that this site has in the history of Keene, ensuring its continued preservation and recognition within the community is an effort of significant magnitude.

Chapter Two: Literature Review



Figure 8 *The Historical Society of Cheshire County*

The HSCC is interested in transforming the Wyman Tavern from a period house museum into a more dynamic and interactive cultural heritage center. Heritage sites are important due to the need to understand ramifications and impacts that have stemmed from our nation's history. New Hampshire like the rest of New England has had many important historical sites that helped shape the United States of America today.

Beginning in the Colonial era, taverns quickly became examples of these historical sites. As the "watering holes" of small towns where news, ideas and goods were traded, these sites held a prominent role in every community. Today, historical locations are becoming centers for cultural and heritage tourism due to their roles in shaping our nations identity. Tourism has been one of the largest sectors of government employment as well as a major source of revenue for state and national governments alike. These sites are having trouble balancing preservation and protection while also wanting to attract visitors and bring revenues to their communities. Literature on these themes can provide insight to informing the HSCC in their quest to make their cultural heritage center idea a reality.

History and Significance of Taverns

Many historians have embraced the significance of taverns during British colonization of the Americas, emphasizing that taverns are of great importance to our nation's history (Struzinski 2002, Salinger 2002). Taverns of the New World were quite different from their English counterparts, which offered drinking, gambling and prostitution as entertainment and were known as "inns" (Reeves 1998). Referred to as the "ordinary" in Puritan Massachusetts, or

as taverns elsewhere, this institution was a staple in the economic, social and travel lives of colonial citizens.

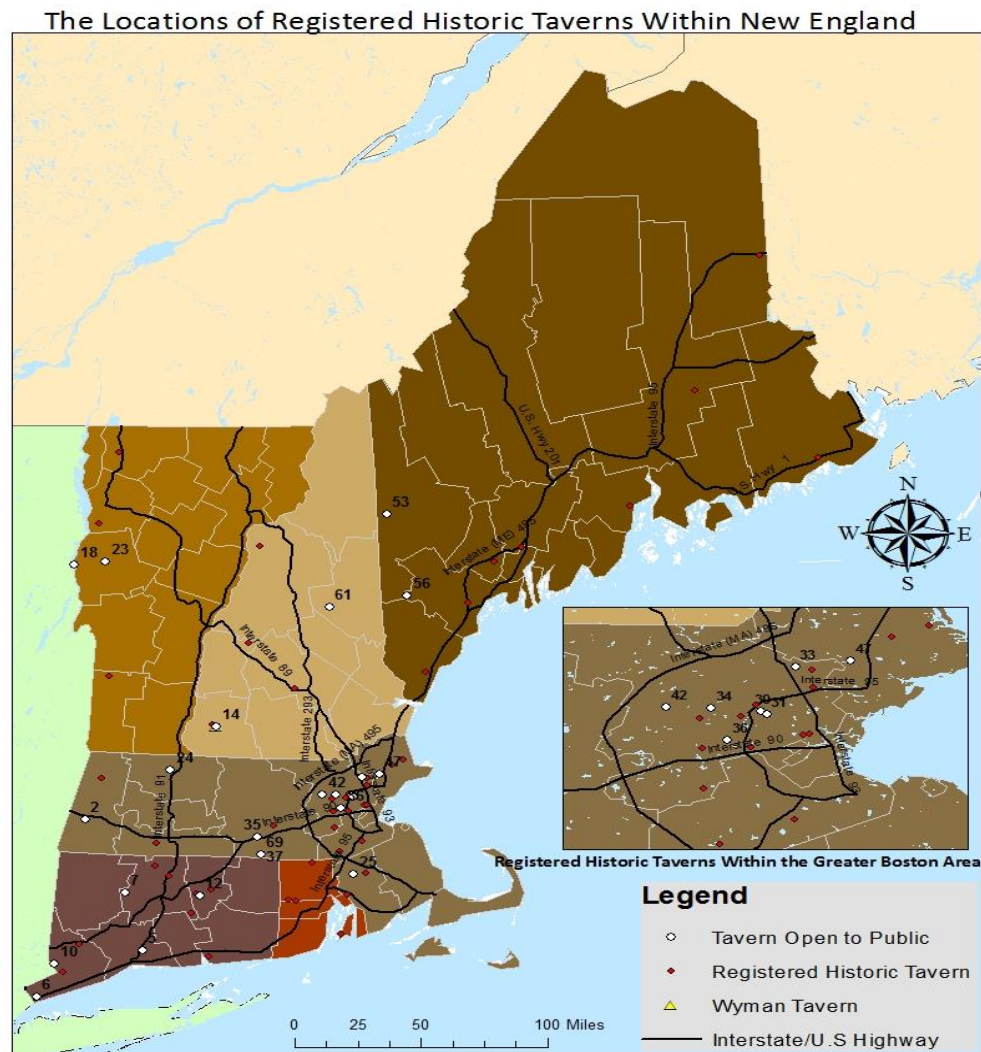


Figure 9 Displays registered historic taverns in New England in relation to major highways (See Appendix for table)

Located at regular intervals along trade routes, these businesses initially served as post offices and rest stops for weary travelers. The tavern served a multitude of purposes. They provided a means of direction for visitors, a location where they could eat, drink, and be entertained, as well as a venue where conversation and debate could be facilitated (Struzinski

2002). These meeting houses were such an important part of the social fabric of early America that legislators could not keep pace with the need for taverns. Economic and social incentives such as land grants, pastures for cattle, or exemption from school and church taxes were in turn offered to citizens who would run a tavern (Salinger 2002).

Although virtually anyone could operate a tavern provided that they had a license, this burden often fell upon widows and military veterans who were capable of dedicating the adequate time required. The tavern keeper often enjoyed the confidence of all who gathered in their home and gathered a great deal of public and private information, sharing it with the community. Due to the wide variety of purposes that the tavern served, any tavern proprietor needed to be a person of many talents (Struzinski 2002).

“He led the singing in the meeting house on Sunday; ran the ferry if his tavern was situated near a stream; acted as schoolmaster for the children of those who frequented his house; served his fellow men in legislature, town council, selectmen and other minor offices; ruled with solemn dignity over the local courts; headed the Train Band on training or squadron days; kept order in the meeting house on Sundays; surveyed the lands assigned to the land-crazy townsmen;..... and in fact, next to the town clerk, was the most important and learned man in the place” (Field 1897).

Beyond a wide skill set, a certain amount of education was also required for those who presided over the taverns of New England. An intensive apprenticeship was necessary, handing down knowledge from master to pupil dating back from the inns of England. Apart from the apprenticeship, many tavern keepers obtained extensive knowledge by conversing and interacting with guests and other individuals passing through that obtained information through their travels and experience. These interactions and the importance of the taverns in the community made it possible to spread news and gossip throughout the colonies (Field 1897). In large part due to this, historians believe that taverns played an essential role as a

facilitator to the American Revolution. “Taverns were the setting for promotion, suspension, and resolution of distinctions, conflicts and tensions between political ideologies” (Sim 1997). These new found responsibilities were held especially true in the taverns of the northeast, where revolutionaries such as Samuel Adams and Paul Revere congregated. The Green Dragon in Boston is the tavern where Revere and other Sons of Liberty formulated public opinion and disseminated radical doctrine, and thus has been called the “Headquarters of the Revolution”.

By exploiting taverns throughout the northeast, many revolutionaries were able to build grassroots support for American Independence and incite revolution (Sims 1997). The transformation of the tavern from a post office to a hearth of rebellion is the by-product of a multitude of characteristics. The hospitality of the tavern keepers, the central location of the tavern in town and on trade routes, the consumption of alcohol, and the ability to speak openly about a myriad of issues catapulted the tavern into the forefront of the American Revolution. The Wyman Tavern served that role in southwestern New Hampshire, as it was where Keene’s minutemen gathered in response to the Battles of Concord and Lexington (Smith 1968, Rumrill 2015). Historically important locations such as the Wyman Tavern are ideal candidates for inclusion into a cultural heritage center and as a destination place for cultural tourists not only for the role that this site played in Keene’s past but also in the history of the United States as a whole.

Cultural and Heritage Tourism in the United States

Much of America has distinctive cultural and heritage assets that can potentially attract visitors. This makes it no surprise that cultural and heritage tourism has become one of the fastest growing segments of the travel industry in recent years (Cultural and Heritage Tourism of the United States 2005). Recent studies have shown that 4,500 jobs have been created across the U.S. due to historic preservation, as well as providing an extra \$1 billion in economic activity (Bacon 2013). Cultural heritage sites can provide economic growth to a community, as well as provide an educational benefit where visitors can immerse themselves in the lifestyles of their forefathers. According to Partners in Tourism, a cultural-heritage based coalition of U.S. federal agencies, “cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experience that define this nation and its people, reflecting the diversity and character of the United States” (Hargrove 2010).

These sites attract what are known as “historic tourists,” or people who travel over 50 miles to a historical tourism destination. The demographic profile of the cultural heritage tourism segment today is a younger, wealthier, and more educated person than the public at large (Cultural and Heritage Tourism in the United States 2005).

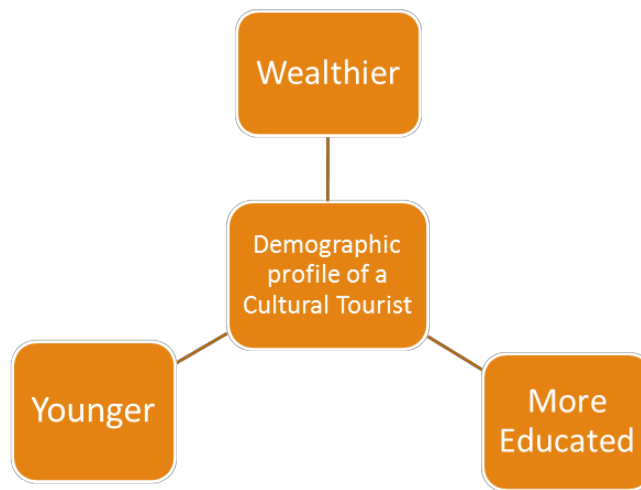


Figure 10 Smart art displaying the demographic profile of a cultural tourist

In the Mandala Study, which looked at historical tourism, more than half of cultural and heritage travelers prefer their leisure travel to be education-related and nearly half say they spend more of their money on cultural and heritage activities. Also, more than half say they have traveled between 100 and 300 miles to take a day trip to a cultural or historic site (Hargrove 2010). Culture and heritage is not always a primary motivator to visit a historic site; many of these visitors are engaging in these activities while visiting friends or relatives, attending a conference, or heading to a city on business. The Mandala Study also notes that the top three activities that cultural heritage tourists partake in includes visiting historic sites (66 percent), participating in historical re-enactments (64 percent) and visiting art museums/galleries (54 percent) (Hargrove 2010). With regard to tourism planning, the focus must be locally driven and look at the connections between historic and cultural resources as well as the life of the community itself. By providing an accurate depiction of a destination's real history, it can assure that a continued interest in the destination will come from community members as well as visitors to the site.

One major issue with the expansion of cultural heritage sites is the fact that historical sites are non-renewable; once they are destroyed, they can no longer be used as a benefit to the public (Carter and Grimweade 1997). Managers of heritage sites often struggle with opening up these places to the public due to the fear of artifacts being ruined. They also know that tourists will not want to attend places where they can simply “look, but not touch.” This results in a tendency to remove these sites and artifacts from the public overall, which in turn deprives them from the experience and culture that these places bring.

Cultural and heritage travelers are often interested in culinary activities such as attending food and wine festivals, visiting farmers’ markets, shopping for gourmet foods, and seeking unique dining experiences (Hargrove 2010). In the HSCC vision statement, it appears that the “new” Wyman Tavern will likely either incorporate concepts like these or other similar events and activities, shying away from the old tendencies of keeping history out of the public eye. A recent study done by the National Trust for Historic Preservation identified stories of some cultural heritage sites across America adapting to recent economic challenges with new ideas, including a focus on interactive experiences, and repositioning these areas as festival destinations. The Wyman Tavern has already begun this adaptation with the Wyman Tavern Festival. The use of social media is also rising as a means to gain public support (Hargrove 2010). The HSCC has been utilizing Facebook since 2010 to advertise their events, including their table at the Monadnock Pumpkin Festival.

Travel and tourism was the largest export sector in terms of employment in New Hampshire and is also one of the largest sources of revenue to the state government. Travelers to the state contributed \$398 million during the fiscal year of 2014, while the state’s entire

general and educational fund was \$2.2 billion (Lee 2015). In regards to estimated traveler spending, visitors to the Monadnock region only contributed about 5.5% to the total amount of overall traveler spending in the region – coming in fourth out of the seven travel regions in the state. This is a very small amount in comparison to the Merrimack Valley travel region which contributed 31.1% during the 2014 fiscal year (Lee 2015), most likely due to Merrimack Valley containing cities such as Manchester, Concord and Nashua.

Percent Travel Spending Throughout The Regions of N.H

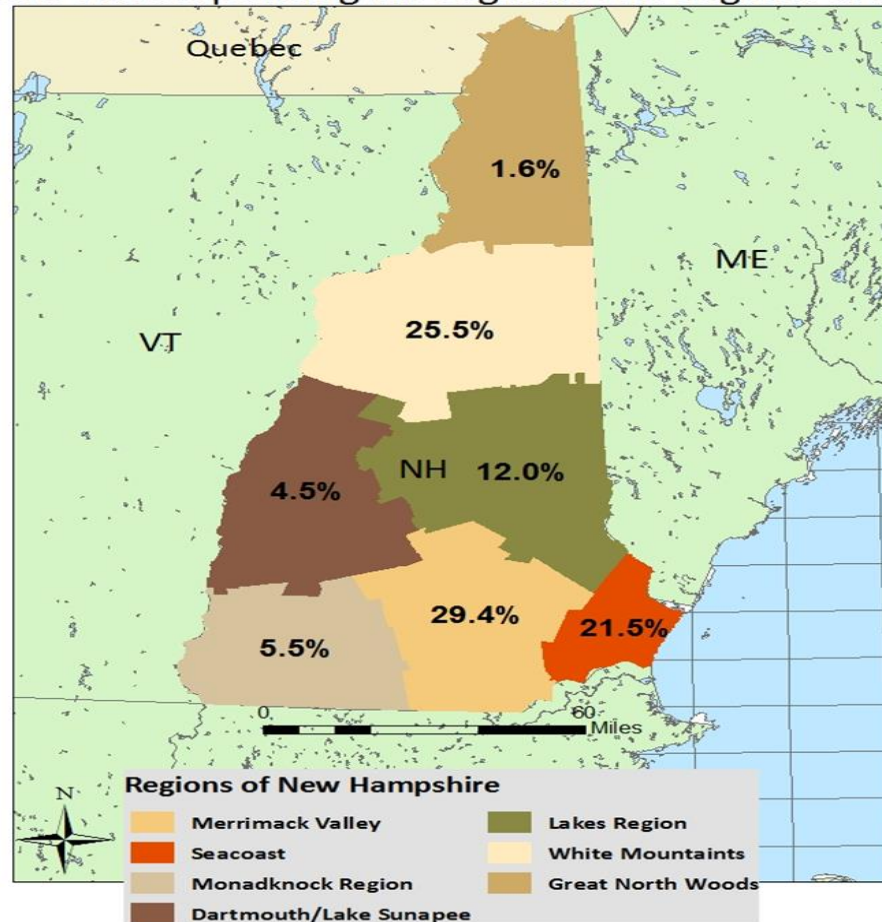


Figure 11 Map displaying the amount of travel spending throughout the travel regions of New Hampshire

The Travel Barometer Report for the spring of 2014 details accounts of visitors to New Hampshire, what activities they participated in and how much money was spent. Factors such as visitor trips and days, attractions attendance, *Visitnh.gov Total Sessions* (which counts the number of total sessions at www.visitnh.gov and is considered as one of the leading indicators for the tourism sector), employment and visitor and retail spending are all examined in this report (Travel Barometer 2014). It notes that rooms and meals that were paid by travelers averaged out to only \$29, which was again fourth out of the seven travel regions in New Hampshire (Travel

Barometer 2014). Within both reports, the Monadnock travel region does not seem to attract a substantial amount of travelers which in turn means that it does not contribute a large amount to the states total amount of money received by travelers that come into the state.

Table 1 *Table displaying the total amount of spending within each New Hampshire region in 2014*

New Hampshire Region	Total Spending in Millions - 2014 (USD)
Great North Woods	81.2
White Mountains	1,263.8
Lakes Region	592.6
Dartmouth/Lake Sunapee	220.4
Monadnock Region	271.7
Merrimack Valley	1,456.4
Seacoast	1,064.4

Perhaps further delving into the possible reasons as to why this occurs could give us better insight into what the Monadnock region is lacking in comparison to most of the other travel regions. Looking at all of the information gathered from these various sources of literature, our group can use the statistics and facts found within them to then relate and compare them to the Historical Society of Cheshire County – and more specifically Wyman Tavern. Gaining a better

understanding of the types of people who do travel and why they do so can help us relate this to the HSCC's vision and provide more economic opportunities to the society as well as educational opportunities to the community.

Economic Aspects of Cultural and Heritage Tourism

From the local to global scale, preserving historical sites is a task that can enrich society and helps people learn from the past. However, this generally cannot happen without money. In the case of the Wyman Tavern, the HSCC has been able to deal with these costs for several decades through donors, volunteers and sponsors in its task of keeping the tavern as a historic house museum. However, as the HSCC is looking to transform the tavern into a more dynamic cultural heritage center, a look at the economic costs may need to be reexamined. As the Wyman Tavern shifts its focus from maintaining historical preservation to disseminating cultural heritage, one of the key things to keep in mind is who will pay and who will benefit.

In preservation efforts where the past is kept as a static exhibit for observation, it's easy to say that "everyone" will benefit and that everyone, or at least as many people as possible, should pay for those efforts. With heritage efforts however, the past is not just a static reminder, but a template with lessons implicitly intended for use in the present and the future. Who are those lessons intended for? The case can still be made they're intended for "everyone," but they may not be, and in that case, the effort's benefactors must be properly identified in advance to ensure financial support will continue (Ashworth 2011).

Understanding the needs of who is providing the money is also important. When looking for larger donors however, the emphasis would likely have to be less toward quantity and more toward quality, spending a significant amount of time on relationships with donors and donor groups in addition to, or at the expense of, getting more people into the tavern. One thing that is likely is that the majority of donors will be area residents. In a 2008 study conducted in

Georgia, 62.6 percent of all donations to local non-profit historical organizations came from households in the same community as the organization (Wood 2010). Currently anyone who donates \$300 can become a “Wyman Tavern Keeper” where you are recognized in the HSCC’s newsletter, and receive 10 complementary tickets for admission to the tavern. General admission for one is \$3.00. If the majority of likely donors will come from the Keene area, is it better to focus on getting more “Tavern Keepers” or higher admission numbers? A third option could come from gathering funding from non-profit groups or public entities. In the English city of Wakefield, a former coalfield was transformed into a museum thanks to a 4.5 million pound heritage grant from government entities, which was supplemented by additional fundraising. Today, the museum does not charge admission, with yearly attendance over 100,000 people per year (Griffin 2006).

Although it is unlikely the Wyman Tavern would ever see that amount of traffic, the HSCC could still either supplement or forego looking for private donors or paid attendees through such grants. In its vision statement, the HSCC has cited the Penn Cultural Heritage Center’s partnership with the University of Pennsylvania as a model to be followed. Keene State College could potentially play the University of Pennsylvania’s role here, especially since the college abuts the Wyman Tavern on two sides. As a neighbor, Keene State could see an investment in the tavern as an investment in the atmosphere of the neighborhood surrounding its campus.

The amount of effort and money that needs to go into a cultural heritage site is more extensive than the average historic site, which is exactly what the Wyman Tavern is at the moment – a static exhibit for public observation. Table 2 displays an inspection frequency chart

indicating the proper frequency certain aspects of the historic site must be inspected. The chart asserts that special precautions must be taken into consideration regarding the seasons.

Table 2 *Inspection frequency chart*

INSPECTION FREQUENCY CHART		
Feature	Minimum Inspection Frequency	Season
Roof	Annually	Spring or fall; every 5 years by roofer
Chimneys	Annually	Fall, prior to heating season; every 5 years by mason
Roof Drainage	6 months; more frequently as needed	Before and after wet season, during heavy rain
Exterior Walls and Porches	Annually	Spring, prior to summer/fall painting season
Windows	Annually	Spring, prior to summer/fall painting season
Foundation and Grade	Annually	Spring or during wet season
Building Perimeter	Annually	Winter, after leaves have dropped off trees
Entryways	Annually; heavily used entries may merit greater frequency	Spring, prior to summer/fall painting season
Doors	6 months; heavily used entry doors may merit greater frequency	Spring and fall; prior to heating/cooling seasons
Attic	4 months, or after a major storm	Before, during and after wet season
Basement/Crawlspace	4 months, or after a major storm	Before, during and after rain season

Source: Park (2007).

The natural elements are not the only enemy to maintaining a historic site open to the public. In 2003, The Minnesota Historical Society closed seven of its 27 historical sites and laid off nearly one-third of its staff due to state budget cuts (Williams 2003). Though the sites were still maintained, they were closed to the public due to underfunding. Though unfortunate, historical societies all over the US deal with money issues. These are all just the base problems when trying to manage a normal historic site, but there are further complications when looking to transform it into a heritage center.

It is mentioned that a heritage center is *“a template with lessons implicitly intended for use in the present and the future”*. But not everyone will be a benefactor to those lessons, especially when looking at the HSCC and the many different directions and ideas that have been proposed on how they will transform the Wyman Tavern into a cultural heritage site. The key to managing and maintaining a project this huge would be to keep in mind all of those ideas-it will be impossible to please everyone, but it would not be wise to choose a route which leads to a loss of supporters or else the project will end in a similar fashion of the Minnesota Historical Society’s seven lost sites.

Chapter Three: Methodology

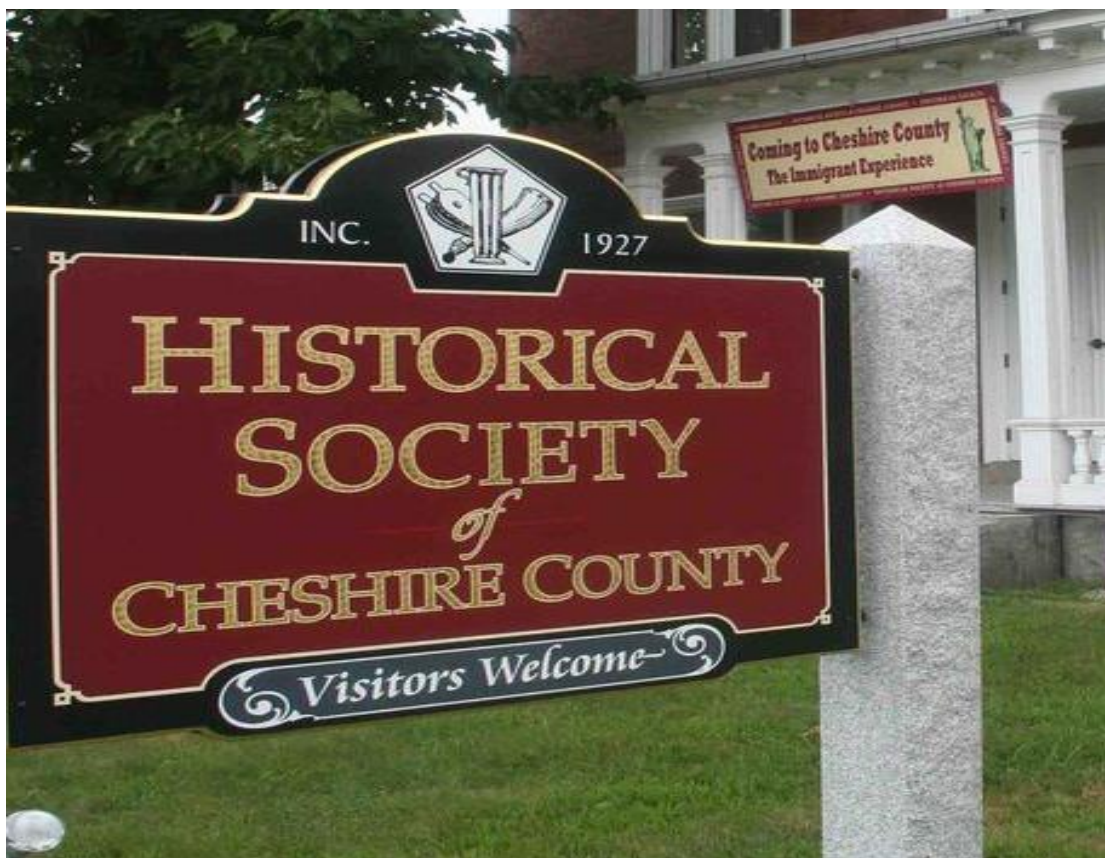


Figure 12 *Historical Society of Cheshire County signage*

As part of the Wyman Tavern's transformation process into a cultural heritage center, this project will look at ways the Wyman Tavern can increase attendance and overall awareness in the community and beyond. We would like to know what the best use of the tavern is in order to promote cultural tourism. Using lessons learned through other cultural and historical tourism studies, multiple variables among potential visitors will be examined through field research such as age, education, gender, income, and the distance potential visitor's travel. With the HSCC's emphasis on the Wyman Tavern becoming not just a historical asset, but also a cultural hub for the community, it is our belief that the target demographic for the new cultural heritage center will come from area residents and not historic tourists. However, we do believe that that target demographic will come from a subset of local residents sharing similar characteristics to historic tourists found in other studies, such as the Mandala Study.

Problem Statement and Hypotheses

Changes are underway to ensure that the Wyman Tavern can avoid fading into irrelevance or being lost altogether like other various sites that are slowly vanishing from the national landscape. Our study focused on the demographic variables including age, the distance between tourist's residences to the Wyman Tavern, price (or an increase of price) of admission to the Wyman Tavern and attendance rates of visitors to the tavern. Three questions guided the research to determine overall factors influencing visitation to the Wyman Tavern.

1. What type of recreational use would the public want the Wyman tavern to offer?
2. What demographics (age, gender, education, etc.) are willing to pay more for admission?
3. Is the overall public willing to accept higher admission costs?

Scope of Research

Before gathering data, our group analyzed research done by others – as noted in our literature review – of demographic data needed to test our hypotheses, as well as data that would be useful in the HSCC’s future as they merge into a new composite cultural heritage center.

It is likely that the bulk of interest in the Wyman Tavern as it is now and any potential evolution in the tavern would most likely appeal to people living locally, particularly among a group with the demographics of a “historic tourist”. Historic tourists can be defined as people who travel over 50 miles to a historical tourism destination. The demographic profile of the cultural heritage tourism segment today is a younger, wealthier, and more educated than the public at large (Cultural and Heritage Tourism in the United States 2005). In Keene, demographic information obtained from the Census Bureau shows that the median age of Keene residents is 20-24 y/o. The median income in the City of Keene is \$50,148 and the median level of education is a high school degree. In order to test this hypothesis, we developed a 13 question survey that included age, location of residence, gender, level of education, knowledge of HSCC events, interest in HSCC events and other questions that might help shed light on what the general public wants in its museums.

Our first challenge in designing survey questions was determining who exactly is “local” as well as obtaining their approximate spatial information while respecting individual’s privacy. Surveys were distributed at the Monadnock Pumpkin Festival in Swanzey, NH on Oct. 25th, where the HSCC had a pop-up exhibit booth which took pictures of festival goers to create a new exhibit for the Historical Society. The majority of respondents in our sample came from the Pumpkin Festival, the rest came from distributing surveys to people walking around downtown Keene on November 5th. Participants were divided into two groups: Keene residents and non-residents.

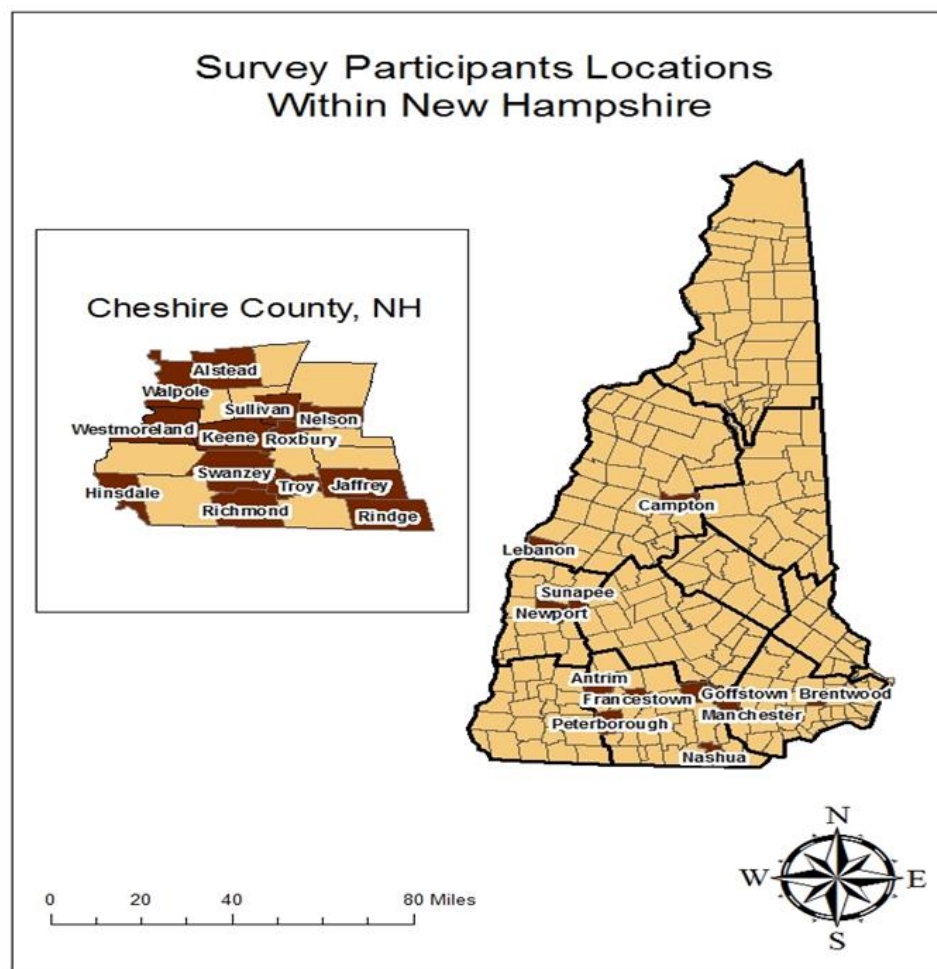


Figure 13 Survey participants locations within New Hampshire

Anyone living within Keene would then be given a map of the city's five census districts, which were later identified by specific letters in the group. This would help keep a level of anonymity for survey respondents while also helping to provide some specific spatial data for analysis.

Anyone not from Keene was asked to provide the town or city where they live; again aiming to provide sufficient anonymity while also providing spatial data on how far away they lived from the Wyman Tavern. Some respondents to the surveys did not provide a town or city in the responses, making that correlation impossible, although a second question asking the respondents how far they would be willing to travel did serve at times as a less precise method of achieving the same information.

Our group also attempted to obtain attendance data from other taverns being used as historical attractions in New England by other historical societies, non-profit groups or other associations. Most notably, a pair of taverns in Lexington, MA associated with the Battle of Lexington and Concord. Although it's unclear whether a true 1-to-1 comparison can be made between the Wyman Tavern and any other historical museum given the tavern's unique history, our hope was that obtaining attendance baselines from other taverns would be able to shed light on potential expectations for the Wyman Tavern in terms of attendance goals.

The Locations of Open and Closed Taverns Within New England

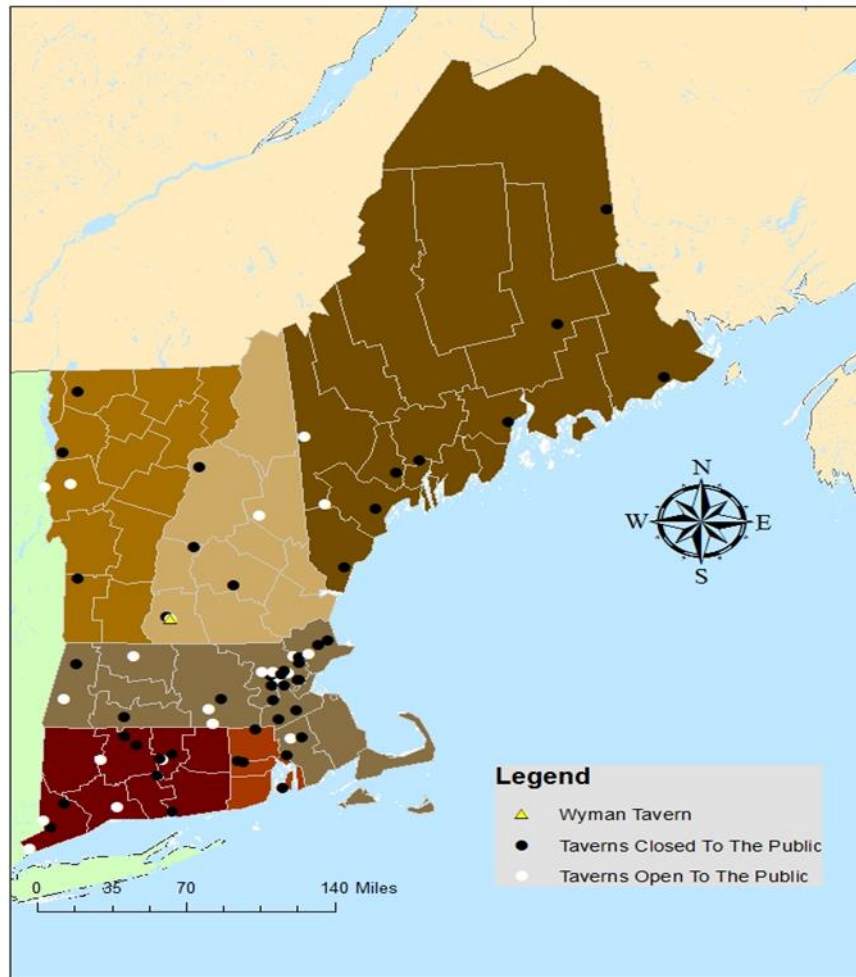


Figure 14 *Locations of open and closed registered historic taverns throughout New England, exemplifying the prominence and spatial distribution of colonial taverns.*

This map was created showing the locations of different open and closed taverns throughout New England and comparing them to the location of the Wyman Tavern and other taverns in the area. This data was obtained from the National Register for Historic Places through the National Parks Service.

Conversely, we reached out to other groups in New England that have preserved historical taverns without a focus on sharing it with the public or keeping it as a private artifact rather than an attraction for the sake of comparison. This was done through a series of phone interviews, as well as exchanging emails with members of various heritage centers in the region. Although the HSCC has stated it wants to utilize the Wyman Tavern as part of its long term strategic resource planning, we believed that providing alternative and contrasting visions of other historic taverns would be a valuable point of reference. As noted earlier in the study, we also took a look at other cultural heritage centers in the attempt to see what lessons and best practices could be learned from examples of what the HSCC wants for the Wyman Tavern and its other assets as a whole.

While the future of the tavern was the main focus of our research scope, the goal of maintaining the tavern's character through the cultural heritage center transformation was also important, and this required research into the tavern's past as well as looking at peer reviewed historical research of other comparable historic sites. In particular, our group combed through data provided by the HSCC and its volunteers. Perhaps most notable among those volunteers was Rebecca Barton, a professional historian and expert in the Wyman Tavern's history. Barton offered a tour of the tavern, which was under renovation during the period of this research effort and also helped clarify a clear chain of the tavern's ownership from the time of Col. Isaac Wyman's death to the present day.

Tools and techniques

The HSCC is currently determining goals and visions for their cultural heritage center, and our group was responsible for determining the research focus of the project. Our group researched what historical societies and organizations from around the world have done to preserve important historical places while keeping them relevant. It was thought that through observing the comparisons between national historic sites and the Wyman tavern, the HSCC could gain great insight into what to expect after their transition from a period house, to a cultural heritage center. The second area that the group wanted to focus on was consumer behavior and other demographics among Keene residents who might enjoy visits to the Wyman tavern after its eventual change to a cultural heritage center.

The demographics among Keene residents that the group saw to be important for the study were age, education, distance from the tourist to the site, income and attendance records to the Wyman tavern, and other taverns. Most of this data was collected through a survey the group administered, though there were also other methods of data collection. According to the 2010 Census for Keene, people living in tract A had a median household income of \$48,018 and the average highest level of education was a high school degree. Census tract B had a median household income of \$68,414 and an average education level of a bachelor's degree, tract C had a median household income of \$38,412 and an average education level of an associate's degree. Census tract D had a median household income of \$36,343 with a high school degree as the average level of education, and lastly census tract E had a median household income of \$48,018 and an average education level of a high school degree.

To understand the multiple demographics, a Chi-Squared test has been used to compare the multiple variables to the price people would be willing to pay, to see if the demographics are independent of each other. Our groups' survey data will also be compared to the NH Seasonal Visitors surveys that Plymouth state administered to represent the entirety of New Hampshire. Through understanding the difference between those who have an interest in the Wyman tavern, and the general public, the group will be able to understand the target audience for the HSCC a bit more. The group also interviewed one of the professors at Keene State, who teaches classes on geographic tourism and recreation.

Some of the variables that the group wanted to focus on was the location. The location of the survey participants, the location of the Wyman tavern, and the location of other historical sites to be exact. These were rendered in ArcGIS as maps to help visualize the information. The group also utilized this information to find the distance they live from Pumpkinfest, and compare that information to how far they would be willing to travel to the Wyman tavern through a T-test. The next variable that the group wanted to focus on was the distance. The distance from the tourist to the Wyman tavern, and the distance from the Wyman tavern to other historical sites to be exact. Both were rendered in ArcGIS as maps to help visualize the information. The former will display what areas in Keene those who had taken the survey live, and the group will be able to compare which areas contain more or less individuals who have an interest or already have visited the Wyman tavern. This will help the group understand where the majority of the target audience resides in the city.

The latter displayed how close or far other historical hot spots are. To become a cultural heritage center, the HSCC will most likely need to connect with other sites, either for support,

or to possibly join and become a part of the transformation from just a period house to a cultural heritage center. These connections could be crucial during the transformation process. One of the last variables that the group deemed important was the attendance of the Wyman Tavern. All these tools and techniques will be used to hopefully help kick start the transformation of not just the Wyman tavern, but the HSCC as a whole.

Chapter Four: Results



Figure 15 *Picture taken from the Wyman Tavern Festival July, 2015*

The primary source of data collection was from the surveys that were distributed to the community on Main Street as well as at Pumpkinfest. The data gathered from those contained a mix of qualitative as well as quantitative results which yielded positive and negative results when running statistics and analyzing results. The following histograms, graphs, and charts illustrate the demographics of the people who completed the survey. As can be seen, Figure 12 showcases a slight bell curve with a skew to the right in its data. The peak of the curve is represented by the 41-59 year old age range with a kurtosis of 43. Figure 15 also visibly shows a bell curve with a skew to the left. Its peak is represented by the \$3-\$5 preferred price range with a kurtosis of 54. Both of these figures represent a degree of normality in the data regarding those variables. The other variables are not as uniform, and indicate an abnormal distribution in the data. This can affect the results later on, and should be taken into consideration when analyzing the results.

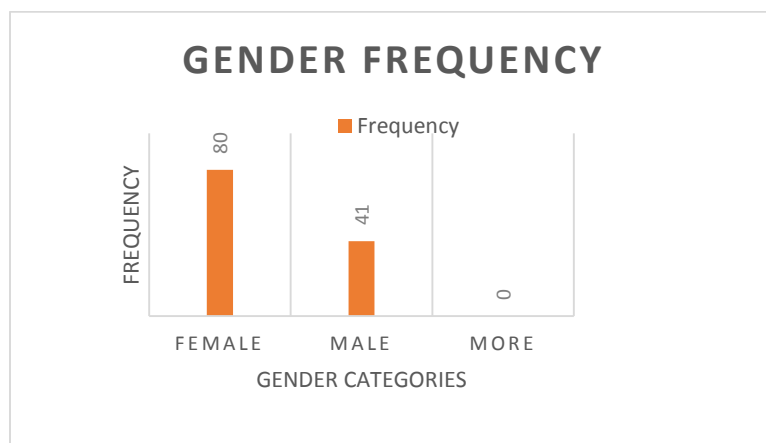


Figure 16 *Histogram of male and female survey participants.*

The results of this histogram show that out of all of our survey participants, females doubled the amount of males who took the survey. Perhaps this could have caused some skews in our findings seeing as the genders of survey respondents were not evenly distributed.

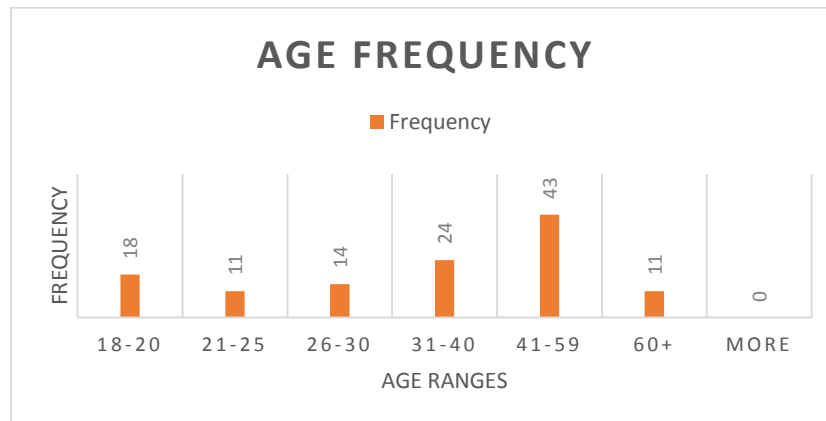


Figure 17 *Histogram displaying ages of survey participants.*

The most common age range of people who took this survey were between the ages of 41-59. Compared to the profile of a cultural tourist which tends to be seen more in younger age groups, the people who took the survey were a much older crowd. Although there were children that attended the festival, they would not be considered part of the younger age group that describes a cultural tourist.

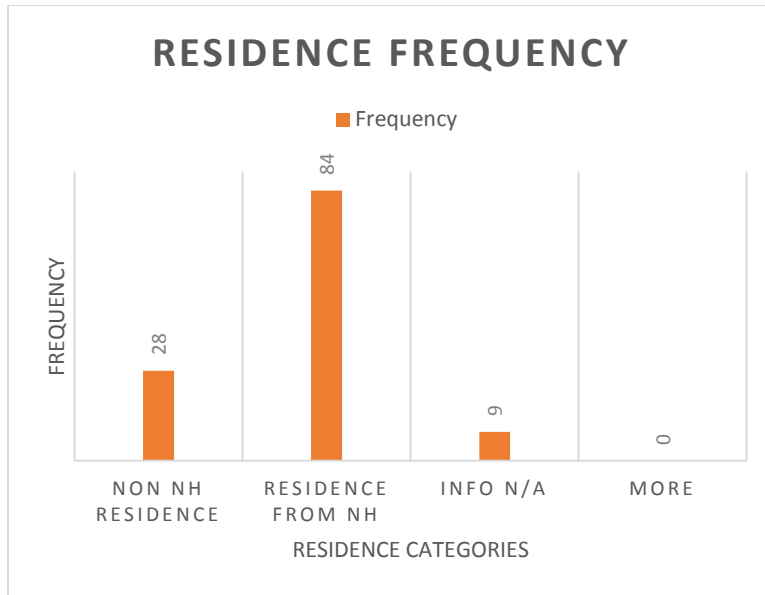


Figure 18 Histogram showing residences of survey participants.

Majority of people who took our survey were in-state residents, although at least one-fourth of respondents traveled from out-of-state to attend the Pumpkinfest or happened to be from out of state when the survey was distributed in downtown Keene.

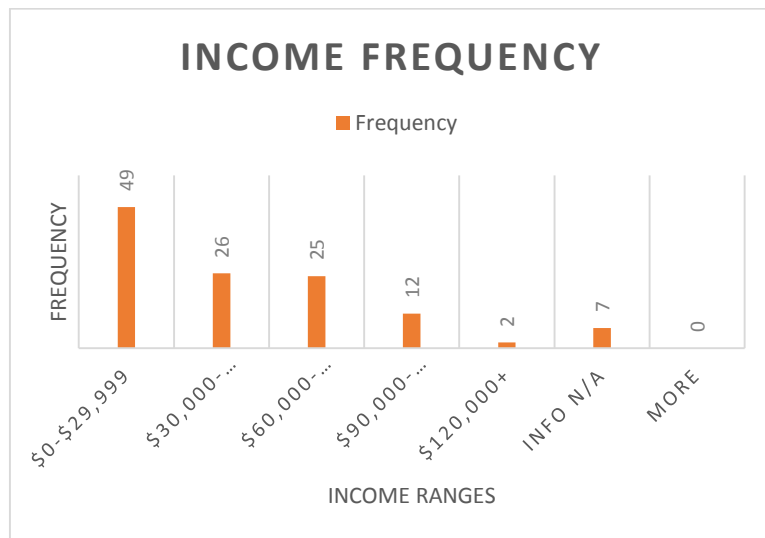


Figure 19 Histogram showing annual incomes of survey participants.

Survey respondents were asked to circle their income level so we could better understand the demographics of the people who were taking our survey. As seen in the histogram, \$0-\$29,999 was the most common response from respondents although \$30,000-\$59,999 and \$60,000-\$89,999 were fairly frequent responses as well.

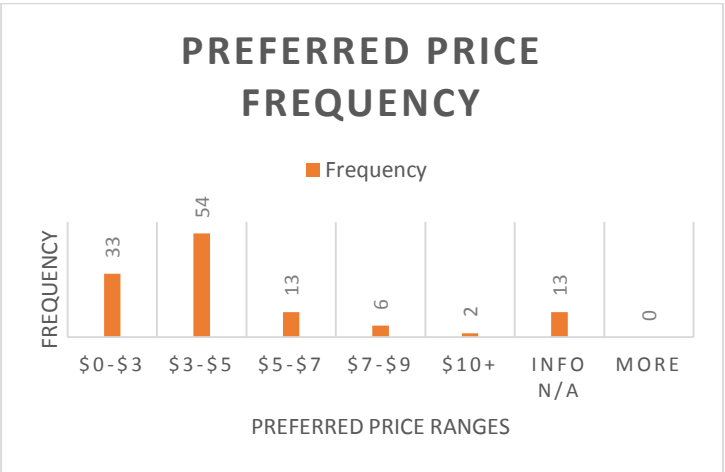


Figure 20 Histogram showing prices survey participants would be willing to pay to attend the Wyman Tavern.

Figure 15 shows the preferred price that people would be willing to pay to attend the Wyman Tavern. The most common response was in the \$3-\$5 range although many others noted that they would only pay \$0-\$3 for entrance. The current price to attend the Wyman tavern is \$3.

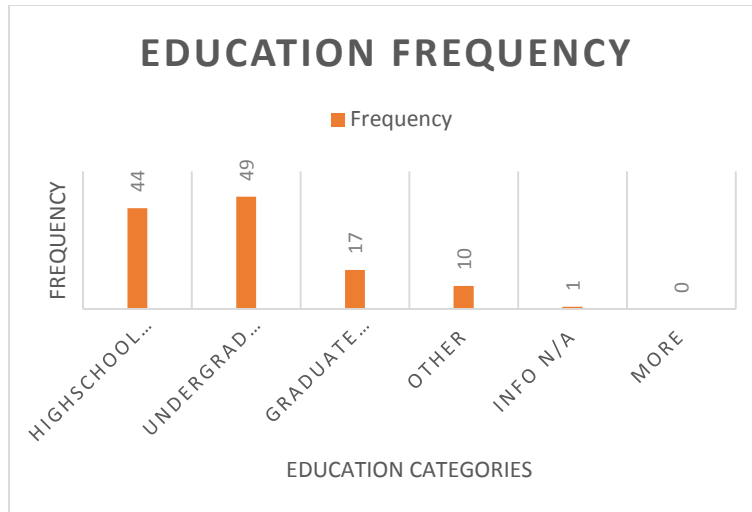


Figure 21 Histogram showing the education levels of survey participants.

Participants of the survey were asked to circle their highest level of education so demographic information could be better understood. The histogram shows that an undergraduate degree was the most frequent response but a high school level education came in as the second most popular response.

Cultural Heritage Ideas

Some more data we acquired is in response to the question asking what the public would like to see implemented into the Wyman Tavern after it was transformed into a Cultural Heritage Center. Each transformation idea used in our survey came from a focus group meeting that the HSCC held with its members. The top 10 ideas were used to determine the public's opinion of HSCC's top choices. The idea was that the individual would rank the different ideas from 1-10, with 1 being the most preferred, and 10 the least. However, the outcome of that question didn't quite go as planned, with many not understanding the directions, they checked

off the ideas they liked, or they rated the individual ideas, resulting in the survey takers using numbers more than once. This information can still be utilized however, but not used through a statistical test. One way to look at the data is to only use those who checked off their multiple favorites, and use that data to give each individual idea a score out of the greatest number of check marks that could have been received, which is 18 (the number of participants who used checkmarks).

Table 3 *Preferences of the survey participants who did not use numerical indicator*

	KSC Use	Seasonal Exhibits	Not Just History	Artist in Residence	Craft Fair	Music	Educational Activities	Coffee	Reenactment	1700s
# of Checkmarks out of 18	3	15	7	5	11	9	9	8	7	11

This sample size is extremely small which could possibly be an issue. Only being able to use 18 out of the 121 participant's opinions would cause the sample to most likely not represent the population's opinion as a whole. Another way we could interpret the information would be to combine the numerical information into sections, indicating that those who wrote a 1 or a 2 have a "Strong Like", those who wrote 3 or 4 just "Like", 5 and 6 are seen as "Neutral", 7 and 8 are "Dislike", and 9 and 10 are seen as a "Strong Dislike".

Table 4 *The sorted numerical responses indicating preferences for each idea, utilizing the Likert scale*

	KSC Use	Seasonal Exhibits	Not Just History	Artist in Residence	Craft Fair	Music	Educational Activities	Coffee	Reenactment	1700s
Strong Like (1&2)	26	34	21	27	32	31	36	23	34	35
Like (3&4)	6	9	15	10	12	16	16	11	9	9
Neutral (5&6)	17	12	15	17	19	16	13	15	15	13
Dislike (7&8)	5	13	12	16	10	15	11	13	10	9
Strong Dislike (9&10)	24	7	15	10	9	6	5	19	12	15

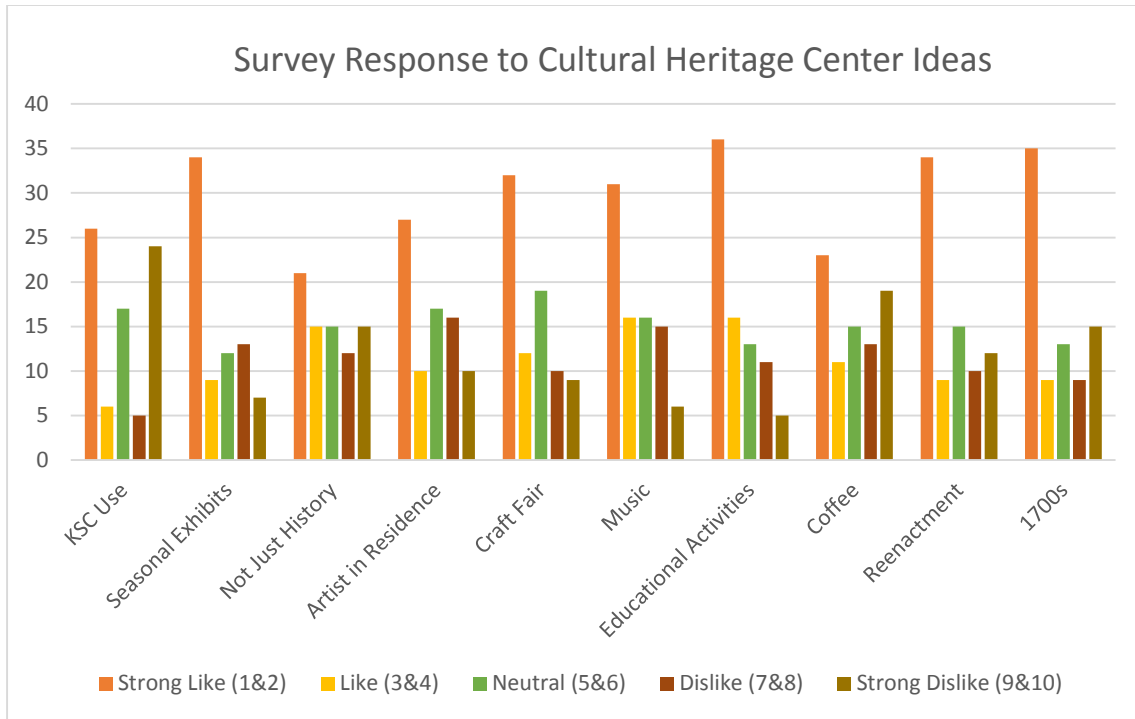


Figure 22 A clustered bar graph representing results shown in Table 4.

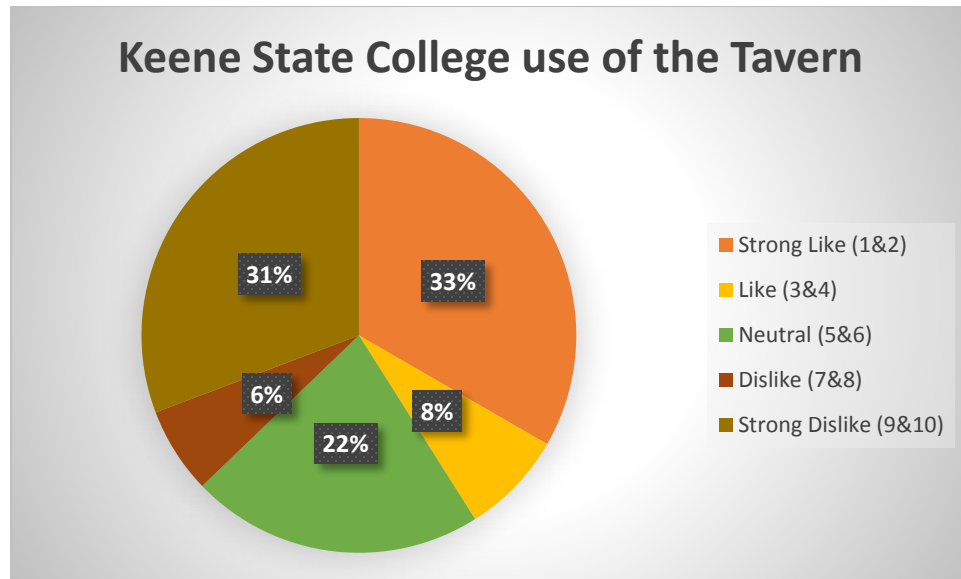


Figure 23 Pie chart depicting the opinions of the survey takers on KSC use of the Wyman Tavern.

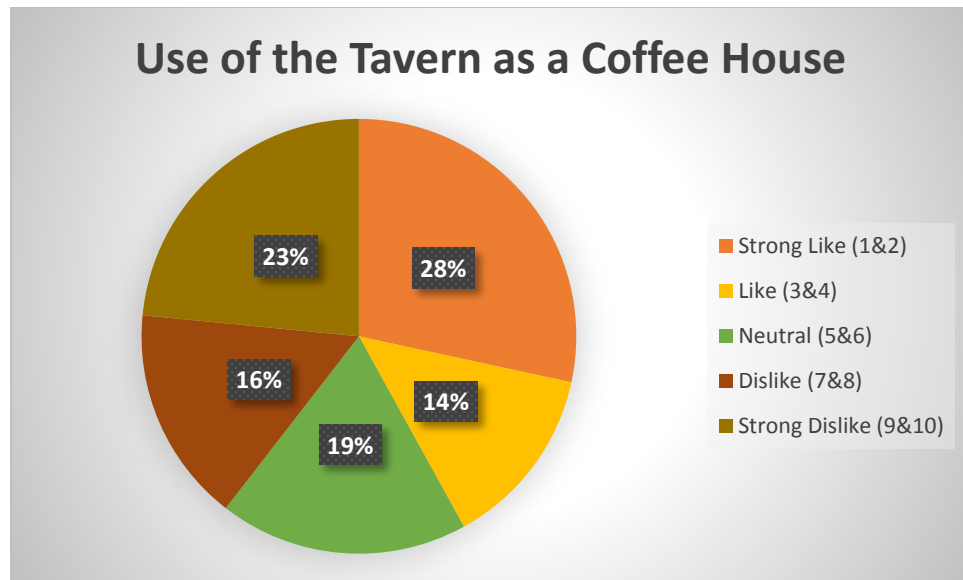


Figure 24 Pie chart depicting the opinions of the survey takers on using the Wyman Tavern as a coffee house.

As seen in Figures 23 and 24, use by Keene State College and use as a coffee house had the most “strong dislike” responses among any of the ideas, Keene State College use of the tavern came in at a 31% “strong dislike” and use of the tavern as a coffee house has a 23% “Strong Dislike”. Although these categories gained high numbers of dislikes, both charts show that there is a strong liking to these ideas: Keene State College use gained a 33% in the “strong like category” and Use of the Tavern as a Coffee House came in at 28%. Educational activities (displayed in Figure 25) garnering the least “strong dislikes” at only 6% as well as a high number of “strong likes” at 44%.

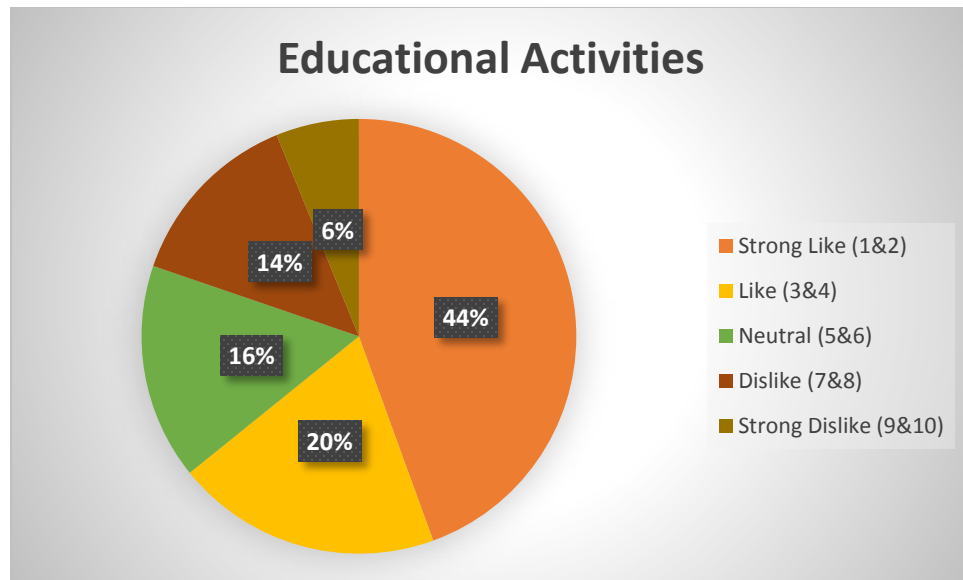


Figure 25 Pie chart depicting the opinions of the survey takers on using the Wyman Tavern to host educational activities.

Seasonal exhibits at the tavern also obtained the largest number of “strong likes” at 46%. Following the coffee house and Keene State usage ideas, the third and fourth most “strong dislikes” came from those who believed the tavern should move beyond a pure historical purpose and those who wanted to retain the historic nature of the tavern.

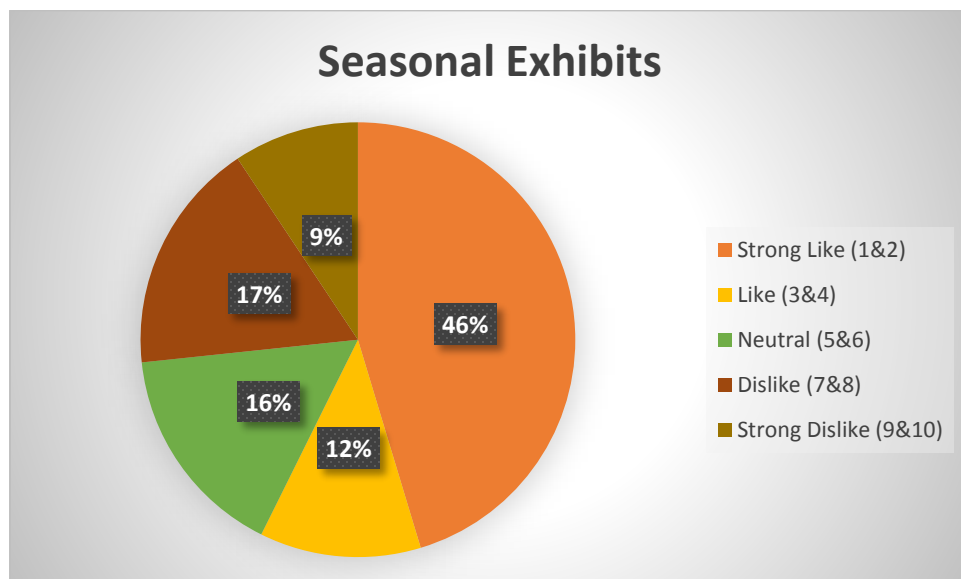


Figure 26 Pie chart depicting the opinions of the survey takers on displaying seasonal exhibits at the Wyman Tavern.

Suggestions for the Tavern

One of the last questions in our survey asked if the survey participant had any of their own suggestions for the Wyman Taverns transformation. A lot of participants had left this section blank, which is usual for open ended questions, or had repeated their favorite idea from the earlier question asking them to rank the top 10 ideas from the HSCC. Those who had responded with their own original thoughts seemed to have many fun ideas that the HSCC could possibly take into consideration. Some of these ideas include “Something downtown, like an “old-time” Christmas reenactment/celebration”, “Fairs/historic events for children”, and “Ghost hunting”. This section of the survey also contained positive feedback about the Brewfest that the HSCC hosted over the summer.

Interview Results

Part of the data collection we conducted over the semester was in the form of interviews with KSC teachers and HSCC staff. Sasha Davis, the professor that we talked with about historical tourism teaches classes about geographic tourism and recreation. We asked multiple questions ranging from how a historical site can attract tourists without compromising the historic value of the place, to what else the HSCC could sell in their shop. He seemed to insinuate that there were always pros and cons to transforming the Wyman tavern, and that the main goal would be to weigh the possible positive and negative impacts of each idea.

For example, we asked about how a historical site would attract more visitors without having to jeopardize the integrity of its belongings by having hands on exhibits, especially in regards to small children who tend to get bored when they are not allowed physical interaction

with the exhibits. He said that to attract the interest of children, there will need to be interactive exhibits, and that that tends to pose a risk to the artifacts. If you want the best of both worlds, the HSCC will have to compromise. He mentioned the Cheshire Kids Museum as an example, where they have old farm museum pieces that cannot be touched, though they also have other exhibits that are hands on, creating a mix to bring in a younger crowd, while also preserving the integrity of the artifacts.

When asked if a historical site should even attempt to appeal to the youth in the first place, he said that generally it is worth the risk, because you can increase your audience not just by bringing the youth themselves, but by bringing in people who have youth with them. Usually, a family with children will not visit a site if there is nothing there that interests the children. By increasing the appeal to children, the rest of the family will follow, increasing the attendance to the site. He also mentioned that the successful ones usually have some sort of angle toward the kids.

Another question asked in the interview was “The HSCC mentioned serving craft beer on certain days of the week at Wyman tavern. Do you believe that this would have a significant enough appeal to turn a profit and/or should this be coupled with something else? Ex. Traditional foods, music?” He responded by saying that it could be popular enough since gastro-tourism and beer tourism is pretty big nowadays. It would definitely bring something unique to the Wyman tavern, though the HSCC may find a few problems with how legal it is, and what they would be allowed to serve. There is an interest but there is also competition since the public normally sticks to their usual drinking spots in town, but it definitely could draw people in, and the idea of combining it with other food items might broaden the appeal. He also

thought that serving different local microbreweries would bring in the support of other companies, which could help the HSCC in the long run.

Another question asked during the interview was “The HSCC sells almost exclusively books at their store, is this a source of revenue that is being underappreciated? Could this store be offering more to the public?” To this, Dr. Davis answered, saying that depending on their space, books are probably a good idea, but there are probably things beyond that that could be sold. He brought up a former partner that works in a museum in Shelburne Vermont, whose gift shop has a lot of books and knick-knacks like funky backscratchers for the kids. They also sell clothes that are not historically related, but they sell well, which increases profits.

One of the other questions asked is if partnering with other museums or period houses would be a good idea to increase awareness of the HSCC and the Tavern. To that, Dr. Davis said that other museums can be seen as competition, but sometimes they can be helpful because they can help coordinate things like historical weekends or events where they work together to bring in more visitors. It is also a good idea to bring in a web of possible supporters for the HSCC and their endeavor to transform the tavern.

Lexington Historical Society

Another part of our research focused on finding other Cultural Heritage Centers that we could look at and possibly use as a template when advising the HSCC on what direction they should head in. The organization we found that seemed to best represent the HSCC’s idea of a Cultural Heritage Center was the Lexington Historical Society (LHS). With three period houses, two of which had been taverns, the LHS holds multiple events through the year, including

“Holidays at Buckman Tavern” which takes place during weekends through December. The “Lexington Tea Burning Re-enactment” is also popular, where you can watch a musket drill, inspection, and run-through of the Manual of Arms by the Lexington Minute Men on the Common, and join the ceremonial bonfire where members of the audience can join reenactors in throwing tea into the flames.

There were a few features of the LHS that stuck out to our group as possible features the HSCC could implement into the Wyman Taverns transformation. One of those is that the LHS rents out space for personal events at the Historic Lexington Depot. This idea was favored by a few members of the HSCC focus group, although it was not in the top ten answers our group used to pose our survey. Though the HSCC may have difficulty finding the space to do large events, or problems protecting the building, renting out the tavern to host small-time events could be possible.

Another feature that stuck out to us is that the LHS runs self-paced audio tours. Many museums have upgraded to include this technology as an option for visitors, and the HSCC shouldn’t be left behind. The connection between the taverns to the other historical sites in the town is also another feature the HSCC could use. Back in October, the LHS hosted a spooky walk through one of the period houses, and then brought the group through the historic cemetery. It would be great if the HSCC could do a joint gig with other historic spots in town, other than just tours at the tavern. By using these ideas that are already in place at an already successful Cultural Heritage Center, the HSCC may have an easier time creating the new and improved Wyman Tavern.

Statistical Tests

In order to answer our study question which includes tracking consumer behavior among Keene residents, demographic variables were compared to find out if there are differences that account for the price someone is willing to pay to visit the Wyman Tavern. The HSCC should know its target audience, and finding those demographics that will tell you who will be willing to pay is important to the HSCC when they begin transforming the Wyman Tavern.

Multiple Independent Chi-Square analyses were needed to determine whether attendance cost preferences is influenced by gender, age, residence, income, and education.

Gender and Price Chi-Squared Test

Ho: Gender does not relate to the price people are willing to pay.

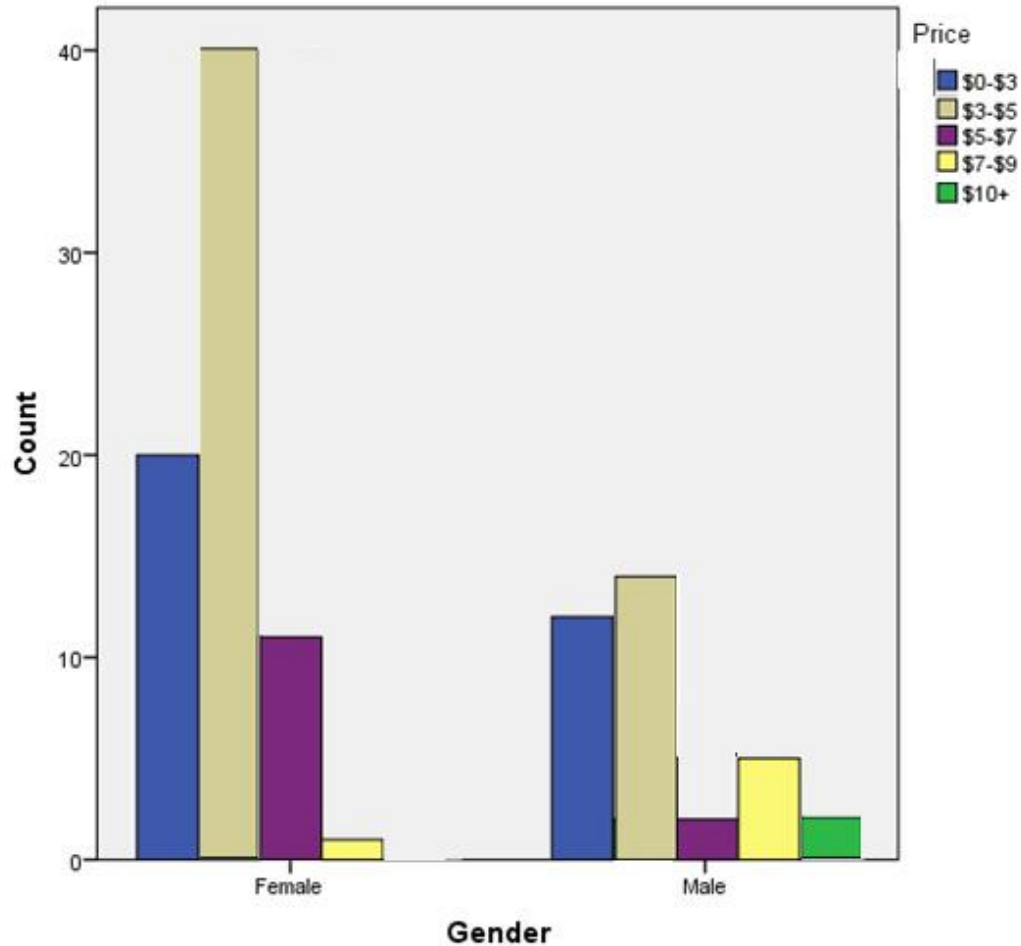


Figure 27 Preferred attendance price separated by gender.

For respondents of both genders, the \$3 to \$5 range was seen as the most acceptable response, although a greater amount of females than males believed that \$0 to \$3 would be an acceptable fee. 40 female respondents felt that the \$3-\$5 range was the most that they would be willing to pay to visit the tavern while only 13 males felt the same way. Part of the reason

that a greater number of females believed this to be true is due to the fact that we had double the number of female survey respondents.

Table 5 Statistical analysis of the Chi-Square test analyzing recommended attendance fees between male and female respondents

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Price	107	100.0%	0	0.0%	107	100.0%

Gender * Price Crosstabulation

Count		Price					Total
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9	
Gender	Female	20	0	40	11	1	72
	Male	12	2	14	2	5	35
Total		32	2	54	13	6	107

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	14.336 ^a	4	.006
Likelihood Ratio	14.556	4	.006
N of Valid Cases	107		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .65.

Yellow=P-Value

The lower the P-Value, the better it indicates the relation between the variables in the population. Since the P-Value is less than .05, there is a significant relation between price and

gender, making the Null hypothesis untrue. Gender does relate to the price people are willing to pay.

*Note, chi-squared does not indicate the strength of the relationship.

Price and Age Chi-squared:

Null: Age does not relate to the price people are willing to pay.

By looking at each individual age range and their preferred price range, we can see that there are very similar preferences. The only area that seems to stick out is that the 41-59 year old range is the only one that contained the opinion that \$10+ would be an appropriate price for the Wyman tavern.

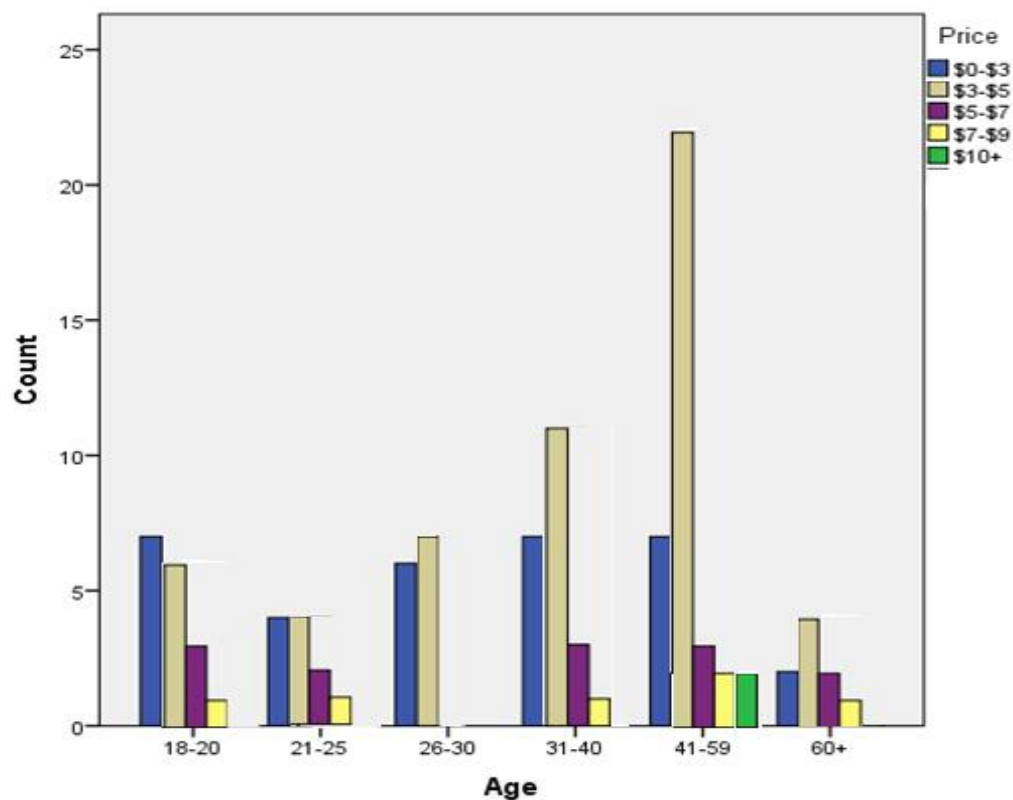


Figure 28 Preferred attendance price separated by age groups

Table 6 Case processing summary of age and price relationship

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Price	108	100.0%	0	0.0%	108	100.0%

Table 7 Age and price crosstabulation

Age * Price Crosstabulation						
Count		Price				
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9
Age	18-20	7	0	6	3	1
	21-25	4	0	4	2	1
	26-30	6	0	7	0	0
	31-40	7	0	11	3	1
	41-59	7	2	22	3	2
	60+	2	0	4	2	1
Total		33	2	54	13	6

Table 8 Age and price Chi-Square test results.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.682 ^a	20	.794
Likelihood Ratio	17.099	20	.647
N of Valid Cases	108		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .17.

Yellow=P-Value

Since the P-Value is greater than .05, there is most likely no relation between price and age, making the Null hypothesis correct.

Residence and Price Chi-Squared

Null: The preferred price is independent from the where the person resides (In state or out of state).

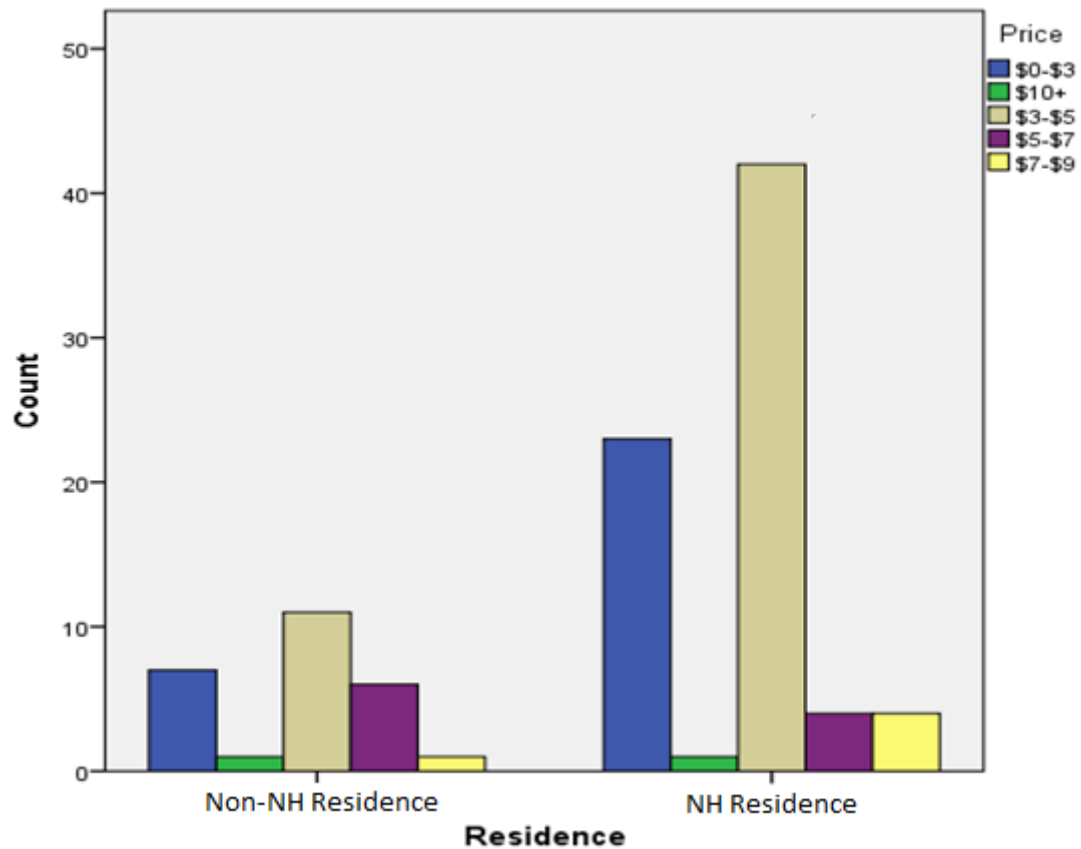


Figure 29 Preferred attendance price separated by area of residence

It is interesting to observe that both residence are almost a complete mirror of each other, in regards to the price ranges the population preferred. The \$3-\$5 range is the most popular for both those from NH and those from outside NH. We had expected a difference between those who live in-state and those who live out of state.

Table 9 Case processing summary of residence and price.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Residence * Price	100	100.0%	0	0.0%	100	100.0%

Table 10 Residence and price crosstabulation.

Residence * Price Crosstabulation						
Count		Price				
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9
Residence	1.00	7	1	11	6	1
	2.00	23	1	42	4	4
Total		30	2	53	10	5

table 11 Chi-Square test results of residence and price.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.569 ^a	4	.109
Likelihood Ratio	6.645	4	.156
N of Valid Cases	100		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .52.

Within this test, the P-Value is much greater than .05. This means that we can't believe that the observed relation between variables in the sample is a reliable indicator of the relation between the residence and preferred price range. This confirms the null that the preferred price is independent from the type of resident.

Income and Price Chi-Squared

Null: The preferred price is independent from the individuals' income.

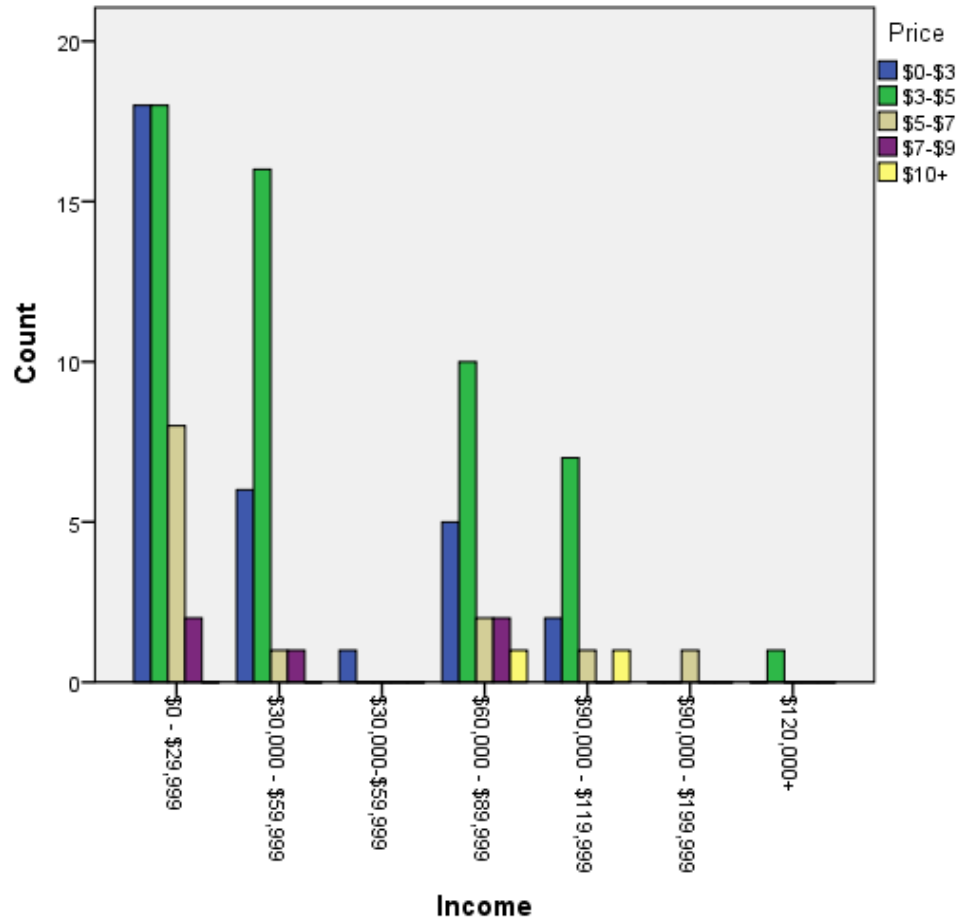


Figure 30 Preferred attendance price separated by Income.

Table 12 Case processing summary of income and price

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income * Price	104	100.0%	0	0.0%	104	100.0%

Table 13 Income and price crosstabulation

Income * Price Crosstabulation							
Count		Price					Total
		\$0-\$3	\$3-\$5	\$5-\$7	\$7-\$9	\$10+	
Income	\$0 - \$29,999	18	18	8	2	0	46
	\$30,000 - \$59,999	6	16	1	1	0	24
	\$30,000-\$59,999	1	0	0	0	0	1
	\$60,000 - \$89,999	5	10	2	2	1	20
	\$90,000 - \$119,999	2	7	1	0	1	11
	\$90,000 - \$199,999	0	0	1	0	0	1
	\$120,000+	0	1	0	0	0	1
Total		32	52	13	5	2	104

Table 14 Chi-Square test results of price and income

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.544 ^a	24	.431
Likelihood Ratio	22.458	24	.552
N of Valid Cases	104		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .02.

For this test, the group had expected there to be a relation between income and the price the respondent would be willing to pay. The results say otherwise though. The P-Value is much greater than .05. This means that we cannot believe that the observed relation between variables in the sample is a reliable indicator of the relation between the income and preferred

price range. This proves the null to be true, that the preferred price is independent from the individuals' income.

Education and Price Chi-Squared

Null: The preferred price is independent from the individuals' education.

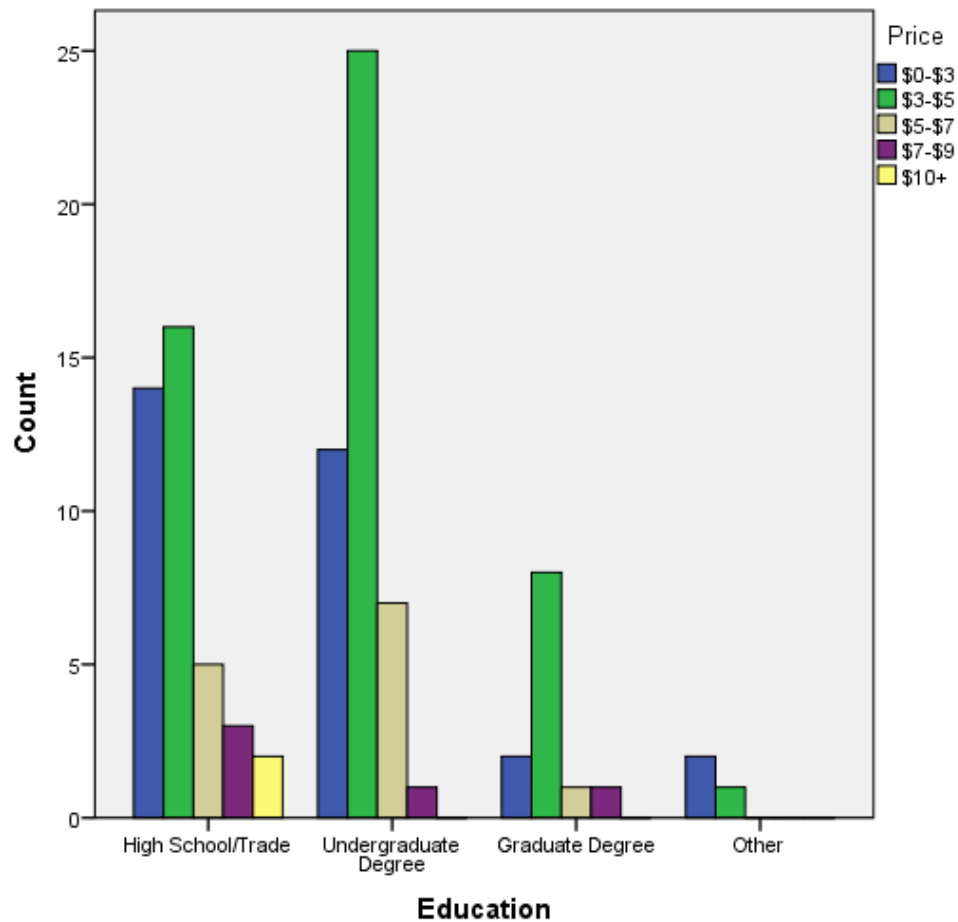


Figure 31 Preferred attendance price separated by education.

Table 15 Case processing summary of education and price

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Education * Price	122	100.0%	0	0.0%	122	100.0%

Table 16 Education and price crosstabulation**Education * Price Crosstabulation**

	Price						Total
		\$0-\$3	\$3-\$5	\$5-\$7	\$7-\$9	\$10+	
Education	22	0	0	0	0	0	22
High School/Trade	0	14	16	5	3	2	40
Undergraduate Degree	0	12	25	7	1	0	45
Graduate Degree	0	2	8	1	1	0	12
Other	0	2	1	0	0	0	3
Total	22	30	50	13	5	2	122

Table 17 Chi-Square test results for education and price

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	134.081 ^a	20	.000
Likelihood Ratio	126.122	20	.000
N of Valid Cases	122		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .05.

For this test, the P-Value is less than .05, which means that the preferred price is dependent on the individuals' education. This is an interesting find, and it took a little while to realize the fact that the Wyman Tavern hosts field trips, which is focused on individual

education groups. Perhaps this is the reason why the Chi-Squared test indicated a dependency between the two variables.

Gender One Sample T-Test

Null: The average price males would pay to attend the Wyman Tavern is \$3.00.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MalePrice	36	4.2778	2.44495	.40749

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
MalePrice	3.136	35	.003	1.27778	.4505	2.1050

Null: The average price females would pay to attend Wyman Tavern is \$3.00.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
FemalePrice	72	3.8056	1.39050	.16387

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
FemalePrice	4.916	71	.000	.80556	.4788	1.1323

After analyzing the Chi-Square test that compared gender to the preferred price the participant would be willing to pay, our group found out that there is a relation between the two variables. Our group then ran a one sample T-Test on each gender to determine where the relation between the variables was held, and how much strength was in the relationship. The average of each preferred price was then compared to the current price to attend Wyman Tavern, which happens to be \$3.00. Due to the P-Value being extremely low in both tests, the null hypotheses are untrue. The results show that the average price that both males and females would pay is actually higher than \$3.00. The only sign that there is a slight dependence between gender and the preferred price is that the average male sample would be willing to pay a little bit more than the female sample. This dependence that was found in the Chi-Squared Test is so small that it probably isn't significant enough to truly matter. There is still useful information that the HSCC can utilize though, regarding the fact that the average price the population is willing to pay is in fact higher than the actual admission rate. With information like this, they would be able to safely raise the rate of admission without much backlash or protest of it costing too much.

Chapter 5: Conclusions



Figure 32 A re-enactment held at the Wyman Tavern

The Chi-Squared tests that had been conducted with our research shows that two of the five variables that were tested against the preferred price range for admission were dependent. These two variables happened to be gender and education. This was actually a surprise to us, since there was an underlying expectation for there to be a relation between all of our variables and the preferred price range based off of some information found in our literature review. The two variables that actually did hold a relation confused us for a while when we were trying to figure out why.

It took a while to realize the fact that the Wyman Tavern hosts field trips, which is focused on individual education groups. This could explain why there was a dependence between the two variables. It is possible that the group that had finished only High School/Trade School remember the type of field trip experience that the Wyman Tavern offers, which could possibly influence the price they would be willing to pay. The High School/Trade School was the only group that contained people willing to pay \$10+ for admission to the Wyman Tavern.

Gender was a bit more difficult to determine a cause. A One Sample T-Test had to be done to determine the exact significance of the dependence, which happened to be barely anything. It is also noticeable when looking at the histograms that there is a larger majority of females who participated in the survey, which could cause problems down the road when trying to figure out the results. With so few results from the other side of the spectrum, there is a possibility that the sample we took is not representative of the male population. This can cause a multitude of issues when the numbers are being calculated and analyzed, which can result in some strange outcomes that may not match up if the project were repeated with a

different sample size of the population. This is the more reasonable idea we came up with as to why there was a relation between gender and the preferred price.

Recommendations

In order for the HSCC to come to their vision of a cultural heritage center, certain aspects of the way they operate as a historical society may need to change in order to fit the public's needs of what they would like to experience within this new cultural heritage center. As mentioned earlier in the literature review section, sites such as the Wyman Tavern attract a certain kind of person who is known as a "historic tourist", or a person who would be willing to travel over 50 miles to a historical tourism destination (Cultural and Heritage Tourism in the United States 2005). Many people who participated in our survey noted that on average, they would not travel more than 10 miles to come and visit the Wyman Tavern. A map was created which shows the location of survey respondents in New Hampshire compared to the location of the Wyman Tavern and how far they were willing to travel to attend the pop-up Pumpkinfest which is located less than four miles away from the tavern.

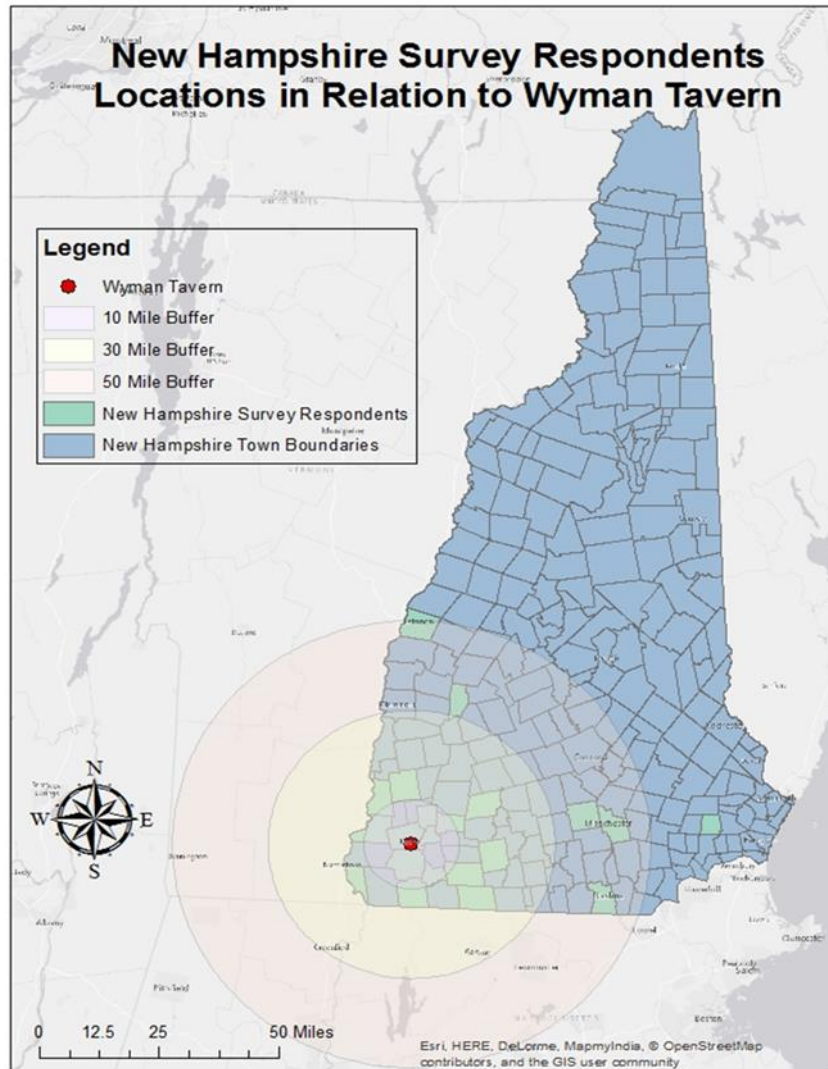


Figure 33 *Survey respondents locations in relation to the Wyman Tavern*

We can discern that the Wyman Tavern may need to be offering programs and events that can appeal to a larger demographic which may help draw in larger amounts of attendees from places further away. Also noted in the literature review was that the demographic profile of the cultural heritage tourism segment today is younger, wealthier, and more educated than the public at large (Cultural and Heritage Tourism in the United States 2005). While analyzing the results of survey participants, the average age range of people who partook in the survey

that were interested in attending Wyman Tavern events or have heard of the tavern was 41-59 y/o, the median income was \$0-\$29,999 and the participant's average highest level of education was an undergraduate degree. In Keene, demographic information obtained from the Census Bureau shows that the median age of Keene residents is 20-24 y/o. The median income in the City of Keene is \$50,148 and the median level of education is a high school degree. The results of the survey as well as the demographic profile of Keene are not exactly in line with the demographic profile of a cultural heritage tourist which may have something to do with the area in which we reside in. This could be affecting the attendance rates of people to the tavern and may call for the Wyman Tavern to shift the sort of events and things they provide to mirror the demographics of the community of Cheshire County or to market to a different profile outside of the community.

The Mandala Study, referenced in the literature review section, notes that the top three activities that cultural heritage tourists partake in includes visiting historic sites (66 percent), participating in historical re-enactments (64 percent) and visiting art museums/galleries (54 percent) (Hargrove 2010). One question on the survey asked participants to rank which things they would like to see happen with the Wyman Tavern in regards to the new cultural heritage center. The most popular responses included use of the tavern for educational activities as well as seasonal events. Others noted that an artist in residence program would be something that they would like to see, and historical re-enactments received a strong liking from survey participants. These results seem to mirror the top three activities that cultural heritage tourists partake in the most. Although the demographics of the people of this area do not seem to mirror that of the average historic tourist, it seems that the overall public interest in these

activities remains the same in both sectors. We can suggest that the highest rated responses the public favored should be taken into high consideration as things that the HSCC may want to focus on in order to increase public awareness and attendance to the tavern.

The HSCC has many directions they could head in for this transformation into a Cultural Heritage Center. With so many differing opinions, the question is: What is the right one to choose? Based off of our research and testing, our results helped create a specific model for the HSCC to follow.

Within the 'Cultural Heritage Ideas' section, educational activities (Figure 20) garnered the least "strong dislikes" as well as the most "strong likes", while seasonal exhibits at the tavern also obtained a large number of "strong likes". Due to these feelings based on the public's opinion, basing the HSCC's transformation on these ideas is highly recommended. Other highly recommended features and ideas are based off of the interview with Sasha Davis. He had emphasized a lot on attracting young children through the use of hands on exhibits to bring in families. These hands on exhibits could be tied in with the educational activities that the public was so fond of. Dr. Davis also mentioned that serving craft beer during specific days would be an interesting spin on the tavern, and that gastro-tourism and beer tourism is increasing in popularity, so it is highly suggested to implement this idea into the transformation. It would also be wise to consider the thought of combining this idea with other colonial-style food items to broaden the appeal.

The HSCC should also be open to doing even more public events, as evidence in the section "Suggestions for the Tavern" shows that the public enjoyed the Brewfest, while also having

other interesting suggestions for other events through the year. Successful Cultural Heritage Centers such as the LHS also have many events throughout the year, which they use to help attract their visitors.

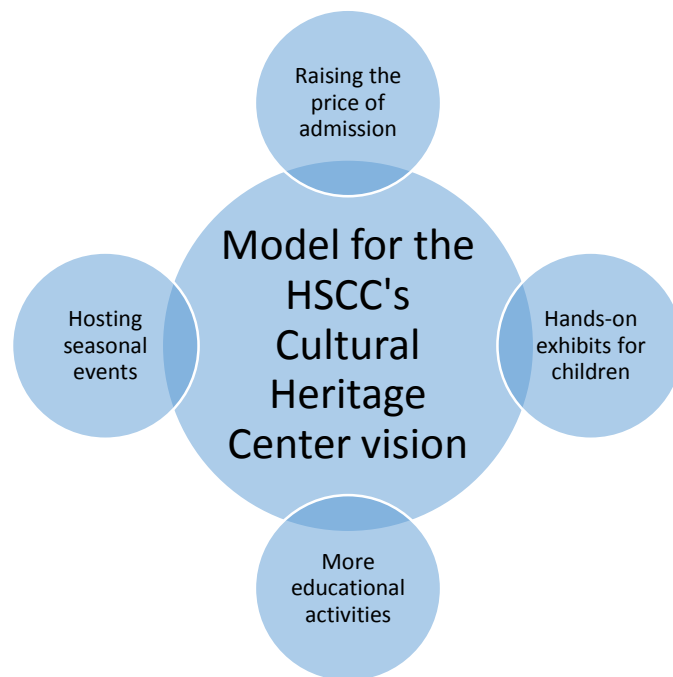


Figure 34 Smart Art depicting our model for the HSCC's cultural heritage center vision

To increase awareness of the HSCC and the Tavern, partnering with other museums, historical spots or period houses would be a good idea as well. The amount of support another historical hot-spot could offer would definitely help out in the long run. Our group would also like to urge the HSCC to upgrading its technology. Self-paced audio tours are on the rise in many museums around the world, and the HSCC shouldn't get left behind on that front. For our last recommendation, we had gone through the two T-Tests that were administered, and it is clear that the price of admission could be raised without there being much of a fuss, so we propose that it should be raised, either by \$0.50 or \$1.00 to help increase profits.

Limitations and Changes

This model came about from the research our group conducted, but all research has its limitations and flaws. Some of those flaws came about as early as when we were drafting the survey and creating questions for the public. One of these flaws was our lack of insight on what types of tests we would be conducting. Almost all of our questions were nominal or ordinal in nature, causing us to lack metric data. This caused our group to rely on non-parametric testing, which is sometimes less precise with its results. There were plans to compare our results to the Plymouth State NH Tourism survey results, but the way each choice for the question was separated ended up differing from the way we had, which most definitely could have been fixed if it was caught before the survey was administered to the public.

Another problem was that the majority of our survey participants were within a certain demographic. Judging from the histograms detailing the variables for our research, our sample size had almost no normality. This means that the results that were gathered from those participants are most likely not representative of the population as a whole, making it difficult to determine if our results are as accurate as we thought they were. This is most likely due to the fact that most of our surveys were administered at the Pop-up Pumpkin fest in Swanzey NH. There had been plans to administer them at other locations, including the Keene Farmers Market, the Keene Public Library and through an online questionnaire, but our survey was completed too late for the last Farmers Market, and it was assumed that the large number that had already been collected would be enough.

If our group had more time, there are many things that would be changed and re-done. We would administer another survey with different questions that would allow us to gather both categorical and metric variables. Instead of trying to gather as many survey results from just one location, our group would instead focus on gathering them from a range of methods and places to guarantee that the sample represents the population.

Our group would also expand our research to include attendance numbers, by doing head counts and questionnaires at the tavern itself during its open season, and to compare those numbers to other taverns during this time as well. This would help us gather a larger sample on those who have visited. Interviews with members of other historical societies who have already achieved the creation of a Cultural Heritage Center would also definitely be helpful for the HSCC before they start their own transformation into one as well. In the end, there are many things the HSCC can do with the data we have brought before them, but there is also so much more they could find out by pursuing the research even further.

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This survey is being distributed on behalf of the Keene State College Geography Department in partnership with the Historical Society of Cheshire County in order to gain a better understanding of public perception of the Wyman Tavern as well as the Historical Society as a whole. Survey results will be examined and analyzed by students in order to assist the Historical Society in order to better understand community needs in regards to the Historical Society of Cheshire County. Participants can choose to skip questions they do not feel comfortable answering. All survey responses will remain anonymous.

1. Are you a male or a female? (Please check one) Male____ Female____

2. What is your age range? (Please circle one)

18-20 21-25 26-30 31-40 40-59 60+

3. Please circle the answer that best fits your highest level of education:

High School/Trade School Undergraduate degree from a college/university

Graduate School Other: _____

4. Please circle your current annual income level.

\$0-\$29,999 \$30,000-\$59,999 \$60,000-89,999 \$90,000-119,999 \$120,000+

5. Are you a resident of Keene, NH? (Please check one) Yes____ No____

5a. If you checked **yes**, please check which letter best corresponds with where you live on the map (Maps are provided by Keene State College student volunteers)

A _____

B _____

C _____

D _____

E _____

5b. If you checked **no**, please write down where you live on the line below.

6. How far would you be willing to travel to visit the Wyman Tavern? (Please circle one)

0-5 miles

6-10 miles

11-15 miles

16-20 miles

20+ miles

7. Are you a member of the Historical Society of Cheshire County? (Please circle one)

Yes

No

8. Please check off any of the events promoted by the Historical Society of Cheshire County that you have attended in the past:

____ Wyman Tavern Brew-Fest

____ The HSCC lecture series

____ Any of the films shown through the HSCC film series

____ Classes and workshops

____ Pop-up museums

____ Summer camps

8a. Have you heard of the Wyman Tavern? (Please check one) Yes ____ No ____

8b. If you answered **yes**, have you ever visited the Tavern? (Please check one) Yes ____ No ____

9. The current price to attend a tour of Wyman Tavern is \$3. How much would you be willing to pay to attend a Wyman Tavern tour? (Please circle one)

\$0-\$3

\$3-\$5

\$5-\$7

\$7-\$9

\$10+

10. Do you have any children? (Please check one) Yes ____ No ____

10a. If you responded yes to the previous question, how many children do you have and what are their ages? (Please write your answer on the following lines)

10b. Would you consider bringing your children for a visit to the Wyman Tavern? (Please write your answer on the following line) _____

11. Please rank from 1-10 (1 being a change you would really like to see and 10 being a change you would not like to see/have no interest in) in regards to changes that you would like to see with the Wyman Tavern.

____ Expand use by Keene State College (I.E. department offices, educational uses, guest house)

____ Having special seasonal exhibits or programs (holiday tours, antique show/auction, etc.)

____ Selling a good time, not just history (with all programming)

____ Developing an artist in residence program (art, craft, music, writing)

____ Having a historic craft fair (demonstrations by an artisan, have a craft center)

____ Musical center/performances to attract the community

____ Developing hands-on educational activities

____ Developing it into a real working coffee house

____ Hosting historic re-enactment tours

____ Retaining the 1700s feel/look for the interior/exterior

12. Have you attended any other culture events within the past twelve months in the Monadnock Region? (Please check all that apply)

___ Theatre Performance

___ Art Gallery or Museum (Children's Museums included)

___ Cultural Festival

___ Lectures

___ Musical Performances

___ Historic Tours provided by other Historic Societies

Other:

13. Please list any other possible types of events that you would be interested in attending if they were held by the HSCC.

Table 1: Table displaying the total amount of spending within each New Hampshire region in 2014

New Hampshire Region	Total Spending in Millions - 2014 (USD)
Great North Woods	81.2
White Mountains	1,263.8
Lakes Region	592.6
Dartmouth/Lake Sunapee	220.4
Monadnock Region	271.7
Merrimack Valley	1,456.4
Seacoast	1,064.4

Table 2: Inspection frequency chart

INSPECTION FREQUENCY CHART		
Feature	Minimum Inspection Frequency	Season
Roof	Annually	Spring or fall; every 5 years by roofer
Chimneys	Annually	Fall, prior to heating season; every 5 years by mason
Roof Drainage	6 months; more frequently as needed	Before and after wet season, during heavy rain
Exterior Walls and Porches	Annually	Spring, prior to summer/fall painting season
Windows	Annually	Spring, prior to summer/fall painting season
Foundation and Grade	Annually	Spring or during wet season
Building Perimeter	Annually	Winter, after leaves have dropped off trees
Entryways	Annually; heavily used entries may merit greater frequency	Spring, prior to summer/fall painting season
Doors	6 months; heavily used entry doors may merit greater frequency	Spring and fall; prior to heating/cooling seasons
Attic	4 months, or after a major storm	Before, during and after wet season
Basement/Crawlspace	4 months, or after a major storm	Before, during and after rain season

Table 3: Preferences of the survey participants who did not use numerical indicator

	KSC Use	Seasonal Exhibits	Not Just History	Artist in Residence	Craft Fair	Music	Educational Activities	Coffee	Reenactment	1700s
# of Checkmarks out of 18	3	15	7	5	11	9	9	8	7	11

Table 4: The sorted numerical responses indicating preferences for each idea, utilizing the**Likert scale**

	KSC Use	Seasonal Exhibits	Not Just History	Artist in Residence	Craft Fair	Music	Educational Activities	Coffee	Reenactment	1700s
Strong Like (1&2)	26	34	21	27	32	31	36	23	34	35
Like (3&4)	6	9	15	10	12	16	16	11	9	9
Neutral (5&6)	17	12	15	17	19	16	13	15	15	13
Dislike (7&8)	5	13	12	16	10	15	11	13	10	9
Strong Dislike (9&10)	24	7	15	10	9	6	5	19	12	15

Table 5: Statistical analysis of the Chi-Square test analyzing recommended attendance fees between male and female respondents

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Price	107	100.0%	0	0.0%	107	100.0%

Gender * Price Crosstabulation

Count		Price					Total
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9	
Gender	Female	20	0	40	11	1	72
	Male	12	2	14	2	5	35
Total		32	2	54	13	6	107

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	14.336 ^a	4	.006
Likelihood Ratio	14.556	4	.006
N of Valid Cases	107		

- b. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .65.

Table 6: Case processing summary of age and price relationship

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Price	108	100.0%	0	0.0%	108	100.0%

Table 7: Age and price crosstabulation

Age * Price Crosstabulation							
Count		Price					Total
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9	
Age	18-20	7	0	6	3	1	17
	21-25	4	0	4	2	1	11
	26-30	6	0	7	0	0	13
	31-40	7	0	11	3	1	22
	41-59	7	2	22	3	2	36
	60+	2	0	4	2	1	9
Total		33	2	54	13	6	108

Table 8: Age and price Chi-Square test results

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.682 ^a	20	.794
Likelihood Ratio	17.099	20	.647
N of Valid Cases	108		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .17.

Table 9: Case processing summary of residence and price

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Residence * Price	100	100.0%	0	0.0%	100	100.0%

Table 10: Residence and price crosstabulation

Residence * Price Crosstabulation						
Count		Price				
		\$0-\$3	\$10+	\$3-\$5	\$5-\$7	\$7-\$9
Residence	1.00	7	1	11	6	1
	2.00	23	1	42	4	4
Total		30	2	53	10	5

Table 11: Chi-Square test results of residence and price

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.569 ^a	4	.109
Likelihood Ratio	6.645	4	.156
N of Valid Cases	100		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .52.

Table 12: Case processing summary of income and price

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income * Price	104	100.0%	0	0.0%	104	100.0%

Table 13: Income and price crosstabulation

Income * Price Crosstabulation						
Count		Price				
		\$0-\$3	\$3-\$5	\$5-\$7	\$7-\$9	\$10+
Income	\$0 - \$29,999	18	18	8	2	0
	\$30,000 - \$59,999	6	16	1	1	0
	\$30,000-\$59,999	1	0	0	0	0
	\$60,000 - \$89,999	5	10	2	2	1
	\$90,000 - \$119,999	2	7	1	0	1
	\$90,000 - \$199,999	0	0	1	0	0
	\$120,000+	0	1	0	0	0
Total		32	52	13	5	2

Table 14: Chi-Square test results of price and income

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.544 ^a	24	.431
Likelihood Ratio	22.458	24	.552
N of Valid Cases	104		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .02.

Table 15: Case processing summary of education and price

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Education * Price	122	100.0%	0	0.0%	122	100.0%

Table 16: Education and price crosstabulation**Education * Price Crosstabulation**

		Price						Total
			\$0-\$3	\$3-\$5	\$5-\$7	\$7-\$9	\$10+	
Education		22	0	0	0	0	0	22
High School/Trade		0	14	16	5	3	2	40
Undergraduate Degree		0	12	25	7	1	0	45
Graduate Degree		0	2	8	1	1	0	12
Other		0	2	1	0	0	0	3
Total		22	30	50	13	5	2	122

Table 17: Chi-Square test results for education and price**Chi-Square Tests**

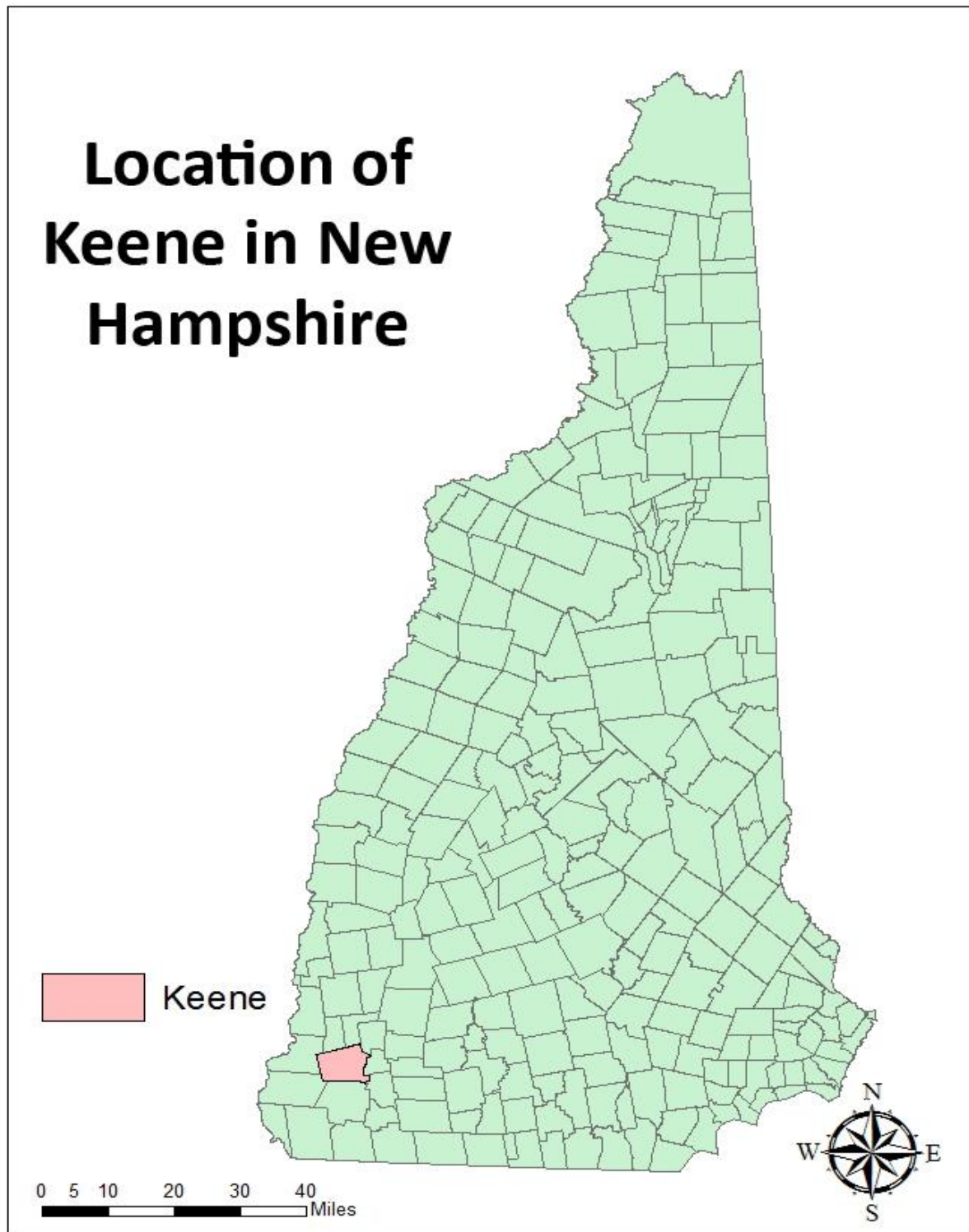
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	134.081 ^a	20	.000
Likelihood Ratio	126.122	20	.000
N of Valid Cases	122		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .05.

Table 18: Relates to Figure 9 which displays open registered taverns in New England

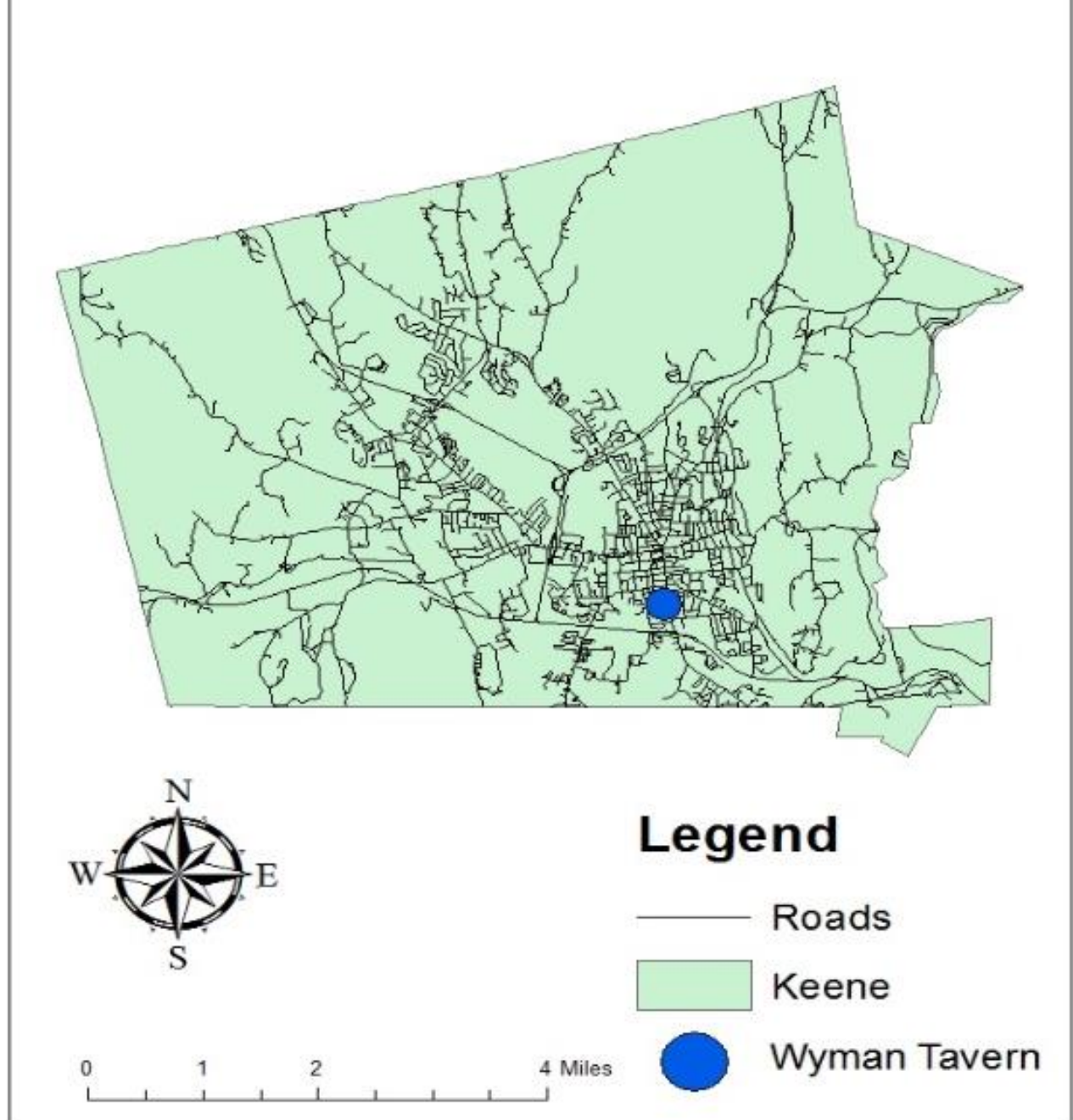
FID NUMBER	TAVERN NAME
2	Merrell Tavern
5	Rising Sun Tavern
6	Knapp Tavern
7	Brown Tavern
10	Keeler Tavern
12	White's Tavern
14	Wyman Tavern
18	Chimney Point Tavern
23	Dog Team Tavern
24	Tavern Farm, Old
25	Briggs Tavern
30	Buckman Tavern
31	Sanderson House and Munroe Tavern
33	Harnden Tavern
34	Wright's Tavern
35	Rider Tavern
36	Golden Ball Tavern
37	Black Tavern
42	Jones Tavern
47	Estey Tavern
53	Peabody Tavern
56	Burnell Tavern
61	Freese's Tavern
69	Black Tavern

Map 1

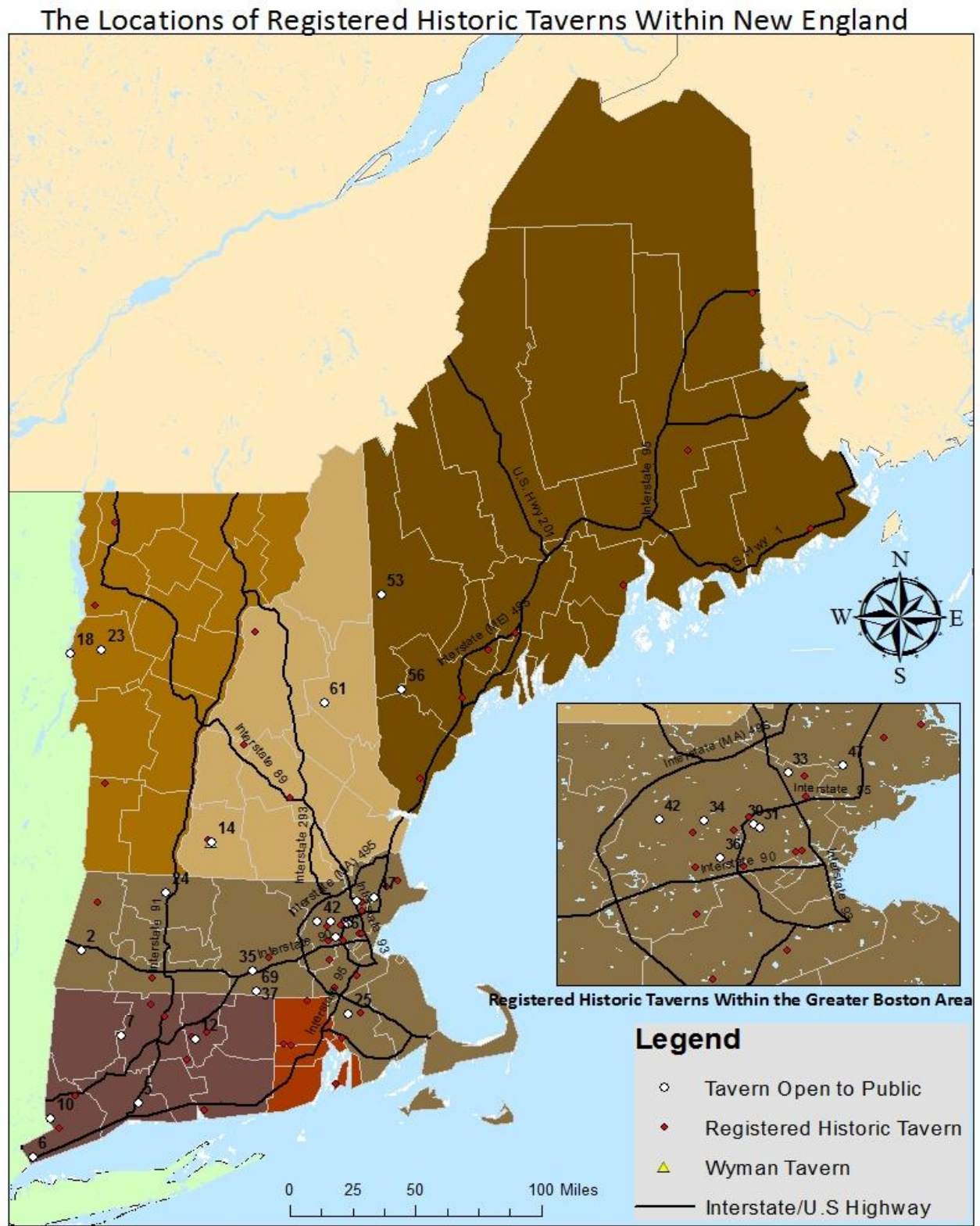


Map 2

Location of Wyman Tavern in Keene, NH

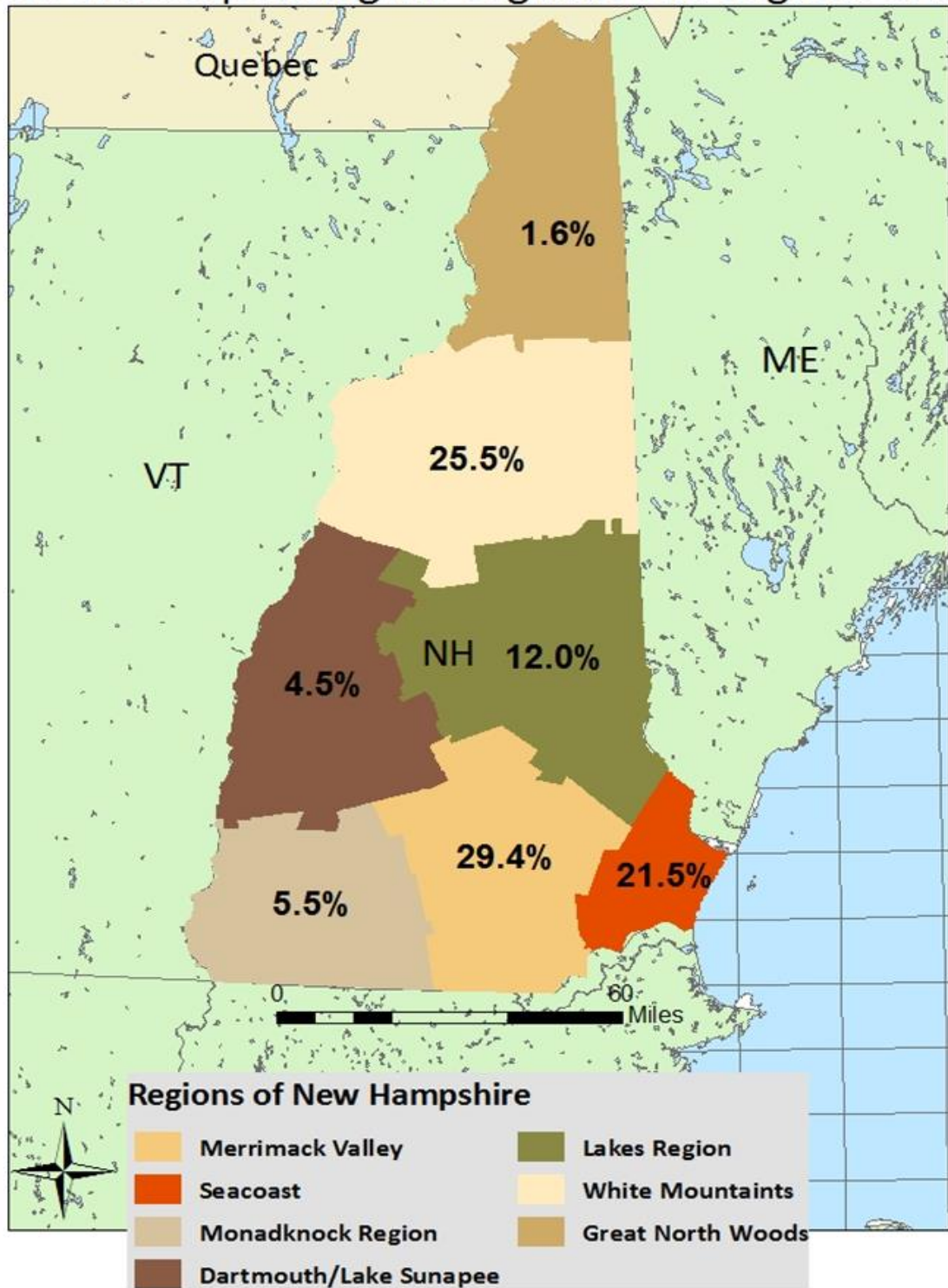


Map 3

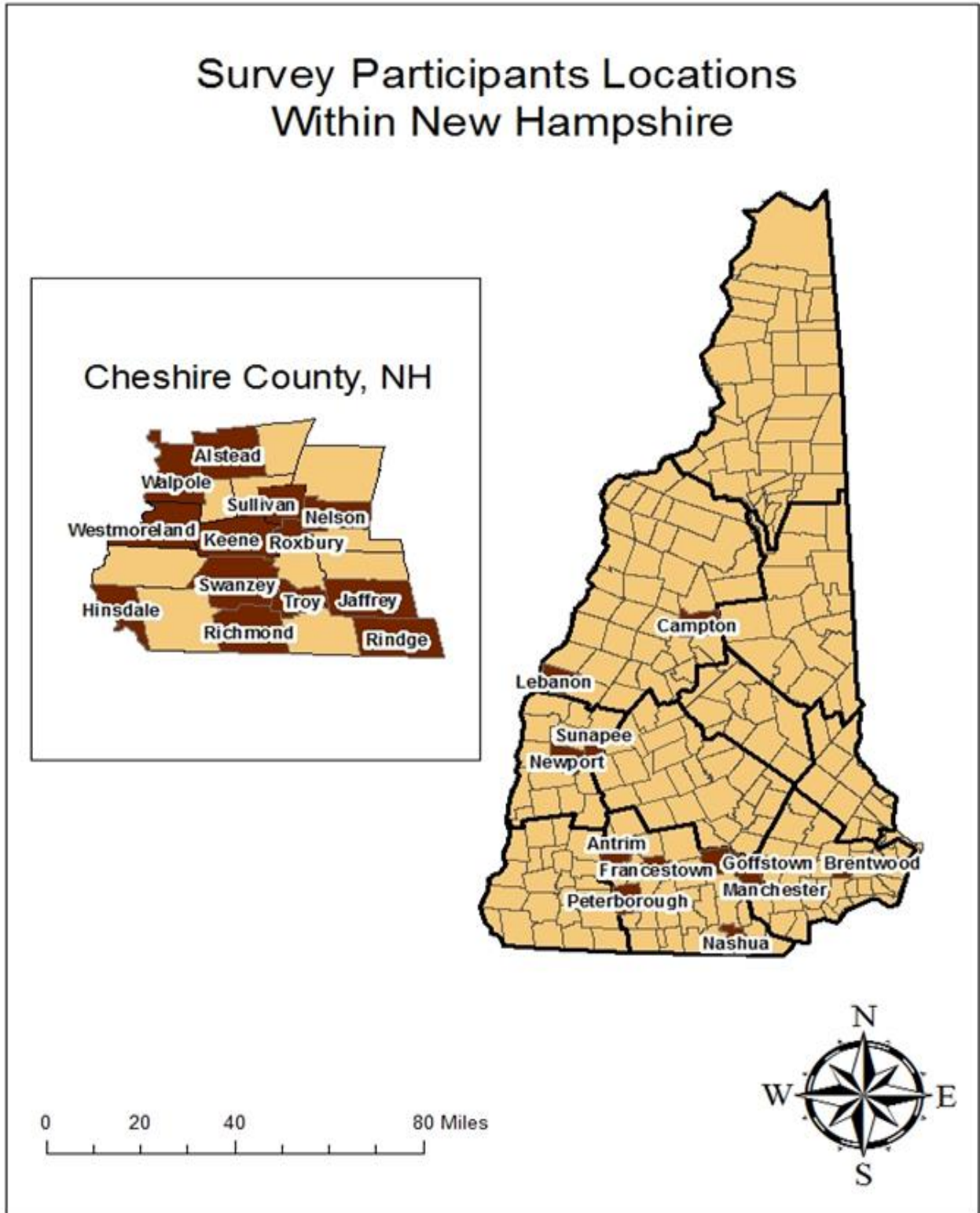


Map 4

Percent Travel Spending Throughout The Regions of N.H

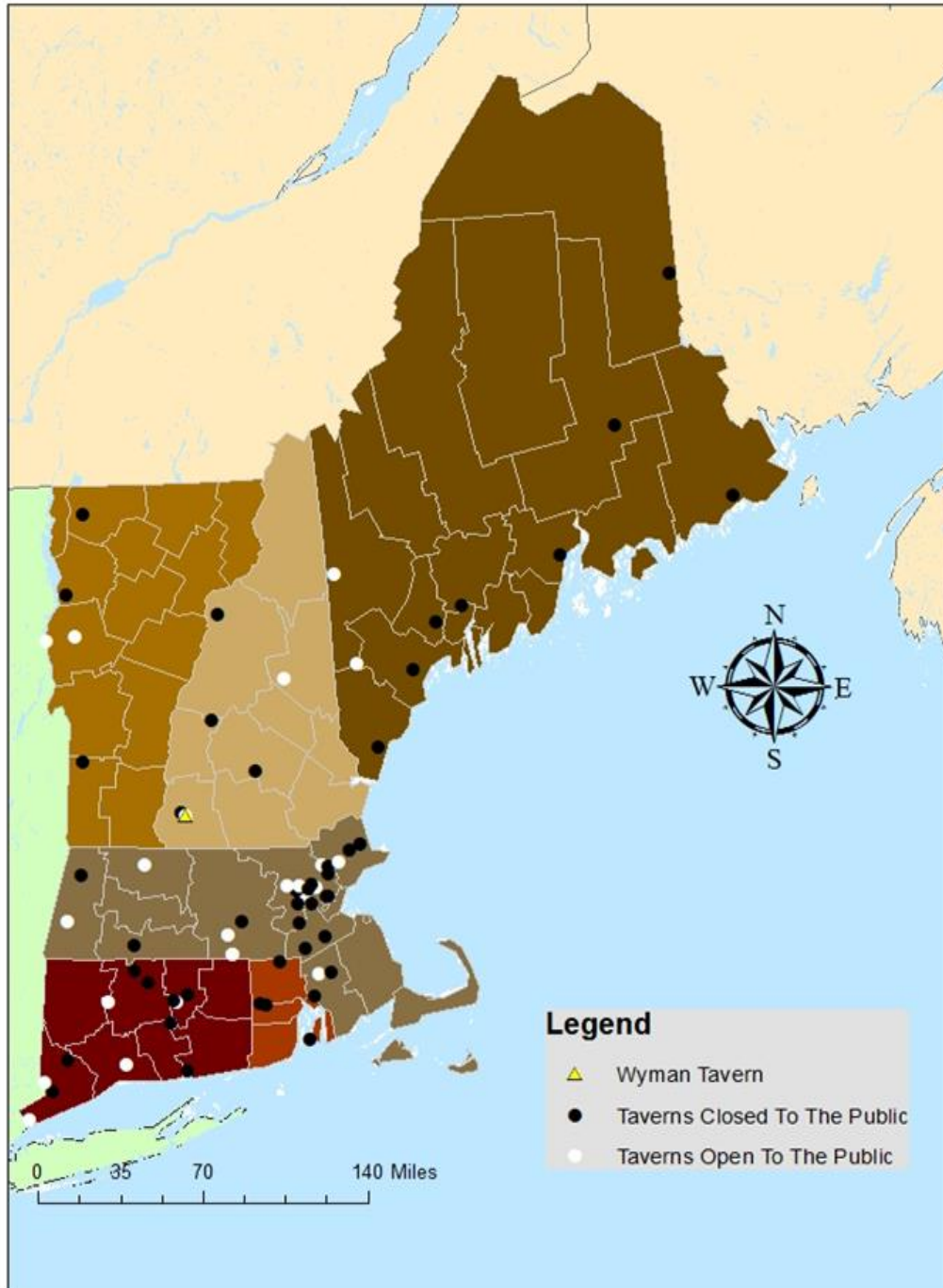


Map 5

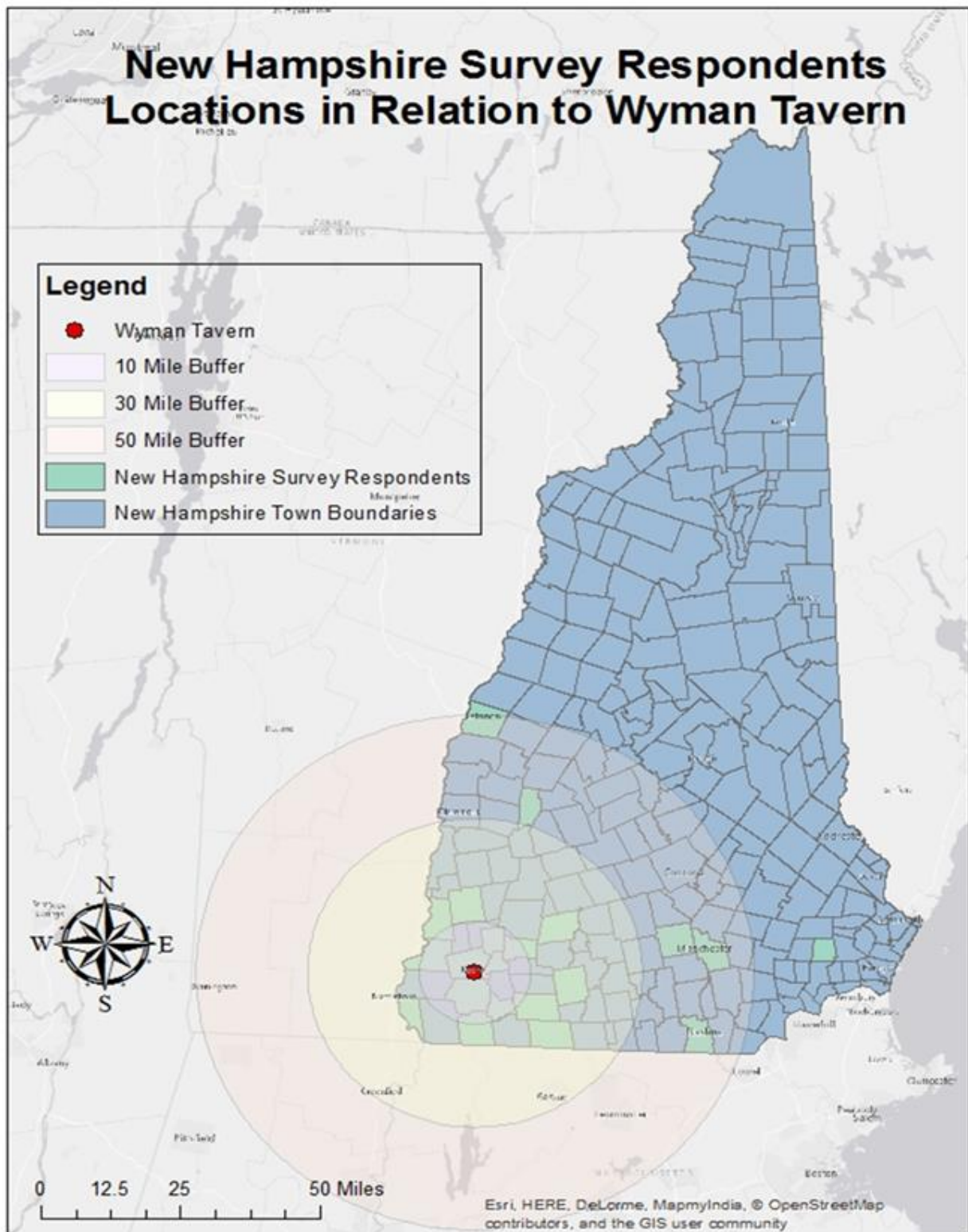


Map 6

The Locations of Open and Closed Taverns Within New England



Map 7



Map 8

