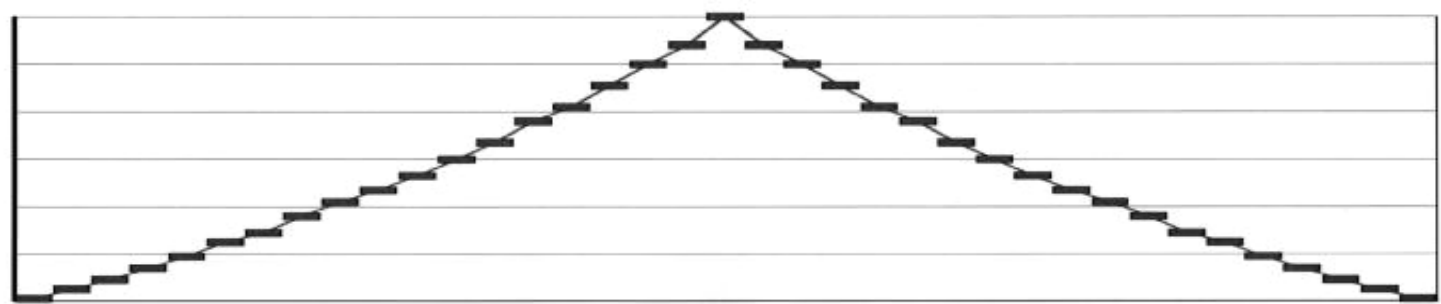




Managing Historic Sites is Not
Rocket Science

It's Harder Than Rocket Science





Newspaper Readership

House Museum Attendance

Network Viewership



Why?

More Information Sources

Demographic shifts

More Affluence

More Historic Sites



What to do?

Wait

Close/Convert

Build an Endowment

Remain Authentic

Improve Programming

Get on Travelers' Radar



Managing Historic Sites is Not
Rocket Science

It's Harder Than Rocket Science