OLD STURBRIDGE VILLAGE Visitor

Summer 2009

2008–2009 Momentum and More
The History of Fireworks
Farms, Families, and Change
Cooking with OSV
Summer Events

a member magazine that keeps you coming back
2008-2009 Building Momentum

a letter from President Jim Donahue

It is no secret around the Village that I like to keep my eye on the "dashboard" – a set of key indicators that I am consistently checking to make sure we are steering OSV in the right direction. In fact, I take a lot of good-natured kidding about how often I peek at the attendance figures each day, eager to see if we beat last year's number. And I have to admit that I get energized when the daily mail brings in new donations, when the sun is shining, the parking lot is full, when I can hear happy children touring the Village, and the visitor comments are upbeat and favorable.

I am happy to report these indicators have been overwhelmingly positive during the past year – solid proof that Old Sturbridge Village is building on last year's successes and is poised to finish this decade much stronger than when it started. And we owe much of that progress to all of you.

Last year we saw a surge in visitation that we have not experienced in years. We finished the 2008-2009 fiscal year with attendance up a strong eight percent – to nearly 240,000 visitors – this at a time when many other institutions saw declines in visitation. OSV membership also increased eight percent last year to 6,700 member households, and donations to our museum have more than doubled over the last two years. These milestones are even more important when you realize that we have achieved them during one of the most tumultuous economic periods in the last 60 years.

Here at OSV we are definitely bucking the bad economy by keeping an eye on cash flow and trimming expenses, just like every other prudent business must do these days. But we are energized and working as a team to take our museum to the next level. Our staff, volunteers, donors, members, and visitors are united behind our love for and commitment to the Village, and our desire to see it succeed and grow. And our efforts are clearly paying off.

The Village experience is certainly resonating more than ever with visitors eager to "get back to basics" – and see renewed value in a simpler time where common sense and frugality were part of day-to-day living. They are encouraged to see that people survived tough times before and – no doubt – will survive them again.

In this special annual report issue of our Visitor magazine, you will read about the year’s highlights, including many “firsts” – our new stagecoach, our first Gala, our July 4th fireworks success – and about the growth in our internship program and our educational outreach.

But to me, the year’s most important accomplishment is something we cannot see, but we know it is happening around the Village that has been bubbling up and building steam – based on hundreds of favorable feature stories in the press, and on thousands of visitors having a wonderful time at OSV and telling their friends to come.

We hear about our positive momentum from visitors every day, and we see it in our increased attendance, membership, and donations. Our staff and volunteers are working harder than ever. More and more people seem aware that the Village is back on track and headed toward a bright future – one that we are so happy to share with you. Thank you for all of your support in 2008. Come back and come often in 2009!

Sincerely,

Jim Donahue
President and CEO
Our stagecoach arrived in 2008 – a sure sign that the Village is on the move. Imagine a small New England Village in the 1830s anticipating the arrival of its very first stagecoach – people lining the streets and hanging out of windows, eagerly waiting for that first glimpse of horses trotting, their manes flowing, with a beautiful new stagecoach rumbling in behind them.

That’s just how all of us at Old Sturbridge Village felt as we began 2008, not only eagerly awaiting the arrival of our own authentic stagecoach, but eagerly anticipating all that it represented – progress and momentum for the Village – and the start of a new journey forward for the museum.

After years of declining attendance, inadequate funding, and mounting maintenance costs, the Village began a turnaround in 2007 with the arrival of its new chief executive officer, Jim Donahue. Under his direction, by early 2008, the museum was hitting milestones on all fronts – attendance, program delivery, educational outreach, membership, and donor giving.

We were on our way, and on a roll – embarking on a new beginning symbolized by our stagecoach. Meticulously researched and handmade to our curators’ exacting standards, the stagecoach is an authentic reproduction of the actual Concord stages that rolled through Sturbridge, ferrying passengers from Worcester to Hartford in the early 19th century (a trip that took 12 hours).

In typical Old Sturbridge Village fashion, this unique rolling exhibit was designed not only to be a fun ride for visitors, but an historical experience as well – one that teaches people about early transportation in a way they won’t soon forget.

“We could drone on and on about transportation in early New England, but when our visitors get in the stagecoach, they can feel it bounce and sway, and they realize how hot and dusty – or cold and wet – stage travel could be. Then it’s easy for them to imagine the rigors of long journeys westward by stage,” notes Tom Keilich, OSV curator of historic trades.

"Hands down, OSV was the best family fun experience and one of the best museum experiences we’ve had to date… Your varied presentations kept the interest of all of us at all times… We will come again and again."

ROGER AND FREDA SHNER, Kansas City, Missouri

"OSV was an experience we shall treasure forever. Thank you and all those who make OSV one of the top activities that we have ever experienced in New England."

LAURA CHMIELIEWSKI, Tarrytown, New York
“Let’s Pretend…”

Who doesn’t remember the childhood magic of these two words? Opening a whole world of possibilities, the idea of “let’s pretend” is the foundation of imaginative play that is the all-important “work” of childhood for preschoolers.

At Old Sturbridge Village, where we have dozens of adults who dress in historic costume every day, “let’s pretend” is a concept we hold dear to our hearts. And we know that to have a great time “pretending” you need great props.

That’s why in 2008 we refurbished KidStory, our perfectly proportioned-for-preschoolers play space. In addition to its ever-popular “dress up” area, KidStory now includes a fully stocked replica of our historic Asa Knight store counter, more implements and “artifacts” for cooking in the kitchen, a “garden” where kids can take, plant, hoe, and harvest vegetables, and much more.

In 2008, we dramatically increased the visibility of people in costume in the Village. Not only do we have more interpreters in costume, we have more volunteers, interns, and junior interns in costume as well. The rhythm of 19th-century life is again set by a wide range of people demonstrating hundreds of historic crafts and activities throughout the year.

We learned a lot from our survey of museum-goers:

97% know the Old Sturbridge Village has them all!

60% of visitors had been to OSV in the past

11% interest among museum-goers: animals, followed closely by science, nature, hands-on exhibit, and American history

Happily, Old Sturbridge Village has them all!

What our visitors enjoy

The stagecoach is a perfect example of how the Village is using customer research to guide its programming and marketing decisions going forward. Commissioned by OSV Vice President Ed Hood, our research study revealed that our visitors enjoy and expect hands-on activities like riding in a stagecoach – things they can experience firsthand.

The research confirmed what we have long known – that visitors cherish their conversations with our historians in costume. This interaction with interpreters is what OSV is famous for, and it’s what people expect when they visit.

For children with active imaginations, our new outdoor playground area spans large-motor pretend play featuring a life-size replica oxen hitched to a cart that kids can “drive,” a hay barn for climbing, and all the props for “building” stone walls and split-rail fencing.

Since older kids learn by doing, too, an important goal for OSV in 2008 was the opening of our year-round Hands-On Crafts Center, where older kids and adults can try their hands at a number of crafts, including candle-dipping, pottery-making, and shaping tin candleholders.

An ongoing goal at the Village is to find new ways for visitors to have fun throughout our 200-acre countryside. In today’s urban congestion, having this much unspoiled acreage is a true treasure and one we want to share with visitors in new ways.

In 2008 we introduced new activities that fit the bill perfectly – a July 4th evening celebration with fireworks, and expanded wintertime fun, complete with ice-skating and sledding on 1830s-style wooden sleds.

But how do we have more interpreters in costume, when we have more volunteers, interns, and junior interns in costume? Whenever snow permitted.

From trying on clothes, to testing the comfort of reproduction rope beds with corn husk mattresses, nearly everything is designed to please the touch. The Fitch renovations were funded by the Robert W. Booth Fund in Memory of George F. Booth at the Greater Worcester Community Foundation.

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Momentum on mission

Educational outreach

Budget deficits and sky-high gas prices made field trip travel very difficult for a number of schools in 2008, and others saw a decrease due to more in-class time needed for standardized testing. No matter what the reason, when field trips are cancelled, students lose out on teachable moments they will remember for a lifetime.

That’s why Old Sturbridge Village stepped up its educational outreach programs in 2008—boosting the number of students served by our mobile History on the Road programs to 3,400 students— a 32 percent increase over the previous year.

We also doubled our efforts to secure funding for “Title I” inner-city schools through the Heckscher and Schrafft foundations and countless other corporate and foundation supporters, making field trips possible for more than 60,000 students who could not have visited otherwise.

Collections outreach

One of our long-term goals at Old Sturbridge Village is to “open our closet” and share more of our 60,000 historic artifacts with members and visitors. We can’t display as many of these treasures as we would like, due to space limitations and climate control requirements for the most fragile pieces.

In 2008 we put more of our textile and costume artifacts on display as part of a newly updated Fenno Textile Exhibit that traces the change from hand-spun and hand-woven fabric to factory-produced and printed textiles. The exhibit has a wonderful “please touch” component, so kids and adults alike can feel the difference between cotton, wool, linen and silk fibers, and yarn. It is a wonderful complement to the live demonstrations of spinning, weaving, knitting, sewing, and quilting long enjoyed by visitors to the Fenno House.

Repair and restoration at OSV

If you’ve ever owned an old house you know the three key words are maintenance, maintenance, maintenance. So just imagine what it takes to maintain and repair the 59 antique buildings at Old Sturbridge Village. Much of the necessary, but not necessarily “glamorous,” repair work to boilers, chimneys, and roofs is made possible through grants from the George I. Alden Trust, The George F and Sylbl H. Fuller Foundation, and The Stoddard Charitable Trust.

Our team of carpenters, electricians, and groundskeepers must work behind the scenes to keep repair efforts on track but “invisible” to visitors to the Village. During snowstorms, the crew often works all night to have the Village roads and pathways plowed, sanded, and ready for visitors in the morning.

One of our most challenging repair projects was the restoration of our beloved Freeman Farmhouse after a late-night chimney fire in 2007 severely damaged the kitchen. After nearly a year of cleaning, repair, and restoration of the building and artifacts within, the Freeman Farmhouse reopened in the spring of 2008.

OSV artifacts are in high demand by top museums around the country, including Delaware’s Winterthur Museum, Mount Vernon, and Colonial Williamsburg. Our famous Lafayette drum went on the road in 2008.

In 2008

60,639 students, 4,161 teachers, and 923 schools visited OSV.

“...on a trip that included other sites in Boston, Philadelphia, and Colonial Williamsburg. Our OSV guides became the gold standard against which we measured all others, and none measured up.”

JUDITH PARSONS, Alpine, Texas

“You should be very proud. OSV impacted me and 47 schoolchildren for life.”

MANDY MCCUBBIN, 5th grade teacher

In 2008, we established an annual scholarship program for two college interns in honor of former OSV Board Chairman Bruce Moir.

Young visitors create quilt patterns at a hands-on display in the new Fenno House textile exhibit.
During the past year, I noticed a telling change in the public’s perception of Old Sturbridge Village. The momentum we are feeling internally here at the Village is being noticed externally as well. The enthusiasm felt by staff members and those of us on the Board of Trustees is spreading—a proof that the museum’s renaissance continues. Now, whenever the name of the Village is mentioned, my friends, business associates, and clients invariably comment that they have seen and heard about the Village’s remarkable comeback.

We have worked hard to offer new programs in an ongoing effort to improve our visitor experience. We have generated a remarkable amount of favorable publicity about the Village and its programs, resulting in steady gains in members and visitors. Last year we experienced the first significant increase in attendance at OSV in more than 30 years. Clearly, ending years of declining attendance is the year’s greatest achievement.

While revenue from attendance and membership is up and fundraising has increased, the Village is not out of the woods yet. Losses in prior years have left us with little room for error. Like everyone else, our endowment has been hurt badly by the plunge in the stock market.

While our goals continue to include increasing attendance and fundraising, we have had to cut expenses as well. With the cooperation of our outstanding staff, we have made significant cuts without affecting our programs. The end result is that we now believe we have a realistic and attainable balanced budget in place for the forthcoming year.

Despite necessary cuts, we are continuing to build for the future. We finally have a highly successful volunteer program in place, and we have nearly doubled our internship program—an important step in training the next generation of historians and preservationists.

OSV’s renaissance is continuing through the support of our donors and through active participation by members of the Board of Trustees and our dedicated staff. However, this renaissance would not be possible without the exemplary leadership of our President and CEO, Jim Donahue, who has energized us all. It has been an exciting year, but I firmly believe the best is yet to come for OSV.

Sincerely,

Michael D. Brockelman
Chairman
Fireworks!

A short history of an American tradition

Fireworks have been a part of public celebrations since long before the Fourth of July was anything more than another day in summer. About a thousand years ago, the Chinese invented gunpowder, and with it fireworks. By the 1200s the wonders of fireworks (and the horrors of gunpowder) traveled to Italy, which led the West in fireworks innovation for centuries. Kings and nobles commissioned fireworks for coronations, birthdays, weddings, and all sorts of celebrations.

In America, fireworks predate independence, although public displays were urban phenomena. When the hated Stamp Act was repealed in 1766, in Boston a “liberty tree was decked with lanterns, bells and flags and music, illuminations and fireworks, proclaimed… the gratitude of the people…” [John Hancock illuminated his house and discharged fireworks in front of it from a stage…]

After America’s independence was ratified, John Adams wrote to his wife Abigail that the day,”…ought to be solemnized with Pomp and Parade, with Shows, Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other from this Time forward forever more.”

On July 4, 1777, the city of Philadelphia hosted a celebration that included fireworks. In country towns on Independence Day, “the mechanics generally laid aside their labor,” and “citizens” spent the day “generally in great hilarity.” Flags were displayed by all who could command them.” But without urban wealth, concentrated populations, or large expanses of open water over which to safely discharge fireworks, rural residents made do with church bells, cannons, and muskets.

July 4, 2008, marked the start of a new tradition at Old Sturbridge Village. For the first time, OSV added nighttime festivities to its already popular Independence Day Celebration. The sold-out crowd of 4,000 streamed into the Village behind a procession of costumed interpreters for three hours of music, magic, and family entertainment before heading to the countryside at dusk for the fireworks display. Some guests brought their own picnics, and others enjoyed the selection of beer, wine, food, and soft drinks offered for sale by the Village. Kids enjoyed old-fashioned sack races, pie-eating contests, 1830s-style Base Ball, and water balloon tosses, and the Common was packed with crowds enjoying “Lucky Bob the Comedic Juggler” and the Heritage String Band.

A short history of an American tradition
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hese interrelated questions are at the heart of the newest permanent exhibit to open at Old Sturbridge Village: Farms, Families, and Change: New England Farming and Rural Life, which includes updated exhibits at the Fermo, Fitch, and Towne barns, as well as a brand-new exhibit – New England’s Changing Landscape across from the Blacksmith Shop.

The Fermo Barn exhibit, Farming Life in New England, is an introduction to farming and how it has changed, and the Fitch Barn display, Toil of Agricultural Change, explores the changing technology in the early 19th century. In the Towne Barn exhibit, Revelation in Faming, visitors learn about changes in markets and transportation through interactive games, by climbing on a wagon loaded with goods for market, and by “mooing” a life-size replica Devon cow.

“Many people today have no idea where their food comes from,” notes Ed Hoad, vice president of museum programs at OSV, who supervised development of the new exhibit. “This new exhibit shows how farming, food, and the landscape are connected and also ties into the growing ‘eat fresh, eat local, ‘Slow Food,’ movement gaining interest today.”

Farming was at the heart of New England’s economy, and its imperatives shaped the land and the culture. New England’s farms families were crucial actors in America’s social and economic transformation. Expanding their economic networks and developing new forms of production for the market, they fed the region’s growing cities and mill villages.

This complex world of increasingly market-driven and improved farming was one of the crucial engines of change, although one that is often neglected in accounts of urban growth and the Industrial Revolution. “Farms, Families, and Change” provides engaging presentations of this history to all visitors to OSV and links the transformation of agriculture and rural life of the early 1800s to the shape of our world today.

This visitor experience integrates with the Village’s ongoing demonstrations of historical livestock and agricultural work, along with three recently created self-guided visitor trails that explore New England’s landscape, past and present.

New Exhibit Explores Farming, Food, and the Changing Landscape

\[\text{farm wagon: the truck of 1830}\\
\text{everyday but the “moo”}\]
Did we mention the blueberry pie-eating contest?

Fire Up for the 4th

Celebrate Independence Day – and night – at OSV, capped off by a spectacular July 4th fireworks display over the Village countryside. Daytime visitors can sign a giant Declaration of Independence and play 1830s-style “Base Ball.” The Village will reopen at 6 p.m. (separate fee) for an evening of music, magic, and games followed by fireworks at dusk. Bring your own picnic, or enjoy beer, wine, soft drinks, sandwiches, and snacks for sale. Details and tickets: 1-800-SEE-1830; www.osv.org

Agricultural Exhibition

September 26–27
This early 19th-century agricultural fair is a full day of early American farm fun, featuring a complete display of heirloom vegetables and other agricultural accomplishments in the Center Meetinghouse. Visitors can meet the Village oxen, examine period farm machinery, and try their own hands at plowing.

For times and details on all upcoming events at OSV please call 1-800-SEE-1830, or visit www.osv.org

And Every Day...Ride the Stagecoach

The popular OSV stagecoach is back, giving daily rides around the Common through the fall. Visitors can experience luxury travel 1830s style by taking a ride in our museum-quality reproduction of the actual stagecoaches that traveled from Boston to Hartford. $5 with museum admission

Music and Art Day

June 20
What did 1830s New Englanders do for entertainment? Without the Boston Pops, what kind of cultural atmosphere did they maintain and enjoy? Our own artists, musicians, and dancers provide some of the answers.

Fire and Ice

July 18
For fire, see an exciting demonstration of antique hand-pump fire trucks, and lend a hand to help pump the water. For ice, cool off with vintage ice-cream making. Popular flavors in the 19th and 19th centuries included gooseberry, ginger, and even asparagus ice cream.

Family Fun Weekend

September 5–7
Celebrate summer one last time during Labor Day Weekend at the Village with games, crafts, and hoop relay races on the Common. Try your hand at plowing with the oxen and join a game of French & English (tug-of-war) large enough for the entire family.

Redcoats and Rebels

August 1–2
Enjoy the largest Revolutionary War reenactment in New England, attracting more than 800 soldiers from 42 units portraying British, Hessian, Irish, Welsh, Scots, French, and Colonial troops. Watch mock battles, musket and cannon demonstrations, fife and drum music, marching, drilling, and more. At “Twilight Encampment,” visitors can mingle with troops and chat around the campfires.

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Drummers’ Call

September 12
Enjoy the sights and sounds of an old-fashioned fife-and-drum muster, featuring visiting corps that will drill, compete, and demonstrate their unique skills. Your heart will beat!

Discovery Camp

Weekdays through August 14
Summer Discovery Camps invite children (ages 6–17) to enjoy five days of fresh air and fun dressed in 1830s costume, exploring New England’s past through hands-on learning opportunities and a week of unforgettable adventure.

Did we mention the blueberry pie-eating contest?
The newly published third edition of the popular Old Sturbridge Village Cookbook gives today’s readers a realistic look at how New England families cooked in the early 1800s. Edited by Debra Friedman, OSV head of interpretation, and Jack Larkin, historian emeritus, it also provides authentic recipes from early America’s most popular cookbook – Lydia Maria Child’s The American Frugal Housewife – in a form that can be reproduced in the modern kitchen.

The cookbook contains more than 150 early “receipts” or recipes, along with instructions for hearth cooking and adaptations for the modern kitchen. OSV Foodways Coordinator Ryan Beckman and Village staff members tested the recipes to find out just how Mrs. Child’s recipes should be prepared and how the results should taste.

Available in OSV’s New England Book Store and online at www.ShopOSV.org