

Symposium at Wyck

Have you been trying to figure out how to incorporate agriculture into your historic site but aren't sure where to start?
Do you need to find new ways to increase visitorship and revenue?

Join us as we explore the use of agriculture at historic sites and museums to increase visitorship, grow fundraising opportunities, and develop new community partnerships. Through case studies of historic sites and museums, a workshop led by Temple University's Fox School of Business on developing business models, and tours of Wyck's farm and site, we'll share ideas, isolate trends, and offer ways for your organization to take advantage of the unique agricultural possibilities that your museum or site has to offer.



Agriculture at Wyck

Wyck Historic House and Garden was established in 1973 as a public museum. In 2007, the Wyck Home Farm was established to serve several distinct but inter-connected purposes. The farm grows food for a weekly on-site farmers market; it stands as an interactive, outdoor classroom for local children and adults; it interprets Wyck's 300-year-old agricultural traditions; and it enhances the bucolic landscape that visitors to Wyck have long enjoyed. Coordinated in partnership with the The Food Trust, the market runs every Friday afternoon from May through November. Wyck aims to make our foods affordable to the neighborhood. Customers can use food stamps and vouchers distributed through the federally funded Farmers Market Nutrition Program.

Wyck Historic House and Garden
6026 Germantown Avenue
Philadelphia, PA 19144

Join us at Wyck, Friday, September 23, 2011

Join us at Wyck Historic House and Garden for

An Agriculture Training Symposium for Historic Site and Museum Professionals



Agriculture can be the impetus for growth in fund-raising, visitorship, and community relations for small and large organizations.

Presenters include:

Jane Addams Hull-House Museum
Temple University Fox School of Business
The Wyck Association
Awbury Arboretum
Weavers Way Food Co-op
Grumblethorpe

September 23, 2011
9am - 4pm

This program is made possible by a grant from The 1772 Foundation.



Wyck Historic House and Garden
www.wyck.org

Program

Case Studies

The Jane Addams Hull-House Museum in Chicago serves as a dynamic memorial to social reformer and Nobel Peace Prize recipient Jane Addams (1860-1935) and other resident social reformers whose work influenced the lives of their immigrant neighbors as well as national and international public policy. The Jane Addams Hull-House Museum offers urban farm-centered education via the new Hull-House urban farm, featuring organic and heirloom vegetables. The Heirloom Farm is a multi-use space for such projects as growing vegetables for its modern-day soup kitchen, Re-thinking Soup; farm-to-school programs for local public schools; and food-focused museum tours and activities.

The Awbury Arboretum Association is a 55-acre oasis in Germantown that connects urban residents with history and nature using its historic Victorian-era landscape. The Arboretum hosts a number of programs, many in partnership with other local organizations, which include urban farming and community gardens, environmental education, green infrastructure development and passive recreation. They are a host site for the Pennsylvania Horticultural Society’s Roots to Re-entry program, which gives inmates at the Philadelphia Prison System (PPS) a chance to develop new skills, gain hands-on landscaping and horticultural experience, and pursue meaningful employment upon their release.

Weavers Way Community Programs (WWCP) was formed in 2007, as the nonprofit arm of Weavers Way Co-op, a 3,500-member community owned market with three locations in Philadelphia. WWCP’s mission is to build the Northwest Philadelphia community by fostering cooperative activities that support local food production, economic literacy, a sustainable environment, and healthy lifestyles. Farm education programs are provided at the Weavers Way Farm at Awbury Arboretum, a two-acre urban production farm and children’s garden, and at three other sites in the city.

Grumblethorpe was built in 1744 as a country summer home by wine importer John Wister and the house is a prime example of domestic Pennsylvania German architecture of the period. The family retained ownership until the 1950s. Presently, Grumblethorpe Gardens are tended by children in the Grumblethorpe Education Program with assistance from middle and high school volunteers under the guidance of Grumblethorpe educators. A farm stand run by the teenagers is held once a week during the growing season and features items from the Grumblethorpe farm, other locally grown fruits and vegetables, and hand-cranked, homemade ice cream.

The Wyck Association established the Wyck Home Farm in 2007. It provides a unique opportunity for community outreach by providing educational opportunities and a source of nutritious, affordable produce for our neighbors. Wyck uses the Home Farm as the fulcrum of its adult educational programming which focuses on traditional agricultural techniques, historic foodways, environmentally sustainable topics for urban dwellers, as well as history and preservation (from buildings to food). The Home Farm is also the foundation of its Summer and Harvest community festivals, which celebrate the growing season. Because of the Home Farm and its related programs, Wyck’s audience has more than doubled in three years.

Workshop

The Enterprise Management Consulting Practice (EMC) at the Temple University Fox School of Business is an innovative, award-winning and hands-on learning experience involving faculty, MBA students and mentors. In this **Innovation and Entrepreneurial Thinking** workshop shaped around your organization’s experiences, EMC will offer strategies that your organization can use to successfully develop and implement agricultural programming. EMC’s clients have included Willistown Conservation Trust, Heritage Conservancy, Pennsylvania Association of Sustainable Agriculture, Weaver’s Way Food Co-op, Natural Lands Trust, and Fair Food.



Registration

Friday, September 23, 2011 9am - 4pm

Tickets

Register before August 31: \$40

After August 31: \$65

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Lunch: (please check one) ☐ non-vegetarian ☐ vegetarian

PAYMENT:

☐ Check ☐ Visa ☐ Mastercard

Credit Card # _____

Expiration date _____

Signature _____

Please make checks payable to the Wyck Association and mail your registration form to:

Wyck Historic House and Garden
6026 Germantown Avenue
Philadelphia, PA 19144
Phone: 215-848-1690
Credit card registrations may be faxed to 215-848-1612

For more information, including directions to Wyck, please visit www.wyck.org.