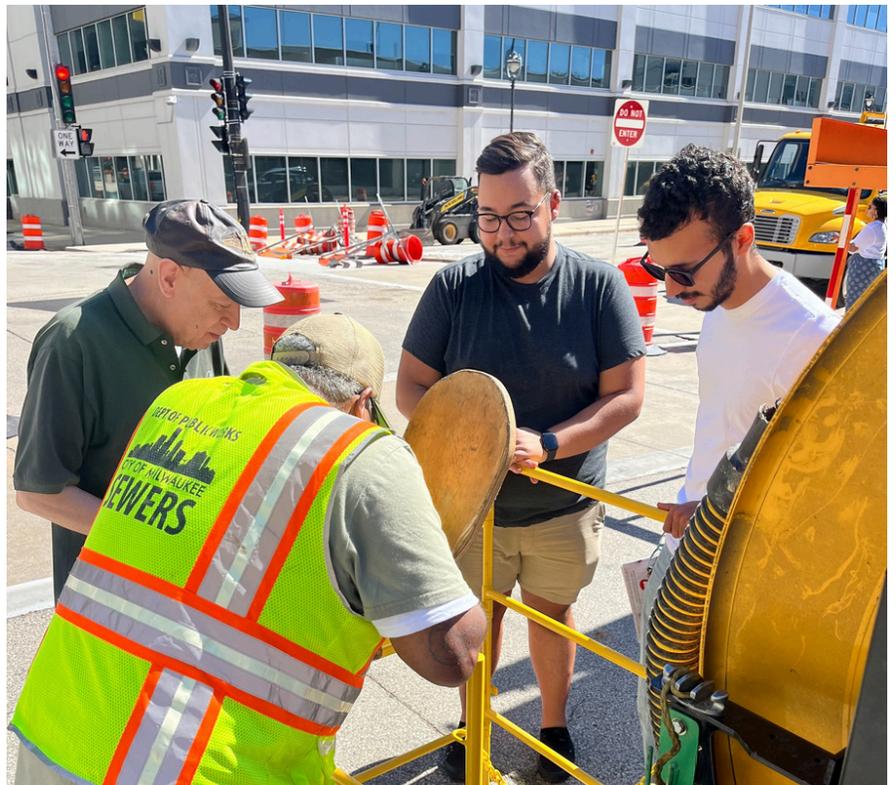


DOORS OPEN MILWAUKEE 2025 REPORT



CELEBRATING 15 YEARS



Bay View Printing Co

The 15th annual Doors Open Milwaukee welcomed thousands of visitors to explore Milwaukee. With 165 locations open, this program offered extensive tours of architectural and cultural gems during one of Milwaukee's favorite annual celebrations on Sept. 27 and 28, 2025.



Milwaukee City Hall

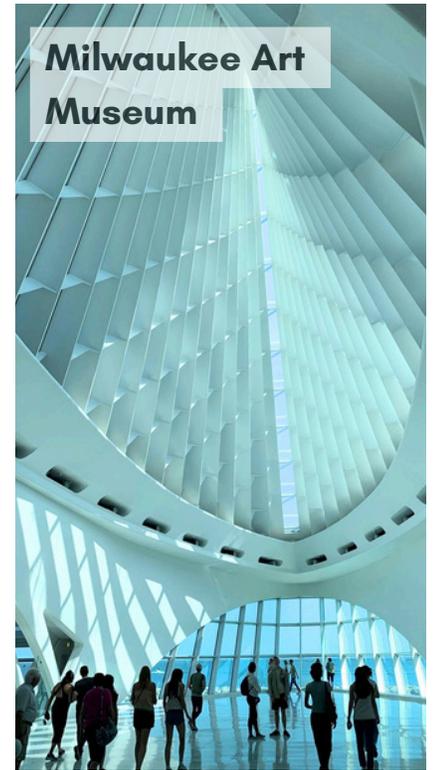


Lulu & Rocky Family Tour

DOORS OPEN MILWAUKEE 2025

Top Sites Visited

- Milwaukee City Hall: 2,912
- Milwaukee Art Museum: 2,584
- Villa Terrace Museum & Gardens: 2,400
- Frank Lloyd Wright's Burnham Block: 2,281
- UWM School of Freshwater Sciences: 1,920
- Carma Laboratories, Inc. (Carmex): 1,900
- Milwaukee Public Library - Central Library: 1,688
- Model Railroad Club of Milwaukee, Inc.: 1,600
- Basilica of St. Josaphat: 1,589
- Grain Exchange Room - Mackie Building: 1,442



Buildings

165



Ticketed
Tours

131



Volunteers

428

Tour
Attendees

3,519

Site Visits

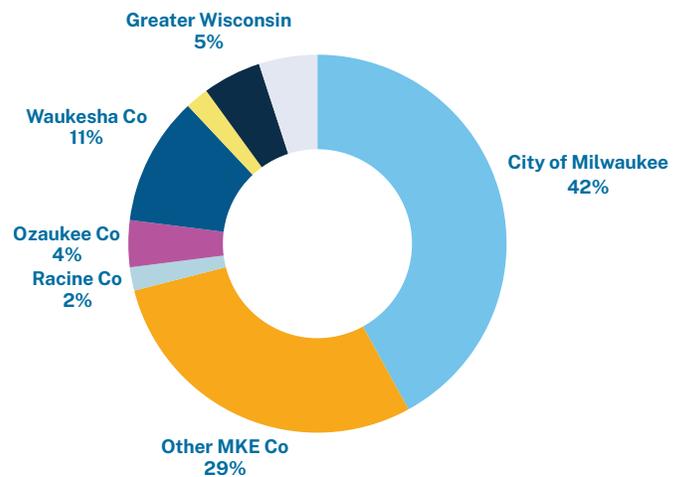
82,842

DOORS OPEN MILWAUKEE METRICS

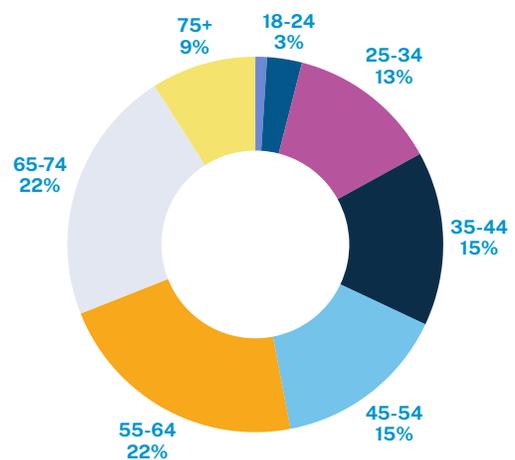


Custom Cottage

VISITOR GEOGRAPHY



AGE OF VISITORS



64%

Visited a neighborhood they were previously unfamiliar with

72%

Plan to visit the neighborhood in the future



96%

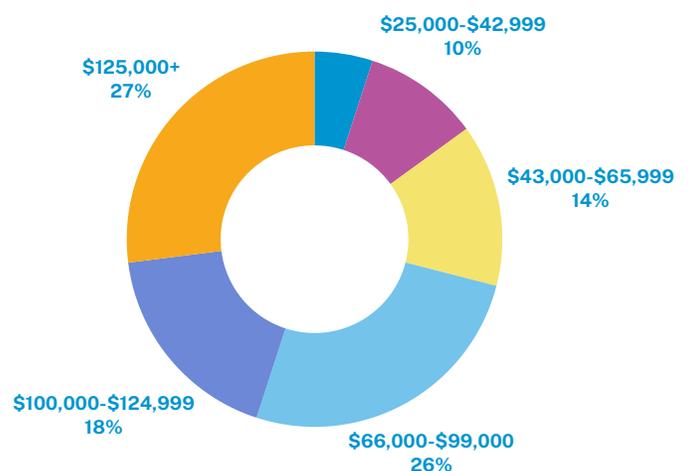
Rated the event Very Good - Excellent

82%

Said the event made them feel proud to be a Milwaukeean



INCOME OF VISITORS





KEY TO THE CITY SCAVENGER HUNT

To celebrate 15 years, Historic Milwaukee hid 15 vintage skeleton keys in three Milwaukee parks on Saturday, Sept. 13. All 45 keys were found in under an hour! Winners received perks including skip-the-line passes for Doors Open weekend, exclusive Doors Open merchandise, City Hall Bell Tower tickets, and more.

Many participants shared that the scavenger hunt inspired them to visit one of these beloved Milwaukee parks for the first time. The featured parks were Red Arrow Park downtown, Davidson Park on the Near West Side, and Mitchell Park on the South Side.



CELEBRATION AND COLLABORATION

In honor of Doors Open Milwaukee's 15th anniversary, Gathering Place Brewing Company crafted a limited-edition Doors Open Cream Ale. Light and refreshing, the ale was a tribute to the city's iconic Cream City brick, with notes of biscuit, honey, and a touch of lemon.

Historic Milwaukee also created a limited edition Doors Open Milwaukee coffee with Stone Creek, featuring their Cream City roast.

”

I just love getting inside iconic spaces that I either was not able to experience before or wouldn't have had an excuse before. Truly part of the fabric of the

Milwaukee tapestry.

-Doors Open survey feedback

”

Historic Milwaukee
DOORS OPEN
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OUR GENEROUS SPONSORS

