



HISTORIC MILWAUKEE, INC.

**DOORS
OPEN**

September
22-23, 2018

Event Report

Northwestern Mutual building, photo credit: Jon Mattrisch of JMKE Photography



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DOORS OPEN MILWAUKEE RECEIVED NEA FUNDING FOR THE SECOND YEAR.

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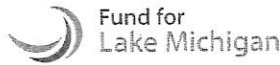


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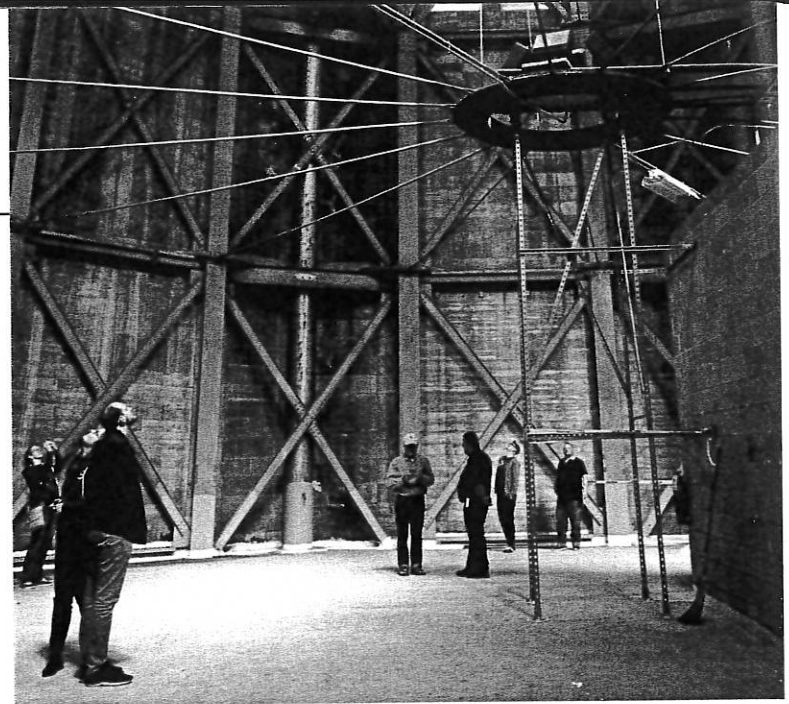
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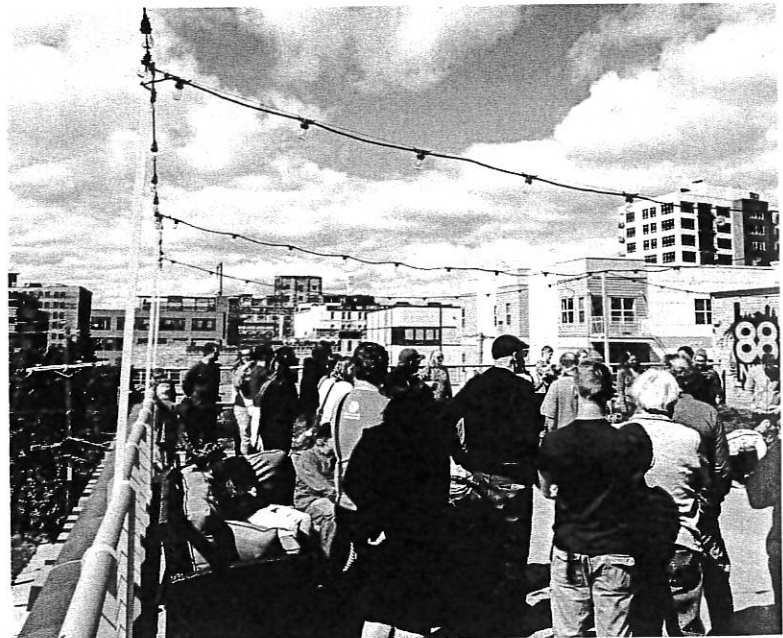


MKE lifestyle

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Lake Tower, photo credit: Kathryn Kleckner



88Nine Rooftop, photo credit: Zach Wambold

OVERVIEW

EXECUTIVE SUMMARY

Doors Open Milwaukee is a two-day public celebration of Milwaukee's art, architecture, culture and history. This event offers behind the scenes tours of more than 170 buildings throughout Milwaukee's downtown and neighborhoods and in-depth tours led by community leaders. Doors Open sites include commercial properties, sacred spaces, apartment buildings, breweries, art galleries, community gardens and more stretching from downtown to the surrounding suburbs, and the neighborhoods between. The program is largely free, making this a uniquely inclusive event, accessible to families, seniors and anyone on a fixed or low-income.



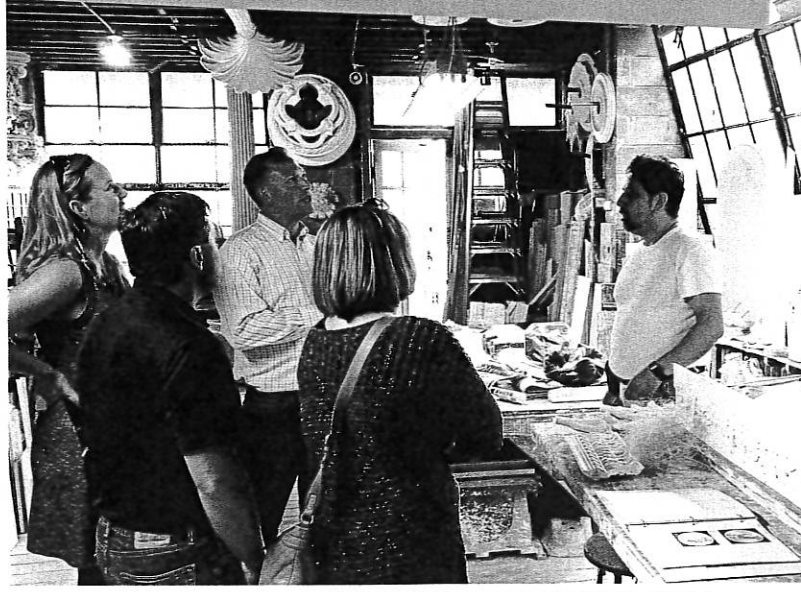
HISTORIC MILWAUKEE, INC.

is a non-profit organization dedicated to increasing awareness of and commitment to Milwaukee's history, architecture, and the preservation of our built environment through education. Our programs include walking tours of Milwaukee's architecturally and historically diverse neighborhoods; Doors Open Milwaukee, a weekend filled with exploring Milwaukee's architecture from the inside out; and Spaces & Traces, a single-day tour of historic homes in a featured Milwaukee neighborhood. Through our engaging programming, Historic Milwaukee is able to educate individuals on Milwaukee's rich past and exciting future.

For more information visit historicmilwaukee.org or call 414.277.779



The eighth annual Doors Open Milwaukee which took place on September 22 and 23, was the biggest ever. Throughout the weekend, 31,779 visitors made 143,007 site visits throughout metro Milwaukee.



TOP: Model Railroad Club of Milwaukee, photo credit: Gary D. Koch;
 BOTTOM: Mural Tour, photo credit: Kathryn Kleckner

TOP: Wells Building, photo credit: Jessica Zalewski;
 BOTTOM: Orlandini Studio, photo credit: Tim Booth

HISTORY

Historic Milwaukee, Inc. (HMI) held the first Doors Open in 2011. Excited to learn what their city had to offer, 10,500 people made 42,000 site visits the first year. Historic Milwaukee is proud that the event has grown each year, tripling its original attendance. In addition, the organization has diversified the featured sites, extending far beyond Milwaukee's downtown into Milwaukee's neighborhoods, and selecting sites of interest in neighboring suburbs.

NEXT YEAR'S DOORS OPEN MILWAUKEE IS SCHEDULED FOR SEPTEMBER 28 AND 29, 2019.

GOALS

Historic Milwaukee is committed to raising awareness of Milwaukee's built environment by sharing its history and architecture. Doors Open invites everyone to learn about Milwaukee's communities by opening doors to buildings and neighborhoods.

- Showcase the architecture and community stories of Milwaukee's downtown and culturally diverse neighborhoods
- Raise awareness of the critical role design plays in a vibrant and livable city
- Foster civic and community pride
- Welcome exploration of new neighborhoods
- Improve perceptions and appreciation of neighborhoods

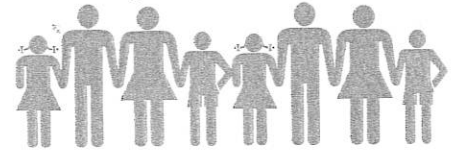
BY THE NUMBERS



143,007
site visits

171
sites

31,779
unique visitors



(total site visits divided by 4.5—
an average number of sites visited)



7,007

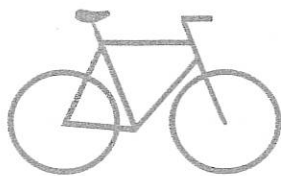
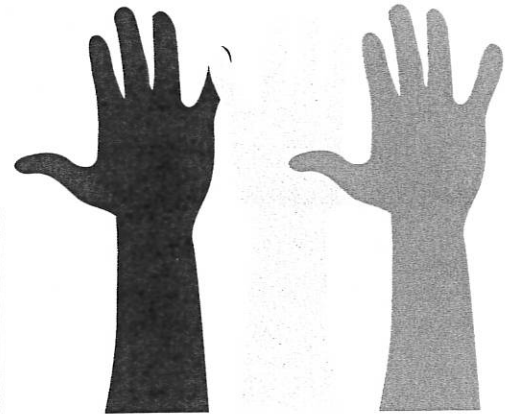
visited a spotlight
neighborhood

(Historic King Drive/Bronzeville,
Historic Mitchell Street, Oak Creek)

68%

visited a
neighborhood they
were previously
unfamiliar with

600
volunteers



1,116
Bublr Rides



84%

said the event made
them feel proud to
be a Milwaukeean



over
\$635,580
spent in Milwaukee

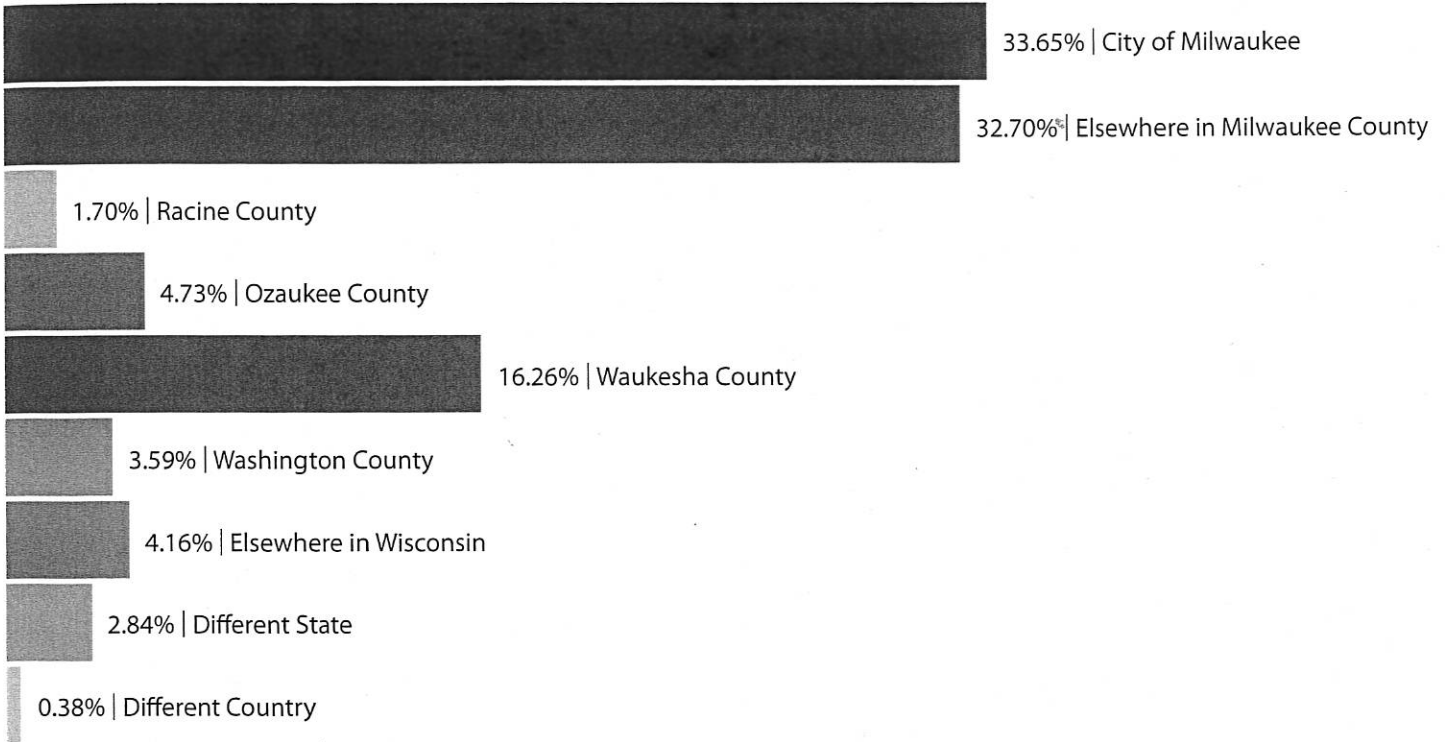
(based on \$20/person average)

"Besides the sites, I loved that people were out and about, enjoying MILWAUKEE, excited to see positive aspects of their city." —2018 DOORS OPEN ATTENDEE

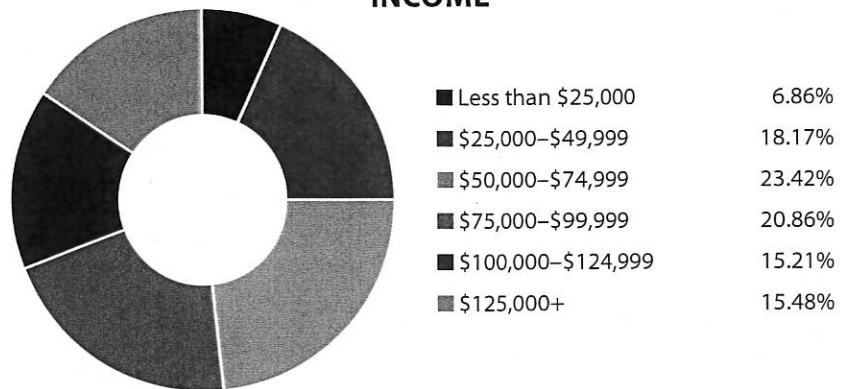
DEMOGRAPHICS

BASED ON EVENT SURVEY COMPLETED BY 941 ATTENDEES

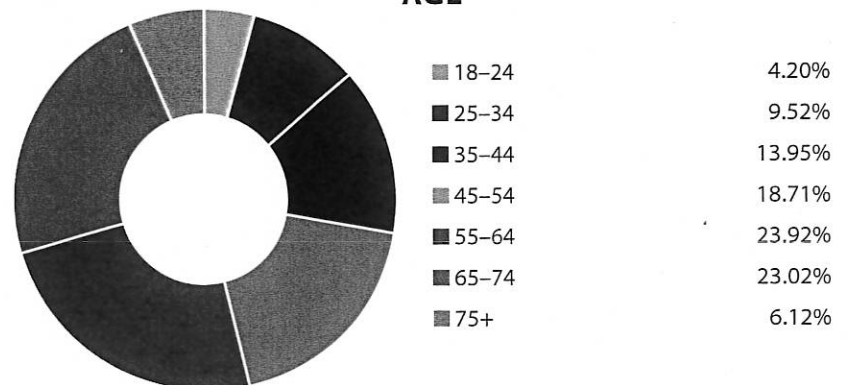
RESIDENCY



INCOME



AGE



“I love the sense of community throughout the weekend, during tours and at site visits people were sharing their personal stories and connections to a place, giving strangers site recommendations or tips for lunch in the neighborhood, it all feels so neighborly, in the best possible way, during the weekend.”

—2018 DOORS OPEN ATTENDEE

TOP SITES

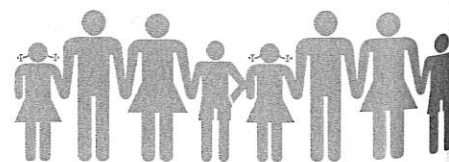


TOP TEN SITES VISITED

Northwestern Mutual	14,078
Milwaukee Art Museum	4,679
Grain Exchange Room in the Mackie Building	4,135
Milwaukee City Hall	3,942
Basilica of St. Josaphat	3,300
City Lights Brewing	3,122
Federal Courthouse	3,101
US Bank Center	2,862
Black Cat Alley	2,783
Tripoli Shrine Center	2,336

TOP NEIGHBORHOOD SITES

Avenues West	Ambassador Hotel	975
Bay View	Milwaukee Blacksmith	2,194
Brewers Hill	Fortress	1,800
King Drive	Nostalgia Home Décor	685
Lindsay Heights	Alice's Garden Urban Farm	704
Menomonee Valley	Zimmerman Architectural Studios, Inc.	1,486
Walkers Point	Model Railroad Club of Milwaukee, Inc.	2,178



SPOTLIGHT NEIGHBORHOODS



In 2018, Historic Milwaukee worked with Historic King Drive/Bronzeville, Historic Mitchell Street and Oak Creek to open 25 sites in those communities during Doors Open. During the event, more than 7,000 visitors went to those spotlight communities. Here's a few sites in each of those communities that drew curious crowds during the event:

More than 7,000 attendees visited spotlight communities

HISTORIC KING DRIVE/BRONZEVILLE

5 Points Art Gallery & Studios
3514 N Port Washington Ave

This former funeral home is in the process of redevelopment to become artist work studios, a commercial art gallery/special occasion event space, shared commercial kitchen, and residential apartments. Visitors were invited by owner and artist Fatima Laster to view this historic restoration project in action.

HISTORIC MITCHELL STREET

Lopez Bakery and Restaurant
1100 W Historic Mitchell St

A family business since 1973, the Lopez Bakery has been in its current location since 1996. Specializing in Mexican bakery items and food made from scratch using original old world recipes, this is a destination for South siders in Milwaukee. During Doors Open, the owners served their home cooked pastries and meals and shared the history of their business with more than 700.

OAK CREEK

PPG
10800 S 13th St, Oak Creek

PPG is a global maker of paints, coatings, and specialty materials. The PPG Oak Creek plant is part of PPG's Industrial Coatings segment and produces coatings for the company's industrial, automotive original equipment manufacturer (OEM) and packaging coatings businesses. Crowds were welcomed to tour the manufacturing facility and see examples of products, from paint on your walls to golf balls, food cans, heavy-duty equipment and even motorcycles.



OPPOSITE PAGE: Federal Courthouse, photo credit: Jon Mattrisch for JMKE Photography;
THIS PAGE TOP: 5 Points Gallery Owner, Fatima Lastner, photo credit: Grace Fuhr;
THIS PAGE BOTTOM: Lopez Bakery

SPECIAL PROGRAMS

PERFORMING ARTS

Historic Milwaukee partnered with United Performing Arts Fund (UPAF) during Doors Open to help raise awareness of the performing arts. On the Sunday of the event, UPAF organized music, dance and theater performances which took place at Northwestern Mutual where more than 6,000 people toured. Performances were offered by the following performing arts organizations: Milwaukee Youth Symphony Orchestra, Florentine Opera, Danceworks, Milwaukee Symphony Orchestra and First Stage.

Access Contemporary Music organized orchestral performances at the Hyatt, Pritzlaff and Zimmerman during Doors Open. Each site featured performances of pieces specifically written for them. Performances were played by local musicians from Milwaukee Symphony Orchestra and the Milwaukee Ballet.

WATER PASSPORT

With support from the Fund for Lake Michigan, Historic Milwaukee developed a water passport that offered a guide to water focused sites from the bridge houses downtown to the Global Water Institute to Jones Island.

FAMILY PASSPORT

Doors Open invites families to tour 24 kid friendly sites where they received passport stamps and have a hands-on experiences. Family Passport sites feature the fire houses where kids interacted with fire fighters, the Islamic Resource Center where they participated in a scavenger hunt, Havenwoods State Forest where families take guided hikes, and more.

TOURS

In addition to the 171 sites featured on Doors Open, Historic Milwaukee also took visitors on a deeper dive in to some sites and neighborhoods through 46 ticketed tours.

The tours are led by local experts sharing uncommon perspectives on Milwaukee's history, culture and architecture. Tours included a sustainability tour of Lindsay Heights with Walnut Way founder Sharon Adams; a public art walking tour of the Bronzeville neighborhood with Milwaukee Mural Map creator Caitlin Sprague; a basement tour of the iconic Mitchell Building with developer and owner Joshua Jeffers; a walking tour of lost LGBTQ landmarks with author Michail Takach; and many more.

Over 2,900 participants attended ticketed tours. Proceeds from tickets sold benefit Historic Milwaukee's mission and year round programming.

DOORS OPEN BLOCK PARTY

Thousands stopped by the Doors Open Block Party at Historic Milwaukee's headquarters on Michigan between Water Stand Broadway.

The Hop Streetcar parked at the block party was open for tours.

The Hop Streetcar parked at the block party was open for tours.



OPPOSITE PAGE: Doors Open Block Party, photo credit: Jon Mattrisch for JMKE Photography; THIS PAGE TOP: The Hop Streetcar at the Doors Open Block Party, photo credit: Jon Mattrisch for JMKE Photography; THIS PAGE BOTTOM: Florentine Opera performance with UPAF at Northwestern Mutual



OUR IMPACT

Doors Open Milwaukee reaches beyond Historic Milwaukee to help raise awareness of many Milwaukee organizations and initiatives.

The following took place in tandem with Doors Open—

Mural Festival at Black Cat Alley

First annual "Fall Experiment" promoting technology and arts

Final day of Riverworks Week

Kick off to Menomonee Valley Pater Week

First annual Rocktoberfest at Marcus Center for the Performing Arts



COMMENTS FROM ATTENDEES

Tell us what you enjoyed during Doors Open



Seeing so many people who normally do not come into the city—people who do not realize all that is good about the city. People read negative things about the city and that is what forms their opinion. They are surprised when they see all the good things that are going on.

Besides the sites, I loved that people were out and about, enjoying MILWAUKEE, excited to “see” positive aspects of their city. I also loved the camaraderie and community serving spirit of the Northwestern Life Mutual volunteers. They added to the feeling of community in a genuine way.

My parents grew up in Bay View and my wife’s parents grew up in West Allis, so we both have roots in Milwaukee. I remember my grandfather mentioning that the Kaszubes lived on Jones Island, made their living fishing, and going there to eat fish. The Jones Island Doors Open was very enjoyable, particularly the extensive photo collection and history provided by one of the volunteers.

I took my 7-year-old daughter and she is quite curious about the city and enjoys learning. She had already been to City Hall, but enjoyed going back. We also both really liked the atmosphere throughout the city with all the gatherings and activity going on. Very cool experience.

Especially enjoyed tours by building owners or others with a lot of involvement in the building. The care and passion they have for their piece of Milwaukee is infectious. I marvel at the money and time they spend to get every detail right, even though most people don’t notice or realize the work that went into it. Pritzlaff building is an excellent example, although there have been many over the years.

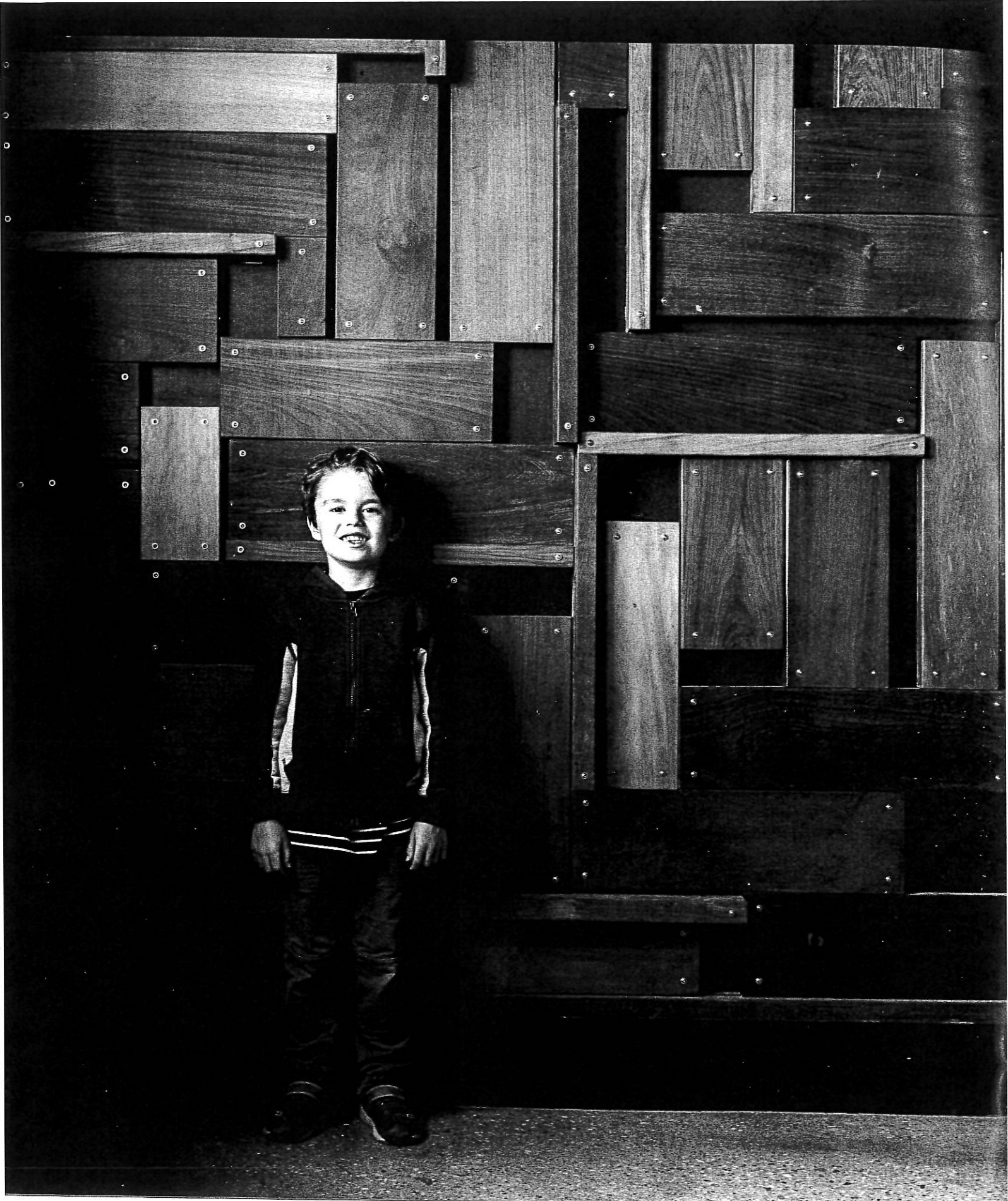
Learning about the history, cultures and religions of Milwaukee and neighboring cities. Getting henna done at Islamic Society of Milwaukee was fun, the mosaic at St. Sava Serbian Orthodox Cathedral was amazing, Calvary Chapel was beautiful, going to the balcony at Oriental Theater was memorable, going behind the scenes at Miller Highlife Theater was informative. I have so many wonderful memories from each year it would take me forever to write about them all.

We spent our time downtown and LOVED seeing it so busy on the weekend. Watching people admire the buildings, whether they were open for the event or not. Milwaukeeans are the last people to boast of city pride, in my experience, and this event helps change that.

Totally in love with the Menomonee Valley tour. Learned a lot, loved Corey’s enthusiasm, and left with a new appreciation for a part of the city I haven’t spent any time in before.

I really enjoyed the tour of Flux! My son, who is 5 years old, is obsessed with drawing, building and creating things. I wanted to keep the momentum and inspiration going for him and took him on the tour. He was able to meet Jeremy, and I found that awesome. The Jones Island tour was one of my absolute favorites as well.





Flux Design Ltd., photo credit: Gary D. Koch



HISTORIC MILWAUKEE, INC.
335 E. Michigan Street