

HISTORIC MILWAUKEE

DOORS OPEN MILWAUKEE 2024 REPORT



CELEBRATING 14 YEARS



Central Library Green Roof

The 14th annual Doors Open Milwaukee welcomed thousands of visitors to explore Milwaukee. With more than 150 locations open to tour, this program offered extensive tours of architectural and cultural gems during one of Milwaukee's favorite annual celebrations on Sept. 28 and 29, 2024.

156
Buildings



We Energies Public Service Building

142
Ticketed Tours



Jones Island Water Reclamation Plant

DOORS OPEN MILWAUKEE METRICS



Bronzeville Center for the Arts

59%

Visited a neighborhood they were previously unfamiliar with

71%

Plan to visit the neighborhood in the future

771

Unique App Users

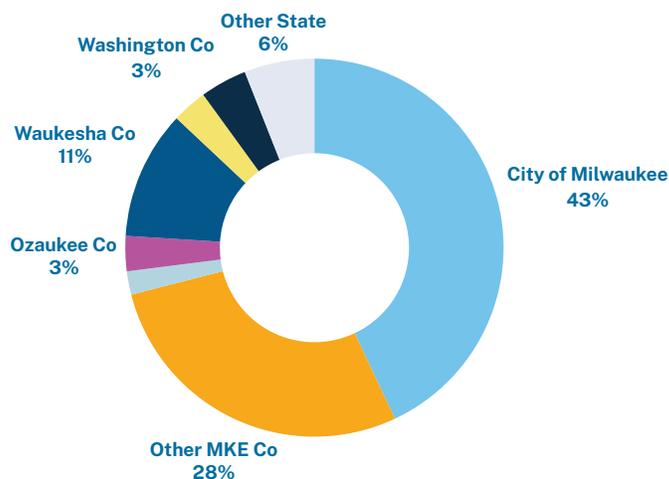


82%

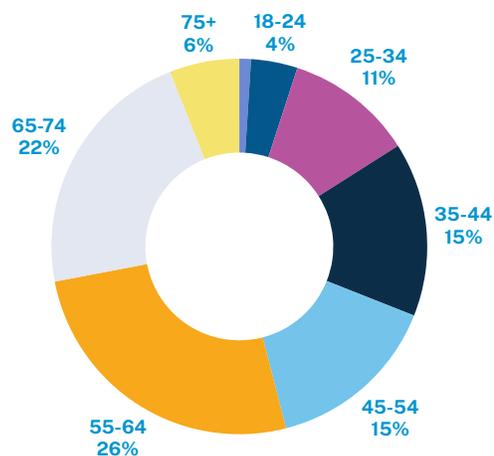
Said the event made them feel proud to be a Milwaukeean



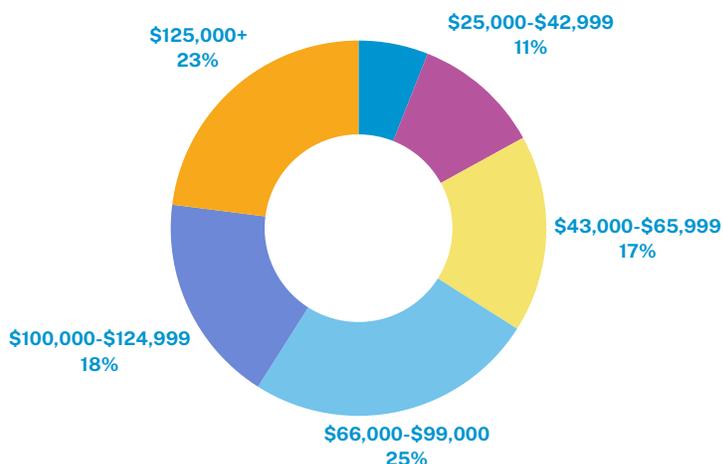
VISITOR GEOGRAPHY



AGE OF VISITORS



INCOME OF VISITORS



DOORS OPEN MILWAUKEE METRICS

Top Sites Visited

- Milwaukee Art Museum - 2,547
- Frank Lloyd Wright's Burnham Block - 2,027
- Federal Building & U.S. Courthouse - 1,829
- Milwaukee City Hall - 1,714
- Davidson Park - 1,695
- UWM School of Freshwater Sciences - 1,645
- Milwaukee Symphony Orchestra's Bradley Symphony Center - 1,569
- Basilica of St. Josaphat - 1,523
- Huron Building - 1,477
- Model Railroad Club of Milwaukee - 1,421
- Baird Center- North Building - 1,371



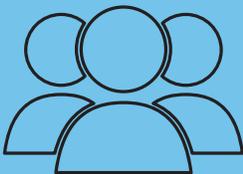
Davidson Park



New Baird Center addition



Federal Building & US Courthouse



Site Visits

71,071



Tour Attendees

3,842



Rated the event Very Good - Excellent

95%

NEW MOBILE APP NEIGHBORHOOD TOURS



414loral

HISTORIC KING DRIVE

"The Historic King Drive Business Improvement District, on Milwaukee's near north side adjacent to downtown, is truly a great reflection of Milwaukee. Our organization is working to increase vibrancy and density throughout the corridor. The spotlight on our district as part of this app tour will help us further achieve this goal and leverage the work that we are doing to encourage people to experience an area that ties diverse neighborhoods together." - Ray Hill, Executive Director of the King Drive BID.

Special thanks the King Drive BID, narrators Ray Hill, Deysha Smith Jenkins, Martell Echols, George Akpan, and Dr. Kitonga Alexander. This tour was made possible with funding from Bader Philanthropies and the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts.

Community Partner

HISTORIC KING DRIVE BID



Fondy Food Center

LINDSAY HEIGHTS

"Welcome to Lindsay Heights, a historic African American neighborhood that has been one of the heartbeats of Milwaukee's Black community for more than 150 years." - Venice Williams, Executive Director of Fondy food Center and Alice's Garden Urban Farm

Thank you to Venice Williams for helping to develop and narrate this tour, to Eugene Bivens for help with narration, and Zilber Family Foundation and the Milwaukee Arts Board for helping to fund the tour.

Community Partner

VENICE WILLIAMS, EXECUTIVE DIRECTOR FOR ALICES GARDEN URBAN FARM AND FONDY FOOD CENTER

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