

HISTORIC MILWAUKEE

# DOORS OPEN MILWAUKEE 2024 REPORT





# CELEBRATING 14 YEARS



Central Library Green Roof

**156**  
Buildings



We Energies Public Service Building

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.

**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

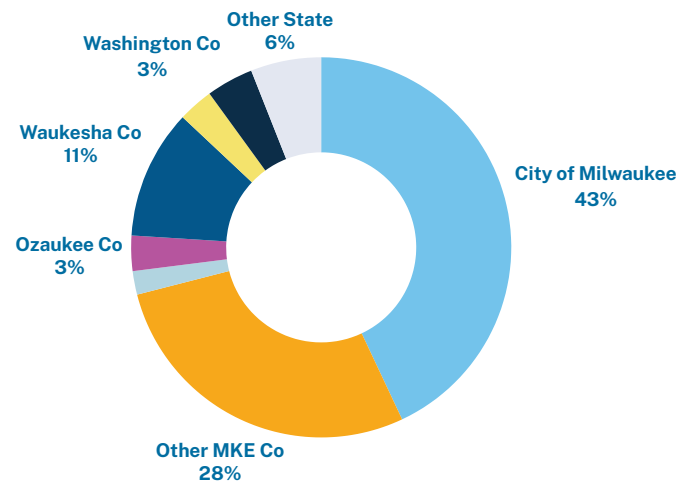


**82%**

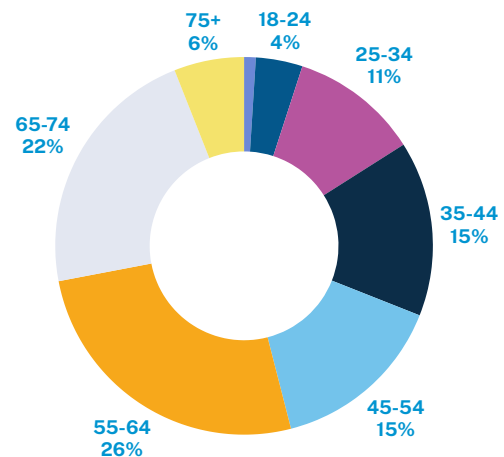
Said the event made them feel proud to be a Milwaukeean



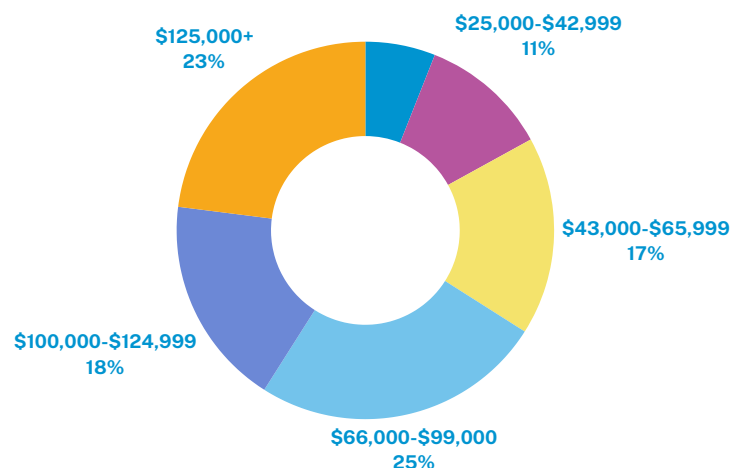
## VISITOR GEOGRAPHY



## AGE OF VISITORS



## INCOME OF VISITORS

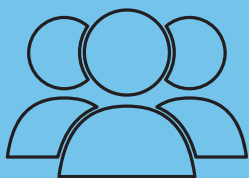




# DOORS OPEN MILWAUKEE METRICS

## 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



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**



# OUR GENEROUS SPONSORS



## IN-KIND SPONSORS

