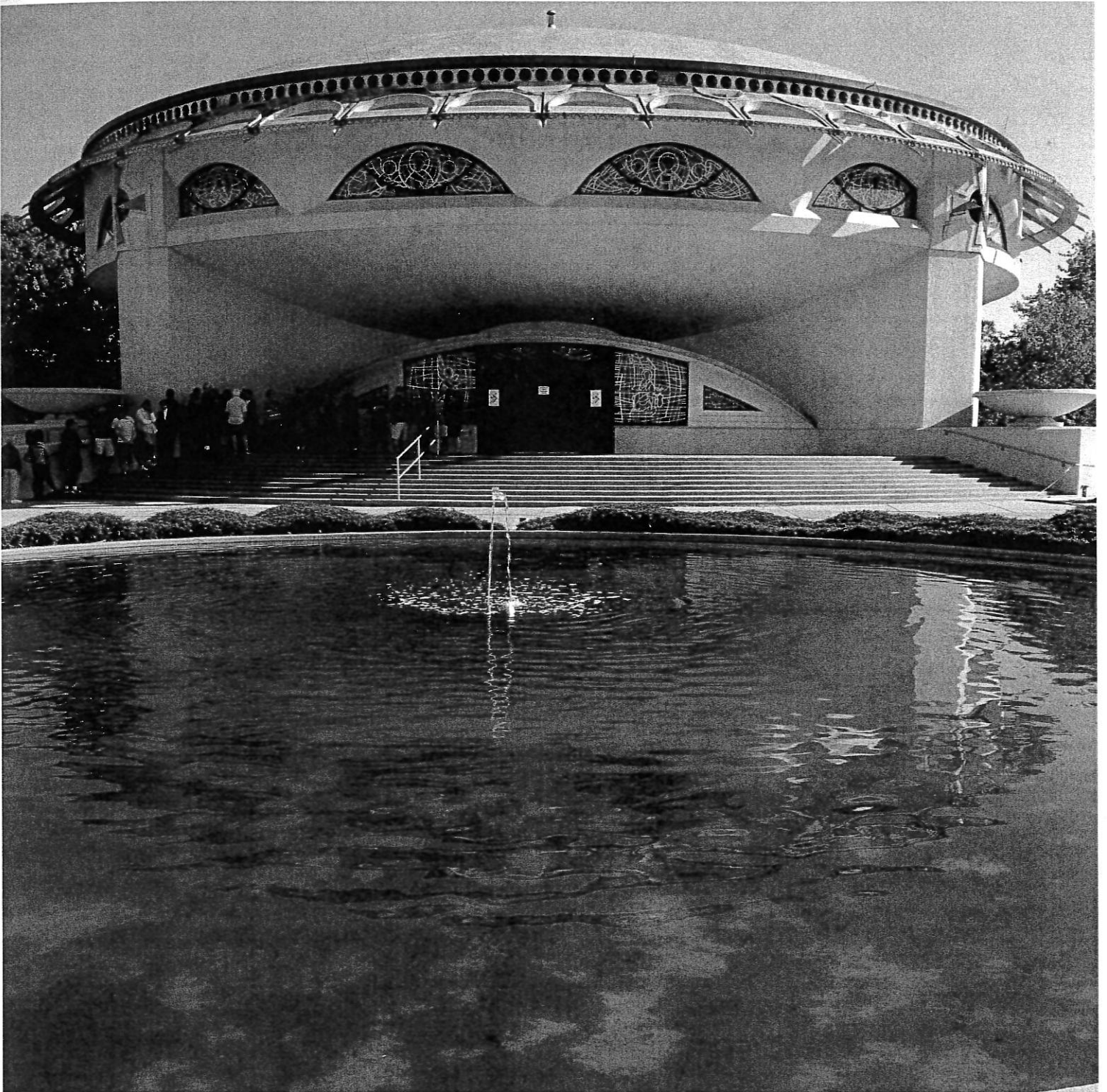


161473



Annunciation Greek Orthodox Church in Wauwatosa was one of the last major buildings designed by Frank Lloyd Wright. Photo by Gary Koch.



DOORS OPEN MILWAUKEE



2016 REPORT
September 17th & 18th

SPONSORS

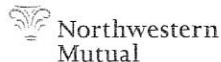
PRESENTING SPONSOR



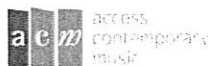
DOORS OPEN 2016 WAS MADE POSSIBLE WITH THE FOLLOWING SUPPORT



DAVID & JULIA UIHLEIN
CHARITABLE FOUNDATION



IN-KIND SPONSORS

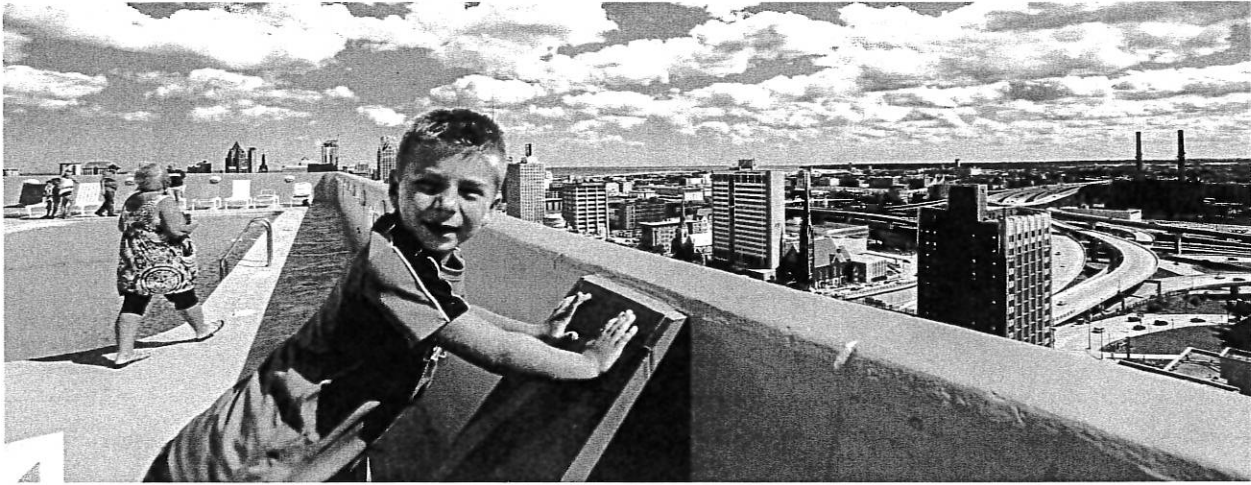


ABOUT



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 414.277.7795.



Rooftop deck of Catholic Financial Life. Photo by Matthew Vahl.

OVERVIEW

EXECUTIVE SUMMARY

Historic Milwaukee Inc.'s, Doors Open is a two-day public celebration of Milwaukee's art, architecture and history. It is Milwaukee's only cultural event to specifically celebrate the built landscape, design and unique architectural and artistic heritage of Milwaukee, offering behind the scenes tours of more than 150 buildings throughout Milwaukee's downtown and diverse neighborhoods. Doors Open also includes dozens of in-depth tours featuring prominent local artists, historians, and community leaders. The program is largely FREE, making this a uniquely inclusive event.

The sixth-annual Doors Open Milwaukee took place during the weekend of September 17 and 18, 2016.

In two days, more than 31,600 attendees made 138,681 site visits to unique places throughout Milwaukee.

HISTORY

Historic Milwaukee, Inc. (HMI) held its 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 cherished neighborhoods, and selecting sites of interest in nearby suburbs.

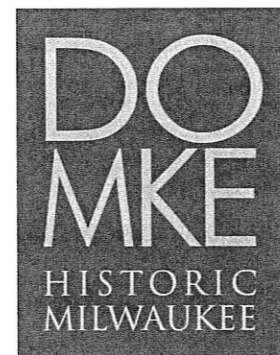
GOALS

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. Doors Open strives to:

- 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

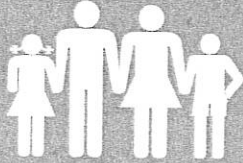
The seventh-annual Doors Open Milwaukee is scheduled for September 23 & 24, 2017.

WWW.DOORSOPENMILWAUKEE.ORG

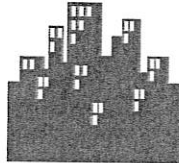


BY THE NUMBERS

31,641
attendees



138,681
site visits



500
volunteers

how would you
rate Doors Open
Milwaukee?



94%
rated the event
between good &
excellent

6,741
visited a
spotlight
neighborhood



over
\$632,000
spent in
Milwaukee

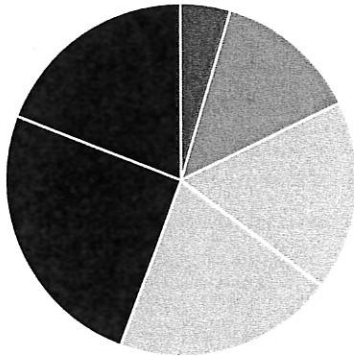
(based on \$20/person average)

27%
attended for
the first time

DEMOGRAPHICS

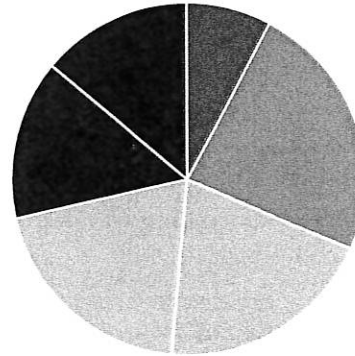
Numbers are based on attendee surveys & volunteer tallies

AGE



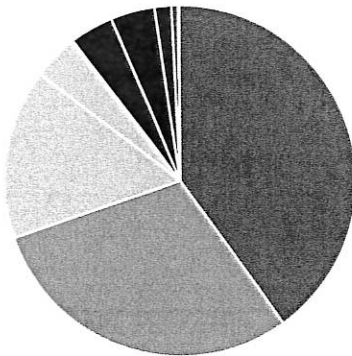
■ 18-24	4.33%
■ 25-34	12.76%
■ 35-44	16.73%
■ 45-54	19.49%
■ 55-64	24.19%
■ 65-74	18.29%

INCOME



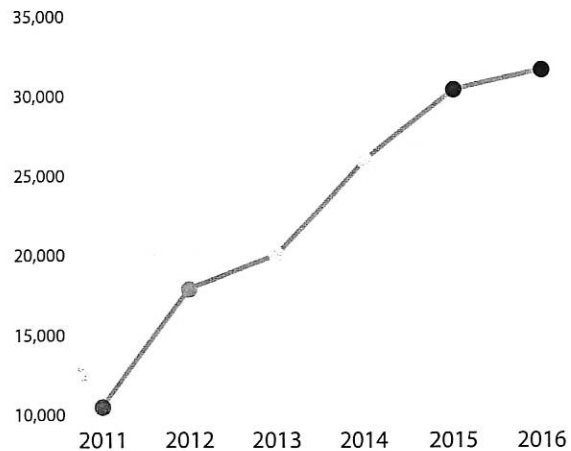
■ Less than \$25,000	7.77%
■ \$25,000-\$49,999	23.72%
■ \$50,000-\$74,999	19.97%
■ \$75,000-\$99,999	19.97%
■ \$100,000-\$124,999	14.70%
■ \$125,000+	13.87%

RESIDENCY



■ City of Milwaukee	40.12%
■ Elsewhere in Milwaukee County	29.58%
■ Waukesha County	15.76%
■ Ozaukee County	4.24%
■ Elsewhere in Wisconsin	4.00%
■ Different state	4.00%
■ Washington County	1.58%
■ Racine County	0.61%
□ Different country	0.12%

ATTENDANCE GROWTH



● 2011	10,500
● 2012	17,860
● 2013	20,000
● 2014	25,922
● 2015	30,376
● 2016	31,641



Nearly 4,000 people visited Black Cat Alley on Milwaukee's East Side. Photo by Lee Matz, Milwaukee Independent.

TOP SITES VISITED

TOP 10

US Bank Center	7,402
Safe House	5,791
Milwaukee City Hall	5,073
Milwaukee Blacksmith	4,607
* 833 East Michigan	4,500
* Harley-Davidson Museum	4,415
* Black Cat Alley	3,882
Basilica of St. Josaphat	3,690
Pabst Theater	3,600
* Catholic Financial Life	2,579

43 of 165 locations
were new to 2016

* NEW SITE

TOP NEIGHBORHOOD SITES

Brewers Hill	
* Sanger House Gardens	2,263
Avenues West	
Tripoli Shrine Center	2,230
West Allis	
* Seneca (Wadham's) Gas Station	2,162
Walker's Point	
Clock Shadow Building	1,752
Layton Boulevard West	
American System-Built Homes by Frank Lloyd Wright	1,710
Lincoln Village	
Forest Home Cemetery	976
Riverworks	
Flux Design	955
Historic Mitchell Street	
Modjeska Theater	946
Bay View	
Bay View Printing Company	930
Menomonee Valley	
Milwaukee Gas Light Company (Zimmerman Architects)	726

HIGHLIGHTS

TOURS

In addition to the 165 sites featured on Doors Open, Historic Milwaukee also takes visitors on a deeper dive in to sites and neighborhoods through dozens of guided tours.

These ticketed tours are led by local experts and share incredible stories. In 2016, these tours included a walking tour down the Historic Mitchell Street with Adam Carr, a kayak paddle along the Menomonee River with the Milwaukee River Keepers, and many more.

Over 3,700 participants attended in-depth tours in 2016.

BEYOND THE BUILDINGS

Each year HMI hosts activities that reach beyond the buildings during Doors Open.

Music

Access Contemporary Music created musical pieces which were performed at Central Library, the Ambassador Hotel, American System-Built Homes, and the ASQ Center. These moving musical works are written and performed specifically for those sites.

Open Archives

HMI partnered with Wisconsin Historical Records Advisory Board (WHRAB) for the first time to showcase many of Milwaukee's impressive archival collections during Doors Open. Archival collections included Johnson Controls, the Wisconsin Black Historical Society, UW-Milwaukee Golda Meir Library and more.

Ex Fabula

Ex Fabula and HMI hosted a Milwaukee neighborhood inspired StorySlam as part of Doors Open Milwaukee. The curated StorySlam featured preselected tellers who shared personal stories related to Milwaukee locations. Over 150 people attended the event on the Saturday night of Doors Open at the Wisconsin Black Historical Society and Museum.

Water Passport

The Harbor District and UWM School of Freshwater Sciences designed a Doors Open Water Passport in 2016. The Water Passport offered a special guide to water focused Doors Open sites including Jones Island, the Global Water Institute and more.

Storytellers who participated in the Ex Fabula/HMI StorySlam as part of Doors Open Milwaukee at the Wisconsin Black Historical Society and Museum. Jacqueline Rice, Jeanette Arellano, Andre Lee Ellis, Lisa Williams, Katharina Hren, Kendra Spain, Adam Carr and Patrick O'Brien. Photo by Nicole Acosta of Botanica Creative.





Seneca (Wadham's) Gas Station in West Allis. Photo by Jason Michels.

SPOTLIGHT NEIGHBORHOODS

In 2016, Historic Milwaukee worked with Clarke Square, Sherman Park, and West Allis to open dozens of sites in those communities during Doors Open. During the event, over 6,700 visited spotlight communities.

Clarke Square

Journey House Packer Field, 22nd and Pierce Streets
(Mitchell Park)

Located in Mitchell Park behind the Mitchell Park Domes, the Journey House Packers Stadium officially opened in 2013. The synthetic turf football field was donated to Journey House by the Green Bay Packers. The Packers used the field as part of their practice facility during the late 1990s and early 2000s. The field now serves as the home field for the Journey House Youth Football League and Cheerleading Program. Visitors were able to see youth football games in action during the event.



Above: A young football fan visits Journey House Packer Field in Clarke Square. Below: Mural painting at French Immersion School in Sherman Park. Photo by Grace Fuhr.

Sherman Park

Milwaukee French Immersion School, 2360 N 52nd St

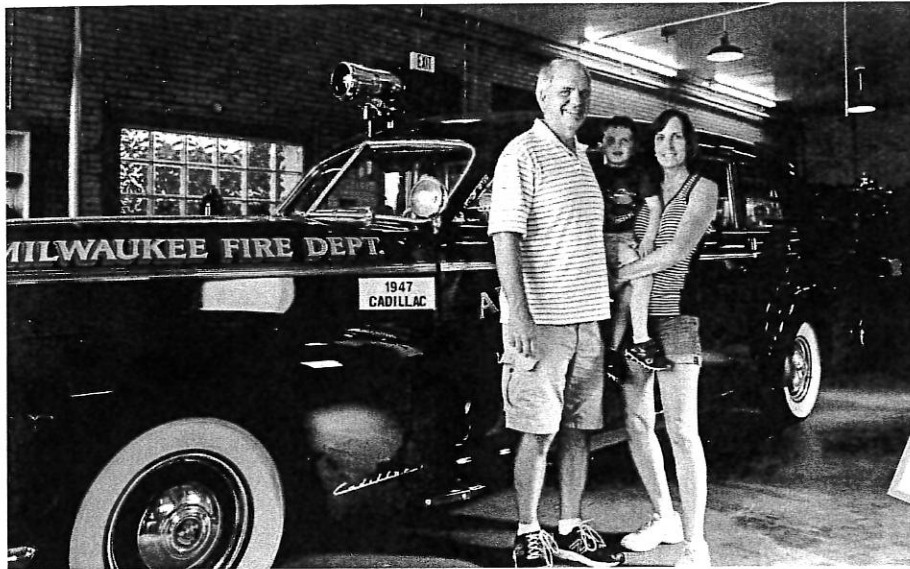
This brick schoolhouse, home to Milwaukee French Immersion, was built in 1932 by Milwaukee Public Schools architect Guy E. Wiley. Milwaukee French Immersion School moved in after Steuben Middle School closed at the end of the 2003-2004 school year. Many visitors were returning alum, excited to view their school from the classrooms to the original art work and tile details.



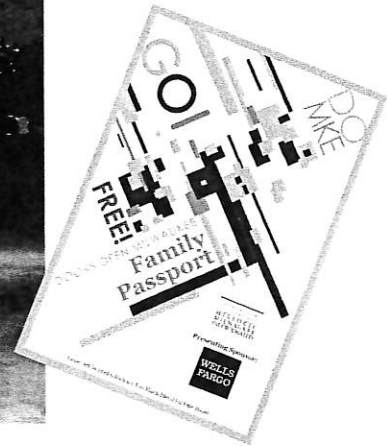
West Allis (top photo)

Seneca (Wadham's) Gas Station, 1647 S 76 St

Wadhams Gas Station is a small, well designed, pagoda style, thematic gas station of the 1920s, and a rare reminder of a once prominent regional chain of over 100 pagoda gas stations. Roadside scholars consider Milwaukee architect Alexander Eschweiler's pagoda design to be an iconic design in gas retailing history. This old gas station was open for the first time since 1978. More than 2,000 visitors stopped by the local landmark.



Left: Family at the Milwaukee Fire Museum. Photo by Randy Leach.



YOUTH & FAMILY ACTIVITIES

Each year, Doors Open Milwaukee designates 24 sites of special interest to youth groups, Scout troops, and families. Free passport books featuring family-friendly sites are distributed and stamped at 24 passport locations. Kids also receive a free coloring and activity book to go along with their passport. The book is illustrated by local educator and artist Jamie Ault.

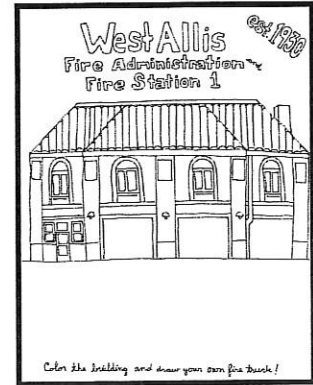
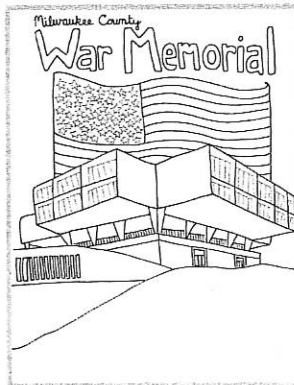
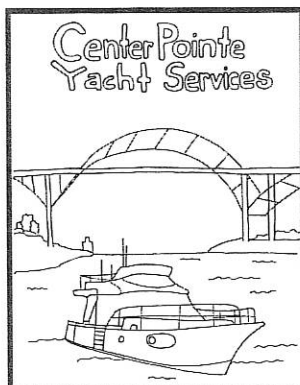
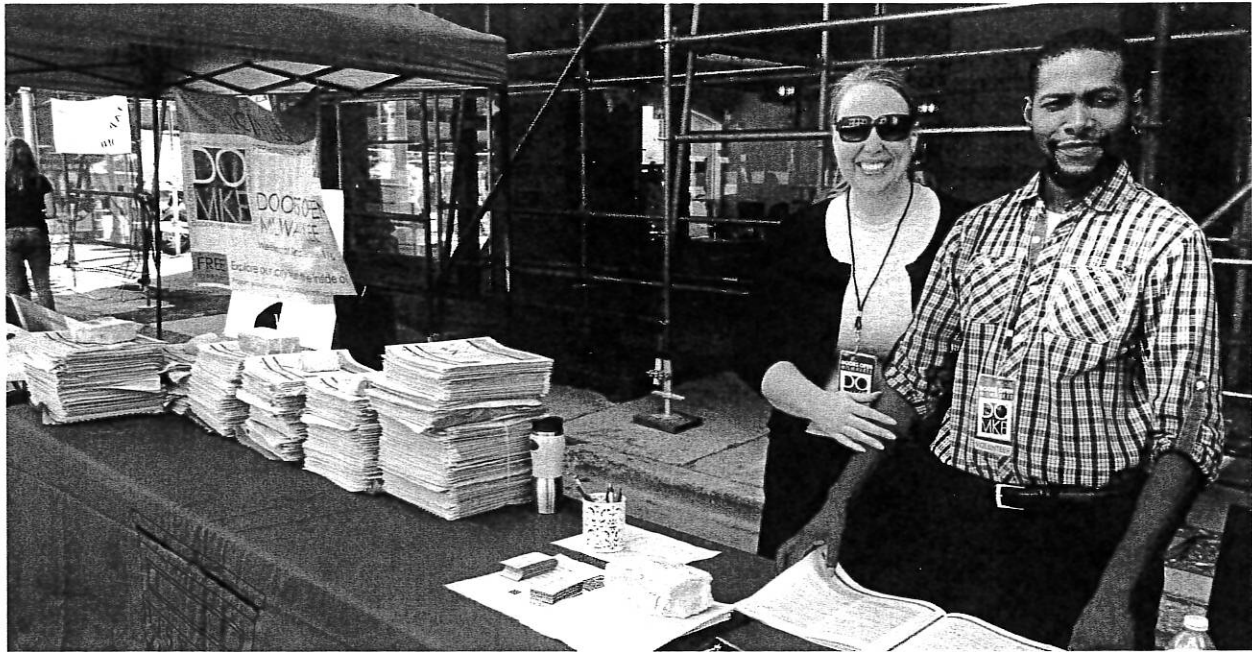


Photo Collage. Left: Young boy takes the driver seat of a truck at the Jones Island Water Reclamation Facility. Photo by Kirsten Schmitt. Center Top: A live demonstration of blacksmithing in action at the Milwaukee Blacksmith. Photo by Kirsten Schmitt. Center Bottom: A troop of Boy Scouts take a break atop the official seal of the City of Milwaukee outside of City Hall. Photo by Jennifer Blochowiak. Right: A trio of kids visit the exhibit at the Milwaukee Fire Museum. Photo by Randy Leach.

Bottom Row: Coloring book pages from this year's Doors Open Activity Booklet. Illustrations by Jamie Ault.



Volunteers help out at event headquarters. Photo by Grace Fuhr.

EVENT HEADQUARTERS

NEW LOCATION

Historic Milwaukee moved its Doors Open event headquarters to a new street-level location at 235 E. Michigan Street and hosted our first block party. Using the 200 block of E. Michigan Street throughout the weekend, the event featured food trucks, art installations, games, shopping, kid's crafts, and music.



Left: Improv artist and writer Anja Notanja Sieger writes poetry. Photo by Dale Hester. Center: Event participant smiles for a photo opportunity. Photo by Thea Kovac. Right: Kids enjoy sidewalk chalk on Michigan Street. Photo by Thea Kovac.



Historic Milwaukee created a Doors Open geofilter for Snapchat that visitors used at the US Bank Building and the event headquarters. The geofilter had nearly 13,000 views during the event.



King Gambrinus statue at Best Place at the Historic Pabst Brewery. Photo by Gary Koch.

COMMENTS FROM ATTENDEES

"Sanger House Gardens... absolutely magical... thanks so much to Doors Open for allowing me to discover it!" (Sanger had 2,263 visitors)

"My father passed away in 2012. He graduated from Washington High School in 1969. I went there to "trace" his steps, found him in his senior yearbook & met two alumni from his graduating class. It was an awesome experience!"

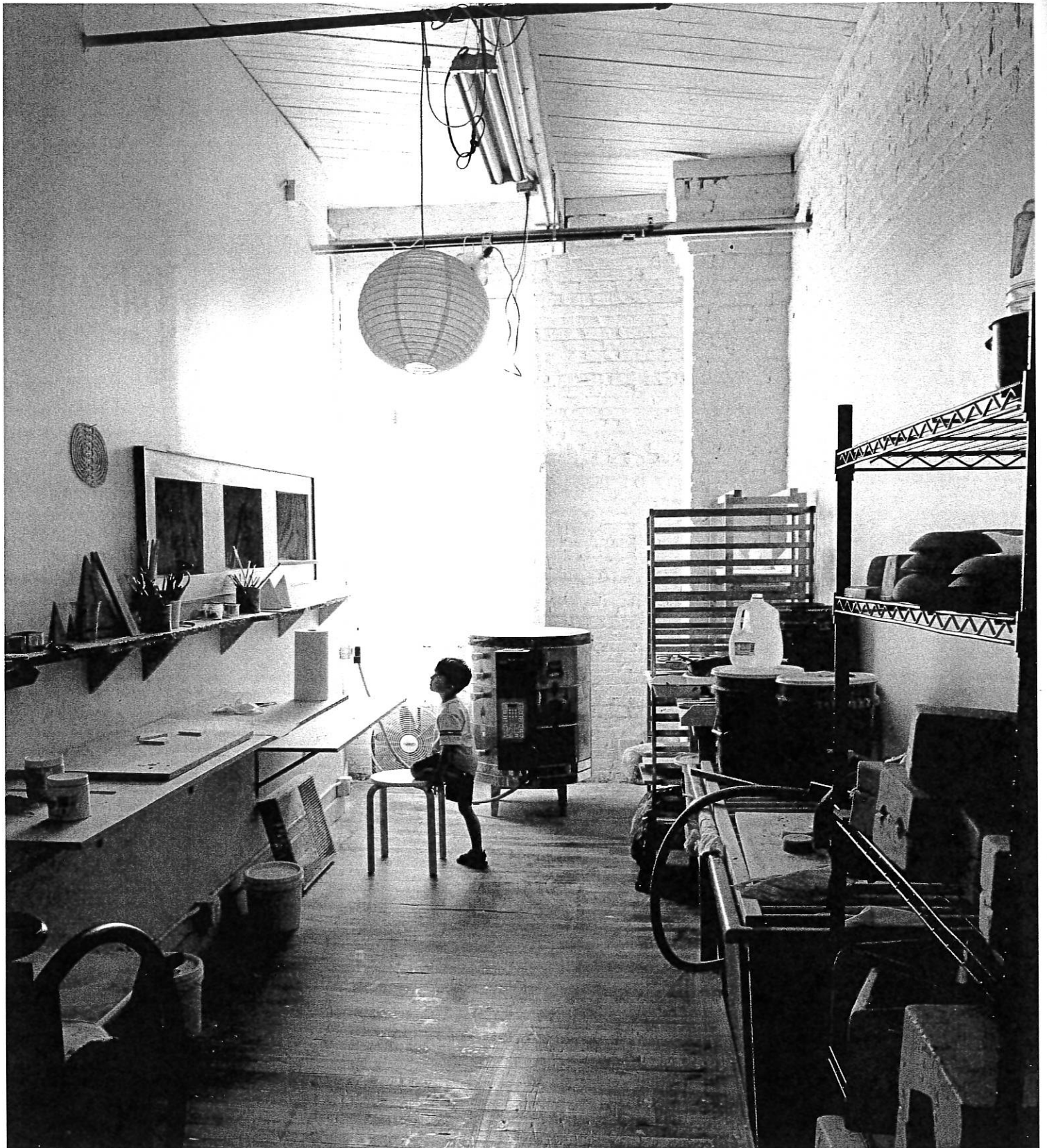
"Doors Open is one of those events each year where I absolutely clear the calendar so my family can attend as many sites over the two days as physically possible. This year, the event fell on my birthday (Sept. 17). The moment I found that out I could not wait to start planning the itinerary! I could not have asked for a more perfect present from the city that I love than #DOMKE. Thank you, Historic Milwaukee!!!"

"I volunteered at Fire Station #21 and it was interesting that several older women, accompanied by their adult children, came to visit as their husbands had worked there years ago! They were quite emotional about it - so touching to experience! Also we had loads of families with young children who loved to climb on the fire trucks."

"I just may join St. Francis of Assisi church because of my shift there. And to think that I was pulled into that shift when someone cancelled - things happen for a reason! I met some really interesting people and may just try out this parish."



Top: Sangerhouse Gardens in Brewer's Hill was a major attraction. Photo by Sangerhouse Gardens. Bottom: Event participant tries out a historic phone at the Chudnow Museum of Yesteryear. Photo by Kirsten Schmitt.



A young guest peeks behind the scenes at Orlandini Studios. Photo by Gary Koch.



235 East Michigan Street
Milwaukee, Wisconsin 53202

(414) 277-7795 | historicmilwaukee.org