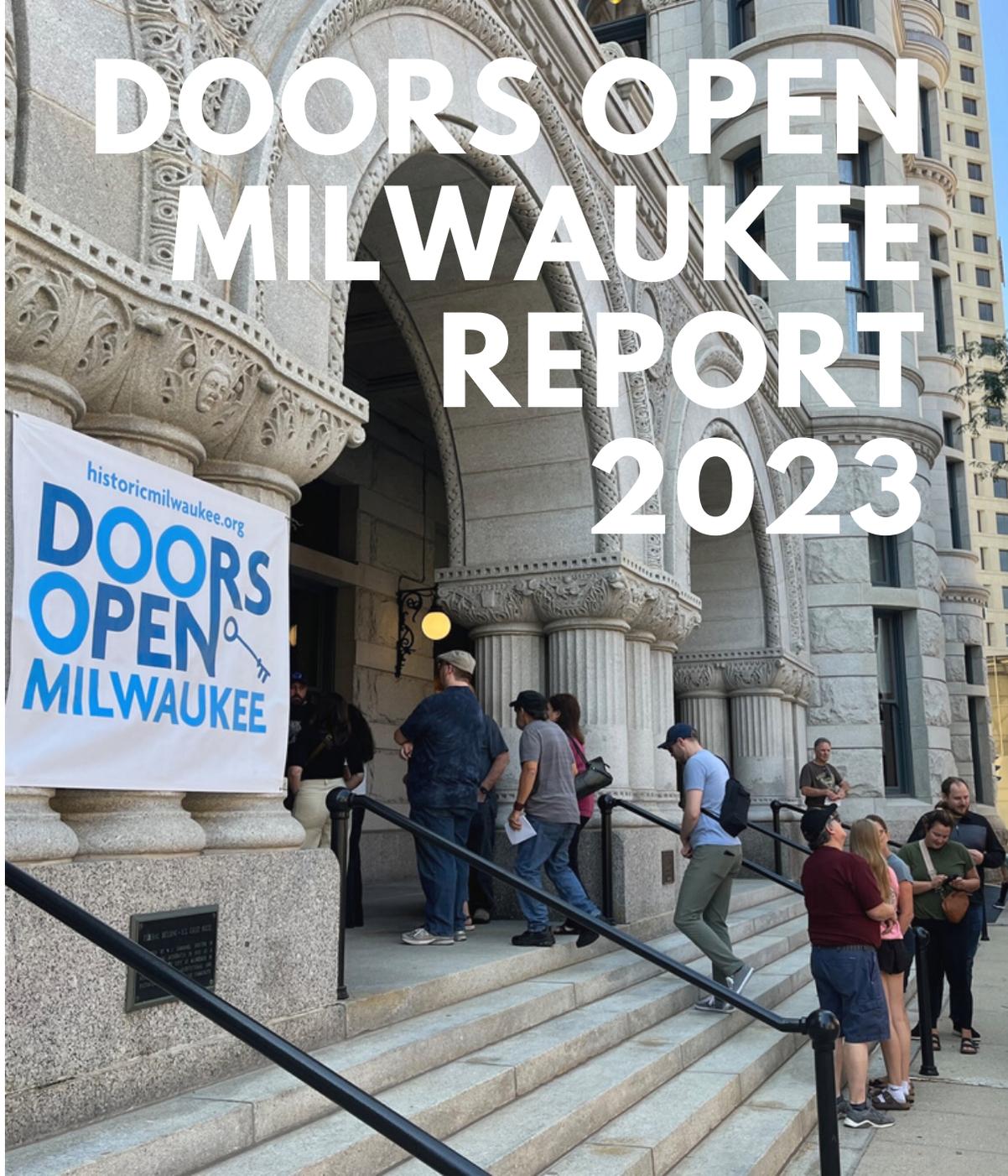


DOORS OPEN MILWAUKEE REPORT 2023



Historic Milwaukee DOORS OPEN MILWAUKEE CELEBRATING 13 YEARS

The 13th annual Doors Open welcomed thousands of visitors to explore Milwaukee. With 132 locations open to tour, there was no shortage of architectural and cultural gems to explore during one of Milwaukee's favorite annual celebrations on September 23 & 24, 2023.

New Programs

Neighborhood App Tour: Historic Milwaukee worked with VIA Community Development Corporation to create a new app tour of Layton Boulevard. The tour is available to download for free on the Historic Milwaukee app in English and Spanish. The app tour was developed with support from the Zilber Family Foundation.

Bingo Card: The Doors Open Bingo Card featured kid friendly and water focused locations and activities. The card was created in partnership with The Bindery using laser and letter press printing. The Bingo Card was produced with support from Fund for Lake Michigan.

Cover photos: We Energies Public Service Building, Federal Building & US Courthouse, Pfister Hotel, Villa Terrace (photo by Mary Vine)



JONES ISLAND TOUR



HILTON GARDEN INN
PHOTO BY DAWN SCHMITT

DOORS OPEN METRICS

Top Sites Visited

Milwaukee City Hall: 3,126
Saint Kate - The Arts Hotel: 2,868
Milwaukee Art Museum: 2,003
Federal Building and U.S. Courthouse: 1,679
We Energies Public Service Building: 1,498
Frank Lloyd Wright's Burnham Block: 1,405
Sanger House Gardens: 1,389
Model Railroad Club of Milwaukee: 1,365
Grain Exchange Room in the Mackie: 1,331
Grohmann Museum: 1,327

73,211

Site Visits

3,299

Tour takers

60%

Visited a neighborhood they were previously unfamiliar with



79%

Said the event made them feel proud to be a Milwaukeean



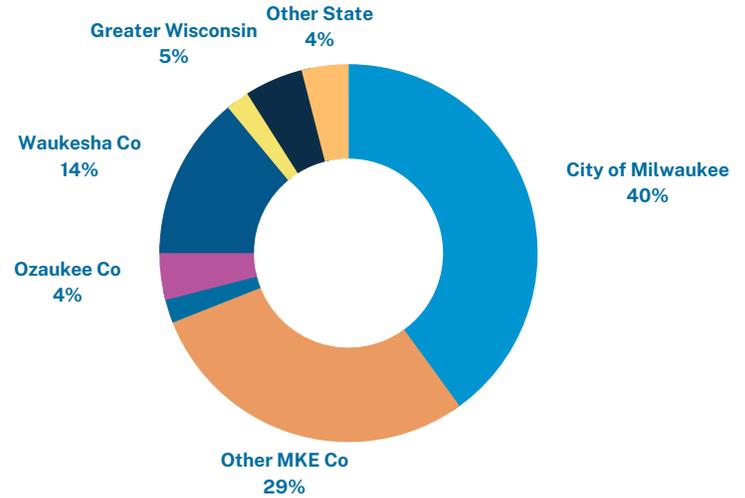
92%

Said the event was Very Good - Excellent

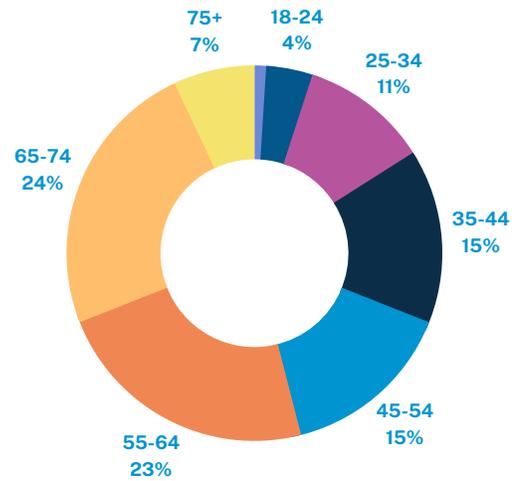


I absolutely love this program year after year! The historical sites never cease to surprise me, teach me something new, and make me incredibly proud of my city!
- Participant quote

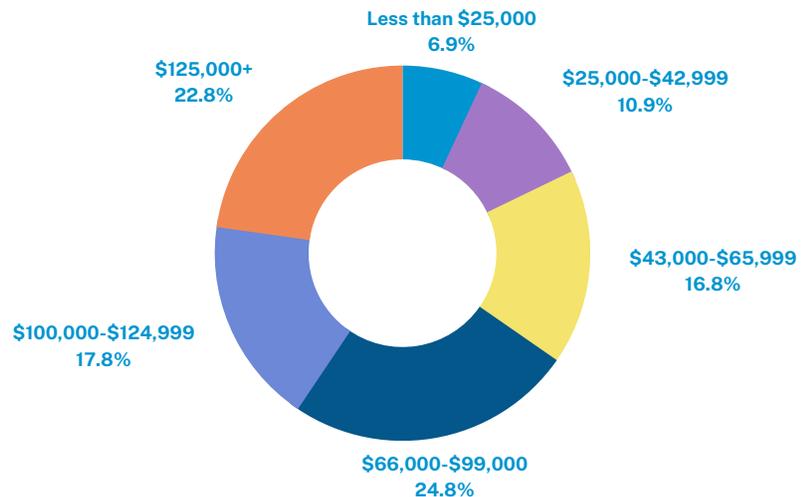
Visitor Geography



Age of Visitors



Income of Visitors



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