



EVENT REPORT



HISTORIC MILWAUKEE, INC.

**DORS
OPEN**

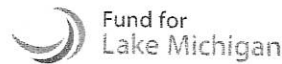
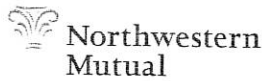
September
23-24, 2017

SPONSORS

DOORS OPEN 2017 WAS MADE POSSIBLE
WITH THESE PARTNER'S SUPPORT —



Efvinger Family
Foundation, Inc.



HISTORIC MILWAUKEE, INC.

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 414-271-7795.



OVERVIEW



EXECUTIVE SUMMARY

Doors Open is a two-day public celebration of Milwaukee's art, architecture, culture and history. This event offers behind the scenes tours of more than 150 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.

The seventh annual Doors Open took place on September 23 and 24. Throughout the weekend, 26,100 visitors made 117,547 site visits throughout metro Milwaukee.

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.

The eighth-annual Doors Open Milwaukee is scheduled for September 22 & 23, 2018.

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

FRONT COVER: Milwaukee City Hall bell tower, photo credit: Carrie Karima; THIS PAGE: Northwestern Mutual, photo credit: Molly Whiteside; BACK COVER: Frank Lloyd Wright's American System-Built Homes

BY THE NUMBERS



HISTORIC MILWAUKEE, INC.

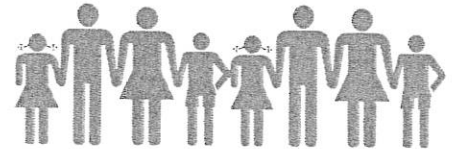
DOORS OPEN

September 23-24, 2017

117,547
SITE VISITS

170
SITES

26,100
VISITORS



7,481

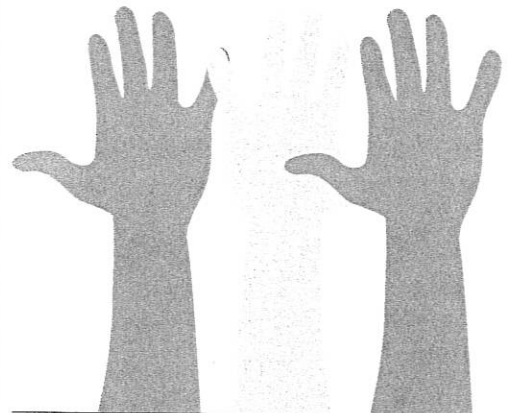
visited a spotlight
neighborhood

(Lindsay Heights and
Layton Boulevard West)

66%

visited a
neighborhood they
were previously
unfamiliar with

500
VOLUNTEERS



89%

rated the event
between good
and excellent

81%

said Doors Open
Milwaukee made
them feel proud to
be a Milwaukeean

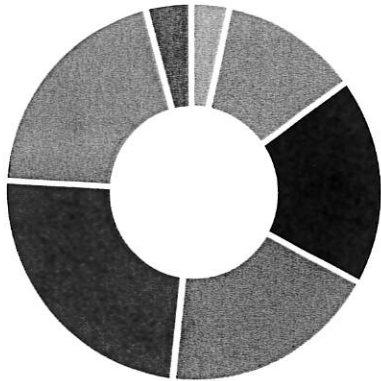


over
\$522,000
spent in Milwaukee

(based on \$20/person average)

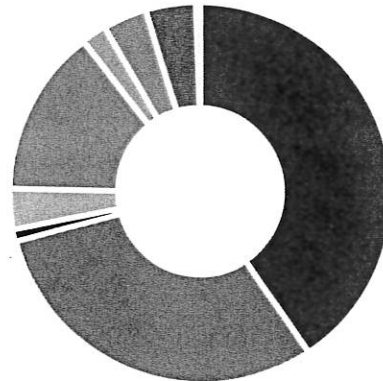
DEMOGRAPHICS

AGE



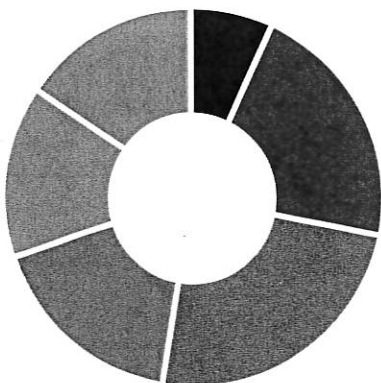
■ 18-24	3.22%
■ 25-34	11.63%
■ 35-44	17.71%
■ 45-54	18.78%
■ 55-64	23.79%
■ 65-74	19.86%
■ 75+	3.94%

RESIDENCY



■ City of Milwaukee	40.57%
■ Elsewhere in Milwaukee County	30.43%
■ Racine County	1.07%
■ Ozaukee County	3.38%
■ Waukesha County	14.06%
■ Washington County	2.31%
■ Elsewhere in Wisconsin	3.74%
■ Different State	4.09%
■ Different Country	0.36%

INCOME



■ less than \$25,000	6.93%
■ \$25,000-\$49,999	21.22%
■ \$50,000-\$74,999	24.58%
■ \$75,000-\$99,999	17.02%
■ \$100,000-\$124,999	14.71%
■ \$125,000+	15.55%

According to the event survey, visitors who travelled further came from —

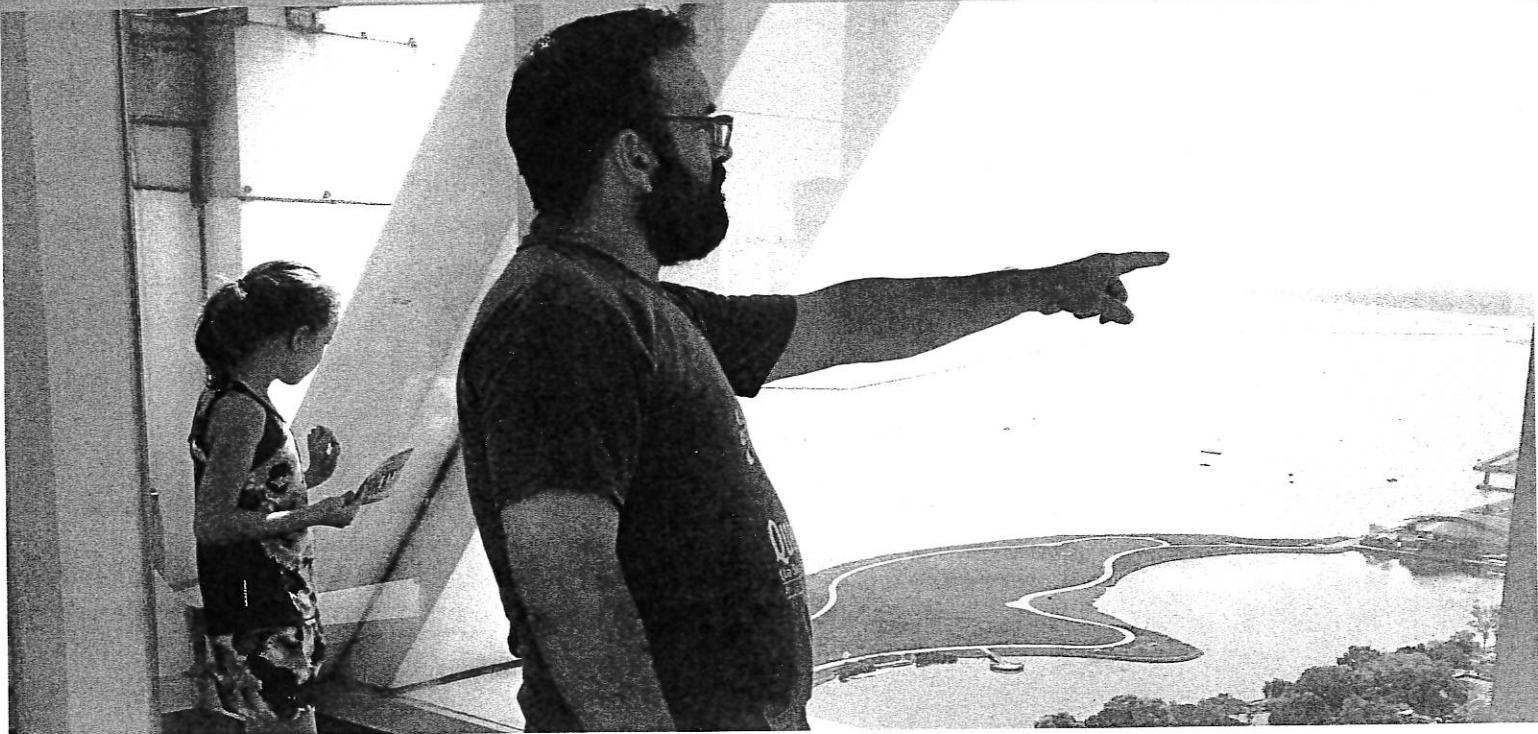
**FLORIDA
ILLINOIS
INDIANA
MICHIGAN**

**MISSOURI
TEXAS
GERMANY**



Based on event survey

TOP SITES



TOP TEN SITES VISITED

Northwestern Mutual (new tower)— <i>This is record attendance for one day of Doors Open at a single site</i>	7,566
US Bank Center	4,139
Milwaukee City Hall	3,785
Milwaukee Art Museum Quadracci Pavilion	3,136
City Lights Brewing Company	2,500
Federal Courthouse	2,442
Tripoli Shrine Center	2,035
Frank Lloyd Wright's American System-Built Homes Model B1 and Duplex	1,926
Best Place at Pabst	1,891
Zimmerman Architectural Studios, Inc.	1,849

TOP NEIGHBORHOOD SITES

Avenues West	Tripoli Shrine Center	2035
Bay View	Bay View Printing Co	1288
Brewers Hill	Sanger House	1379
Clark Square	Milwaukee County Greenhouses	1465
East Side	Black Cat Alley	1578
Lincoln Village	Basilica of St. Josaphat	936
Lindsay Heights	Alice's Garden Urban Farm	764
Menomonee Valley	4 Seasons Skate Park	944
Walkers Point	Clock Shadow Building	862

SPOTLIGHT NEIGHBORHOODS

In 2017, Historic Milwaukee worked with Layton Boulevard West and Lindsay Heights to open 20 sites in those communities during Doors Open. During the event, more than 7,400 visitors went to those spotlight communities. Here's a few sites in each of those communities that drew curious crowds during the event:

LINDSAY HEIGHTS

Alice's Garden, 2136 N 21st Street

An inviting and welcoming outdoor space in Milwaukee, often referred to as one of the city's "best-kept secrets," Alice's Garden is an agricultural oasis of beauty and culture. Alice's Garden Urban Farm, a community garden in the Lindsay Heights Neighborhood, was developed on a plot of land with a long history. It was first occupied by Sauk Native Americans until it was seized by the U.S. government, followed by a farm stop as a part of Wisconsin's Underground Railroad, and finally as a community garden.

Tandem Restaurant—Walter Schmidt Tavern, 1848 W Fond Du Lac Avenue

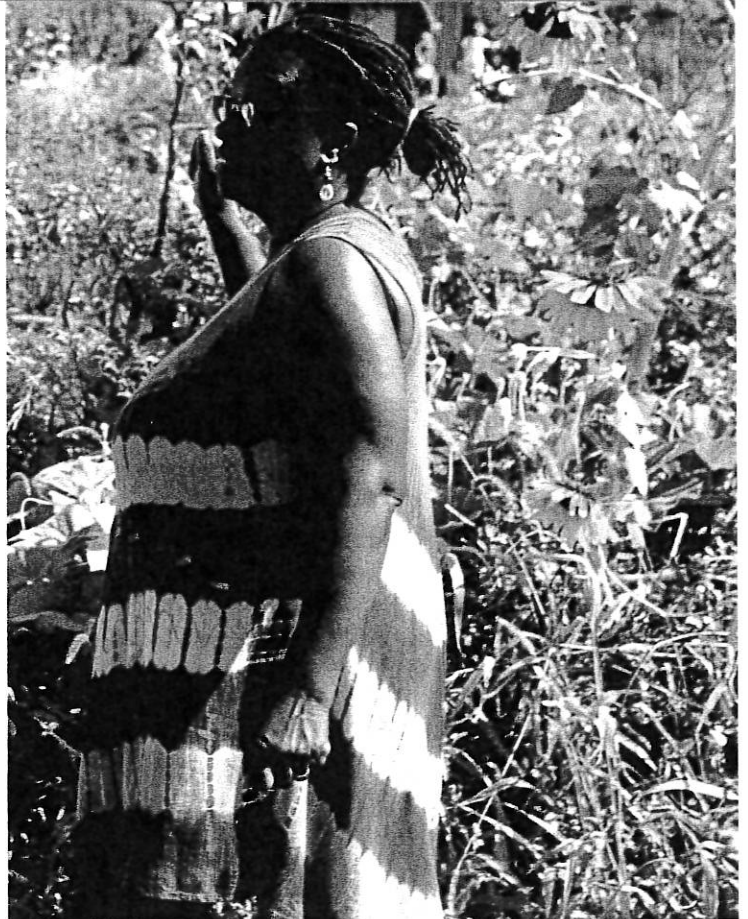
The Historic Walter Schmidt Tavern building was once Milwaukee's longest single-family operated beer hall. Built in 1893, many of the tavern's original historic features are still in place, including a patterned hex-tile floor, finished wood molding and millwork, wrought ironwork, and embossed glass in the tavern's entry door. In 2015, the building was bought out of foreclosure, renovated, and restored by Fix Development to its former glory and home to the newly opened Tandem restaurant.

LAYTON BOULEVARD WEST

Escuela Verde, 3628 W Pierce Street

Located at the edge of Silver City and the Menomonee Valley, Escuela Verde, a project based high school opened in 2014. The school's mission is to cultivate a community that is participatory, just, sustainable and peaceful. The school features a quality studio and recording booth, Zen Room, and meditation garden. The students have helped design, build and develop the school since it began.

Milwaukee County Greenhouses, 524 S Layton Boulevard
Doors Open Milwaukee marked the first time this facility has been open to the public. The newly built County Greenhouses feature state of the art computerized systems that manage and monitor the growing of the plant crops for the Conservatory. Energy efficient, grey water reuse, and timed programs all help to produce consistent size and quality of plant inventories. The new County Greenhouses were constructed 2013–2015 and designed by architects Kubala and Washatko.



SPECIAL FEATURES

CROSSING THE LINE EXHIBIT

The traveling display "Crossing the Line: The Milwaukee Fair Housing Marches of 1967-1968" commemorates the 50th anniversary of Milwaukee's civil rights marches by examining the practices and prejudices that led to segregation in Milwaukee and chronicling the school desegregation and fair housing movements of the 1960s. This display was available to view at Milwaukee's City Hall throughout the event.

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 the newly constructed Fondy Park.

BETTER BUILDINGS CHALLENGE

The Better Buildings Challenge is a comprehensive program that provides building owners and property managers all of the tools and resources they need to develop energy efficiency projects for their buildings. With the City of Milwaukee's partnership, Doors Open highlighted which Doors Open buildings participate in this program.

TOURS

In addition to the 170 sites featured on Doors Open, Historic Milwaukee also takes visitors on a deeper dive in to some sites and neighborhoods through dozens of ticketed tours.

The tours are led by local experts and share incredible stories. In 2017, these tours included a bike tour through Lake Park focusing on Frederick Law Olmsted's legacy; a public art walking tour of the Bronzeville neighborhood; a rare chance to visit the top of the Rockwell clock tower; and many more.

Over 3,000 participants attended ticketed tours in 2017. Proceeds from tickets sold benefit Historic Milwaukee's mission and year round programming.

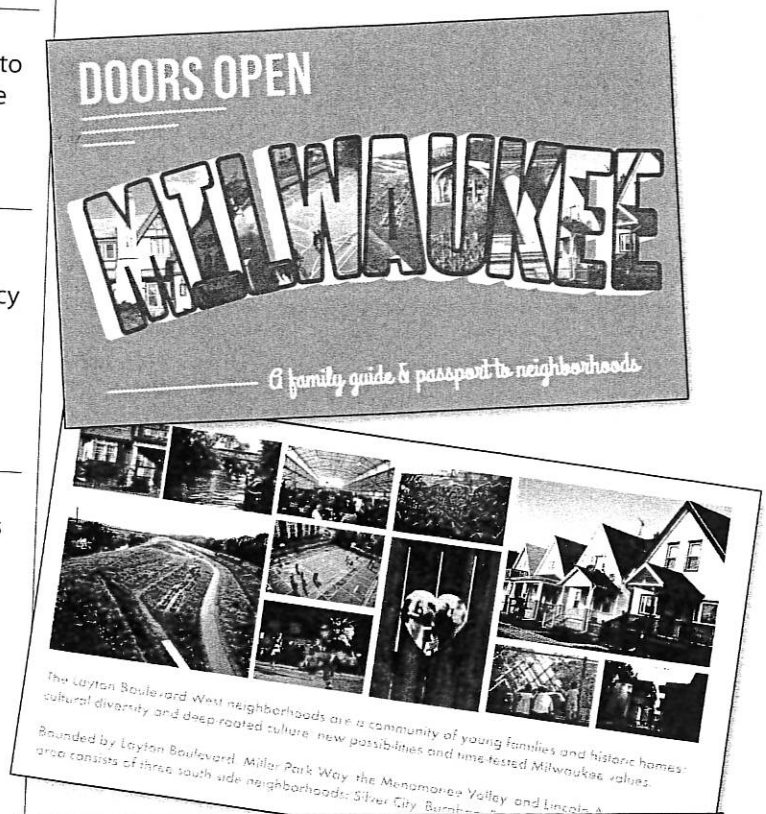
MUSIC

Access Contemporary Music created musical pieces which were performed at Two-Fifty, Colby Abbot, and the Clock Shadow Building. These moving musical works are written and performed specifically for those sites.

OPPOSITE PAGE: photo credit: Grace Fuhr

KIDS ACTIVITY BOOK

This year, Historic Milwaukee is worked with Adam Carr, resident of Layton Boulevard West and author of Explore MKE, and Sharp Literacy, to produce an activity booklet for Doors Open geared toward youth, creating activities that will invite kids and families to go beyond the buildings and explore their city. The booklet also featured 20 passport sites, highlighting child-friendly Doors Open buildings where they received passport stamps and have a hands-on experiences.





COMMUNITY PROGRAMMING



**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—**

Walnut Way Harvest Fest in Lindsay Heights

Grand Opening of Velobahn Coffee & Cycle in Silver City

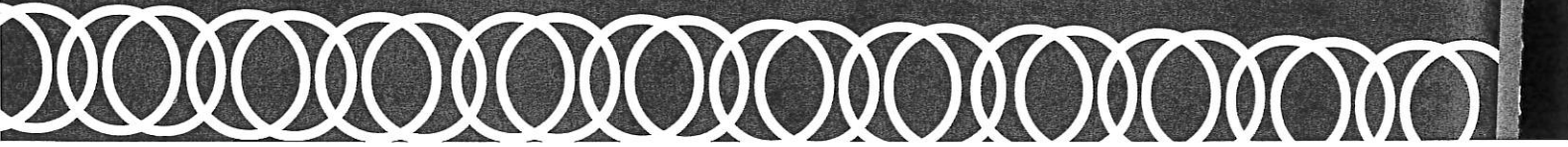
Unveiling of new community garden and live painting at Black Cat Alley

Mural installation at Bay View Printing Company

Cultural Market at Escuela Verde

Kick off to Menomonee Valley's Valley Week

Final day of Riverworks Week



COMMENTS FROM ATTENDEES



Excellent event—thank you so much for all you do to organize it! My ten year old who thinks he wants to be an architect one day loved seeing the UWM Architecture school! Impressed with the energy of Walnut Way, also!

My son and family (three kids) moved to Milwaukee from Marinette Wis. They attended with me this year. It was fun and the kids have a new sense of being part of our great city. We all loved it and will participate next year. This will be a great family outing experience. Thank you!

St. Josaphat Basilica really blew me away! I had no idea this extremely beautiful building existed in Milwaukee and I am persuading my relatives to go see it.

I LOVE Doors Open. I was born and raised in Milwaukee, as were my parents and grandparents. Our daughter has also taken an interest and visited from Michigan specifically for Doors Open the last three years. We have been working on our ancestry background and have learned and seen so much of our history in Milwaukee through Doors Open and membership in Historic Milwaukee. Thank you so much.

This was the first time that I saw a site so close to my home (the Serbian Orthodox Church is literally just a block away from my home). I loved getting the chance to go inside a building I'd walked by a hundred times but never had the chance to enter!

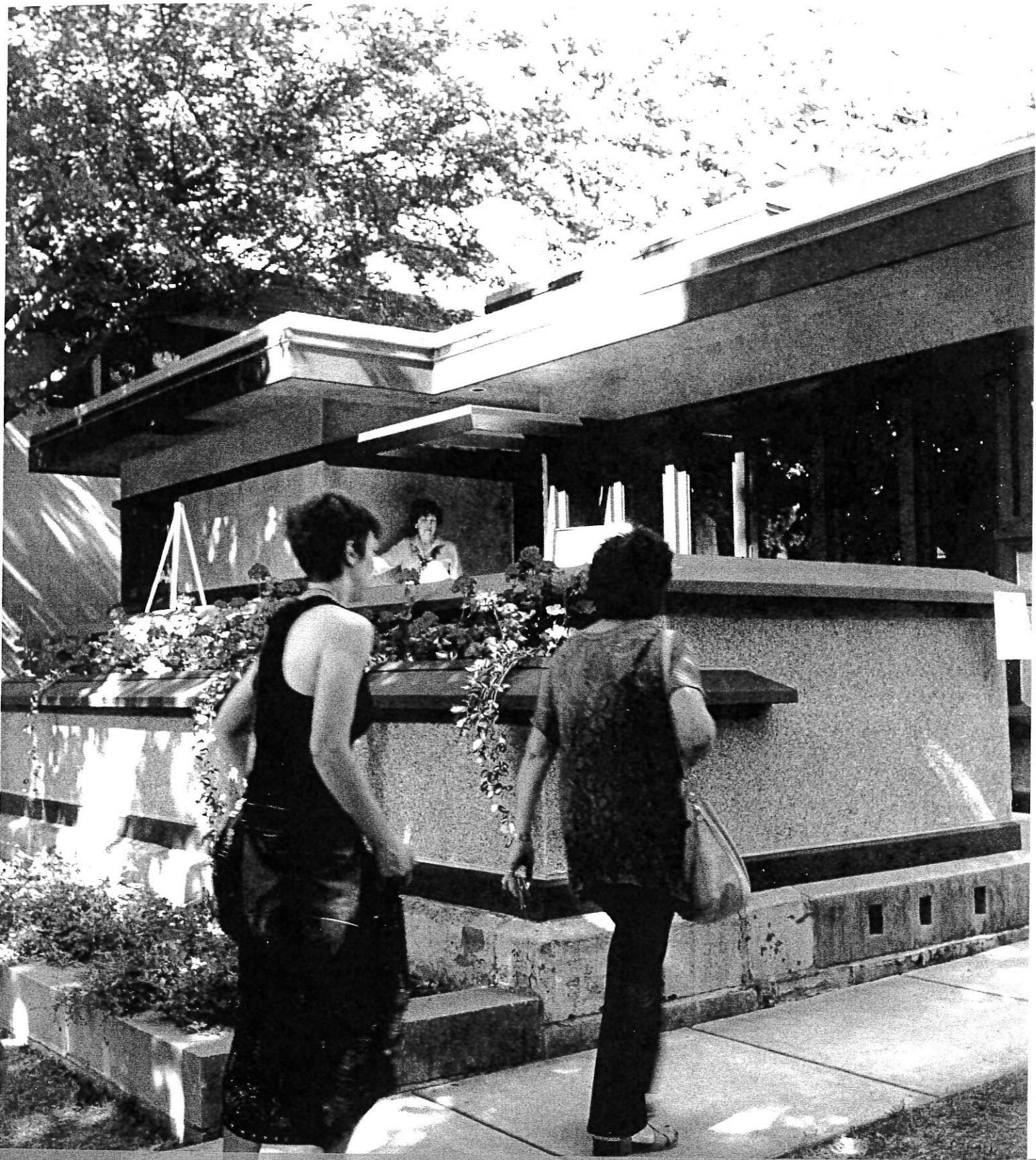
We loved the Islamic Society of Milwaukee; it was our favorite spot to discover in several years of Doors Open events. The hospitality (and food!) was wonderful, I learned so much, the tour guides were high school women from the school (other places had high school youth giving tours but these young women were so engaging in their presentation and answering of questions!), the displays, writing in Arabic, etc., etc. We stayed here for a long time and enjoyed every minute of it.

Amazing event where I learn something new about our city and our great people every year. This event has continuously inspired me to shop local, refer local artisans, and recommend businesses & activities to friends and family.

Thank you, thank you for this event! This year I was able to show my children my old grade school (US Grant). I actually got a little misty-eyed while touring it. We have attended several locations every year and we always learn something new.

The fire station was amazing. The fire fighters were all so helpful and friendly and my son absolutely loved it. He literally cried the whole way home after having to leave. We will definitely go back again next year. Thanks for having such a great event.





HISTORIC MILWAUKEE, INC.
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