



DOORS OPEN MILWAUKEE
September 23 and 24, 2023
10am - 5pm
doorsopenmilwaukee.org

FAQ for building owners, businesses and organizations

What is Doors Open Milwaukee?

Doors Open Milwaukee was started by Milwaukee non-profit Historic Milwaukee, Inc. in 2011. The event offers free tours of more than 100 buildings throughout metro Milwaukee on the fourth weekend of every September. Historic Milwaukee has been promoting Milwaukee's architecture, history and neighborhoods for almost 50 years.

What kind of buildings participate in Doors Open Milwaukee?

- Buildings that are not usually open to the public or have areas not usually open to the public, but have some significant architectural features and/or have historical, social, as well as cultural significance.
- Buildings that are open to the public, but have some significant architectural features and/or have historical, social, as well as cultural significance to the city. (ex: churches, art galleries, theaters)
- Buildings that are celebrating significant anniversaries
- Buildings with significant original interior features and/or successful adaptive reuse features
- Buildings in Spotlight Neighborhoods and destination clusters (several venues in one area)
- Buildings representing the cultural diversity of Milwaukee

What does Doors Open specifically require of building owners?

1. Doors Open is free for buildings to participate in.
2. Ideally, buildings should commit to being open for a minimum of one full day (10 am to 5 pm) and ideally two full days (Sat and Sun 10 am to 5 pm). However, times are accommodated to specific location availability. Since this is a two-day event, times can be accommodated to suit individual building capacity to be open.
3. No admission may be charged.

4. Building owners or managers will be required fill out an agreement detailing the responsibilities of both parties. In filling out this Participant Agreement, you will have to describe your building briefly and what you expect your visitors will experience. Doors Open staff can assist you in this effort, if requested.

5. Buildings must also share COI.

6. A building representative must be on premises during open hours. A cell phone contact number for this person must also be provided. That person will be responsible for opening and closing the building and have authority to make decisions.

7. If you already have an informational brochure about your building or business, please feel free to hand these out to visitors on event days.

Does my building need to offer a guided tour?

No. As a site, you are welcome to offer guided or self-guided tours. The site can also restrict access to areas in their building they do not wish the public to visit. Doors Open staff can come out to your building and work with you on how your building or parts of your building would be best showcased for the event upon request.

How long will most visitors spend at our site?

Generally we encourage guided tours to last no longer than 15-25 minutes.

What about security?

Building owners will be responsible for their site's security. At most sites, Doors Open will have at least one representative at each building during opening hours to greet visitors, help with crowd control, hand out information, and be another set of eyes paying attention to potential safety hazards and inappropriate visitor behavior.

Who will be my primary contact person during the event?

A captain will be assigned each day to you and four other buildings in your area. They will be responsible for ensuring that assigned Historic Milwaukee volunteers are at your building entrances when open and that handout materials there are adequate. If other problems arise, the captain will be your first contact point. The Historic Milwaukee office (414-277-7795) will also be staffed on event days, if the captain cannot be reached. We will give you the captain's cell phone number at orientation or shortly afterwards.

How will the event be publicized?

Event content will go live on doorsopenmilwaukee.org on September 1 with an extensive digital media campaign leading up to the event. You will be asked to affix our 4 x 5' Doors Open banner (usually on the building) near your selected entrance alerting tour goers of your participation. Many buildings post the banner well in advance of the event, which helps build greater public awareness of its participation. Owners and organizations can also be helpful in publicizing the event through their own networks via email and social media.

How many visitors should a site expect?

Attendance depends on the sites location and program offered during the event. Ask the Events Director for comparable site numbers from past events.

What is the participant agreement and how do we return it to you?

Each site is required to fill out a participant agreement confirming contact information, hours open, photography and filming strictures, building description, a brief narrative on what the visitor will experience at that building.

Doors Open Sponsorship

While Doors Open is free to participate in as a site and attendee, Historic Milwaukee relies on the generous support of sponsors to help support our efforts to keep this event free to the public. Contact the events director for information about becoming a sponsor. Sponsorship levels are available at \$1,000, \$2,500, \$5,000, \$10,000 and \$20,000.

Contact Grace Fuhr, Historic Milwaukee's Events Director, at 414-277-7795, or email grace.fuhr@historicmilwaukee.org for more information and to participate.