Open House Chicago (OHC) is a free weekend festival that celebrates Chicago’s world-class architecture and vibrant neighborhoods by inviting the public to explore hundreds of sites of architectural, cultural or historical significance. OHC was established by the Chicago Architecture Center (CAC) in 2011 as part of the Open House Worldwide family of nearly 50 similar events on five continents. OHC 2019 took place on October 19 and 20 and was generously sponsored by Wintrust.

What is Open House Chicago?

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Celebrate 10 Years of OHC

Open House Chicago has grown dramatically in the past decade, from 23,000 participants in its first year to nearly 110,000 in 2019! Every year, it impacts the city in a positive way, by strengthening local residents’ pride in their city, improving visitors’ perceptions about Chicago, encouraging people to explore new neighborhoods, bridging gaps between communities and turning strangers into neighbors.

Consider getting involved in 2020 by becoming a sponsor or donor. To learn more, contact Lynne Considine Nieman at 312.561.2119 or lnieman@architecture.org.
THANK YOU TO ALL OUR SUPPORTERS FOR MAKING OPEN HOUSE CHICAGO POSSIBLE.

SPONSORS

The CAC works with community organizations to identify OHC sites, recruit volunteers and promote the event.

COMMUNITY PARTNERS

OHC would not be possible without the generous support of these sponsors:

2019 Year of Chicago Theatre
19th Ward Alderman O’Shea’s Office
47th Ward Alderman Martin’s Office
Andersonville Chamber of Commerce
Archdiocese of Chicago
Austin Coming Together
Belmont Theater District
Beverly Area Planning Association
BOMA/Chicago
Bronzeville Bustle 5K Run + Walk
Chicago Loop Alliance
Chicago Park District
Chicago Public Library
Chicago’s North Shore Convention and Visitors Bureau
City of Chicago Department of Cultural Affairs and Special Events
City of Evanston
Design Evanston
Downtown Evanston
Edgewater Chamber of Commerce
Edgewater Historical Society
Evanston Chamber of Commerce
Evanston Community Foundation
Evanston History Center
Foundation for Homan Square
Glessner House
Hyde Park Historical Society
Lakeview Chamber of Commerce
Lakeview East Chamber of Commerce
Lincoln Park Chamber of Commerce
Lincoln Square Ravenswood Chamber of Commerce
Logan Square Chamber of Commerce
Loyola University Women and Leadership Archives
Magnificent Mile Association
Marz Community Brewing
North Lawndale Historical and Cultural Society
North River Commission
Northwest Chicago Historical Society
Northwestern University
Oak Park River Forest Community Foundation
Old Town Merchants & Residents Association
Park West Community Association
Preservation Chicago
Public Media Institute
Quad Communities Development Corporation
Residents Association of Greater Englewood
Rogers Park Business Alliance
Rogers Park/West Ridge Historical Society
Roscoe Village Chamber of Commerce
Six Corners Association
South East Chicago Commission
South Shore Chamber Inc.
The Resurrection Project
The Saints
Ukrainian Village Neighborhood Association
University of Illinois at Chicago
Uptown United
Urban Juncture
Visit Oak Park
West Loop Community Organization
West Town Chamber of Commerce
Wicker Park Bucktown Chamber of Commerce

VOLUNTEERS

The CAC recruited more than 1,800 volunteers and participating OHC sites also supplied an estimated 1,408 volunteers of their own. About 100 leadership volunteers kept everything running smoothly in each neighborhood and at OHC’s busiest and most complex downtown sites.

3,318 VOLUNTEERS

20,000 VOLUNTEER HOURS
SITES & NEIGHBORHOODS

352 SITES

2019

370,000

38 NEIGHBORHOODS

DOWNTOWN
ANDERSONVILLE
AUSTIN
AVONDALE
BACK OF THE YARDS
BEVERLY
BRIDGEPORT
BRONZEVILLE
EDGEWATER
ENGLEWOOD
EVANSTON
GARFIELD PARK
GOLD COAST
HYDE PARK
IRVING PARK
JEFFERSON PARK
LAKEVIEW
LINCOLN PARK
LINCOLN SQUARE / RAVENSWOOD
LOGAN SQUARE
MORGAN PARK
NEAR NORTH SIDE
NEAR WEST SIDE
NORTH LAWNDALE
OAK PARK
OLD TOWN
Pilsen
PORTAGE PARK
ROGERS PARK
SOUTH LOOP / PRAIRIE AVENUE
SOUTH SHORE
UKRAINIAN VILLAGE
UPTOWN
WASHINGTON PARK
WEST RIDGE
WEST TOWN
WICKER PARK
WOODLAWN

SITE VISITS

NUMBER OF SITES
TOTAL SITE VISITS

Downtown
69
189,000

Neighborhoods
283
181,000

2017
347,000

2018
365,000

2019
370,000
FOR FAMILIES
More than 80 sites were family-friendly, with special attractions or amenities for people exploring the city with children. In addition, approximately **900 people** attended a Family Festival hosted by the CAC at the Jay Pritzker Pavilion at Millennium Park and **887 guests** engaged in family activities with education staff at the CAC.

CAC NEIGHBORHOOD TEEN AMBASSADORS
Teens who spent their summer researching the past, present and future of Bronzeville eagerly shared their findings with more than **460 visitors** at three sites: First Church of Deliverance, The Forum and Overton Business & Technology Incubator.

SPECIAL PROGRAMMING
OHC’s sites and cultural partners hosted about **60 musical performances, special programs and other events** during OHC.

We were pleasantly surprised with how many visitors we got...we honestly couldn’t believe that people just kept walking in! It was great... we heard amazing stories from people who hadn’t been back in the building for years.

—Dawn Kusinski, The Second City

I want you to know how very impressed I was personally with the scope, organization and professionalism of this event. It speaks volumes for you, your staff and your volunteers that you put together an event of this magnitude every year.

—Michal Safar, Hyde Park Historical Society

Open House Chicago is among the highlights of our city’s cultural calendar each year. The spirit of inclusion, access, and community celebrated by OHC aligns perfectly with the mission of the Harris, and I am thrilled we had the opportunity to participate this year.

—Patricia Barretto, Joan W. and Irving B. Harris Theater
The CAC conducts extensive audience and attendance research in order to evaluate the impact and reach of OHC. In 2019, more than 5,000 attendees completed a post-event survey about their OHC experience. The survey responses inform the figures found in the remainder of this report.

TOTAL VISITORS

109,000

28% OF SURVEY RESPONDENTS SAID 2019 WAS THE FIRST TIME THEY ATTENDED OHC
57% OF SURVEY RESPONDENTS SAID THEY VISITED A NEW NEIGHBORHOOD DURING OHC

RESIDENCY

91.2% LOCALS
99,408

8.8% TOURISTS
9,592

52.3% CITY OF CHICAGO
57,007 PEOPLE

38.9% CHICAGO SUBURBS
42,401 PEOPLE

6.6% OTHER US STATES
7,194 PEOPLE

1.9% ILLINOIS, OUTSIDE CHICAGOLAND
2,071 PEOPLE

0.3% INTERNATIONAL
327 PEOPLE
**AGE**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER 18</td>
<td>6%</td>
</tr>
<tr>
<td>18 TO 24</td>
<td>3%</td>
</tr>
<tr>
<td>25 TO 34</td>
<td>13%</td>
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<td>35 TO 44</td>
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<td>45 TO 54</td>
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<tr>
<td>55 TO 64</td>
<td>26%</td>
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<tr>
<td>65 TO 74</td>
<td>22%</td>
</tr>
<tr>
<td>75 OR OLDER</td>
<td>5%</td>
</tr>
</tbody>
</table>

6,000 children participated in OHC

**My favorite part about Open House at The Rookery:**

Chicago is discovering the beautiful interiors of familiar buildings that I’ve passed by hundreds of times.

**We took the train from Indiana and hit the sidewalks hard once we arrived in Chicago.** More than eight locations and eight miles later, we all agreed it was an event to do again next year!
COMMUNITY IMPACT

The CAC measured OHC’s economic, educational and behavioral impact on participants and Chicago. These figures include both locals and tourists, unless stated otherwise.

57% of attendees visited a new neighborhood.

98% of attendees said they have an enhanced appreciation for the neighborhoods they visited.

94% of attendees plan to return to neighborhoods they visited during OHC.

93% of locals said OHC made them feel “proud to be a Chicagoan.”

LEFT: THE ROOKERY, RIGHT: BUDDHIST TEMPLE OF CHICAGO
SATISFACTION

Visitors have consistently rated OHC at or above **4.5 out of 5** since 2012. In 2019, 99% of survey respondents said they would attend the festival again.

In addition, 99% of OHC site hosts rated the overall experience as **“excellent”** or **“very good”** on a 5-point scale, and 95% of hosts indicated that they are **“extremely likely”** or **“likely”** to have their site participate again.

**99%**
ATTENDEES WOULD ATTEND OHC AGAIN

**95%**
SITE HOSTS WOULD HAVE THEIR SITE PARTICIPATE AGAIN

ECONOMIC IMPACT

Approximately **82% of OHC attendees ate at a restaurant or shopped** while attending OHC. Using the spending per person information listed below, the CAC estimates that in total, OHC participants contributed approximately $8 million to the Chicago economy:

- **$40** CHICAGO RESIDENTS
- **$63** SUBURBANITES
- **$300** DOMESTIC TOURISTS
- **$770** INTERNATIONAL TOURISTS

**$8 MILLION**
TO CHICAGO’S ECONOMY

We have a new appreciation for Chicago and will consider Open House a must on our fall calendar.

I walked 11 miles—great weather, great sights, great exercise! It’s educational and feeds your soul!
WEBSITE
Traffic on openhousechicago.org continues to grow each year, with more users than ever creating itineraries in advance and visiting the website while they are out exploring the city during OHC.

915,000 PAGE VIEWS
ON OPENHOUSECHICAGO.ORG
OCT. 19 AND 20

73,000 USERS
56,000 OF THEM WERE NEW USERS

80% OF WEB TRAFFIC
CAME FROM PHONES AND TABLETS

5,970+ ITINERARIES CREATED
14 SITES PER ITINERARY ON AVERAGE

MEDIA RELATIONS
A mix of long-lead, print, digital and a series of live TV remotes helped drive attendance.

170 ARTICLES & BROADCASTS
3.6% INCREASE FROM 2018

250 MILLION IMPRESSIONS
88% INCREASE FROM 2018

Highlights of the extensive OHC coverage:

10M+
IMPRESSIONS FROM PRINT COVERAGE IN THE CHICAGO READER AND REDEYE

3 FEATURES EACH IN THE CHICAGO TRIBUNE AND CHICAGO SUN-TIMES

6 TELEVISION FEATURES—ON ABC, WGN, CBS AND WTTW
The CAC launched an OHC social media campaign across five platforms to drive attendance. The campaign resulted in **42,000 organic** and **343,000 paid** web traffic sessions. Here are the highlights:

**#OHC2019**

- **Almost 800,000 impressions** from CAC posts on Facebook
- **More than 8,000 user-generated photos** shared to Instagram
- **25,000 impressions** from special OHC Snapchat geofilters

**Social Media**

- More than 9,000 uses of #OHC2019 on social media

**Impressions**

A summary of campaign impressions is below. Impressions refer to the number of views that occurred through a particular marketing channel.

- **250 million** media relations
- **7.5 million** advertising
- **3 million** website & email communications
- **1.5 million** social media

**262 million total**
SAVE THE DATE FOR THE 10TH ANNUAL OPEN HOUSE CHICAGO

OCTOBER 17–18, 2020

CHICAGO ARCHITECTURE CENTER
ARCHITECTURE.ORG