

The background image is a photograph of a grand, ornate interior space, likely a historic hall or museum. The ceiling is a complex, vaulted structure with intricate gold leaf decorations, including medallions and scrolls. The walls are also highly decorated with gold leaf and architectural details. In the foreground, a large, polished wooden table is visible, reflecting the light. The floor is covered with a large, patterned rug. The overall atmosphere is one of historical grandeur and architectural beauty.

CHICAGO
ARCHITECTURE
FOUNDATION

OPEN HOUSE CHICAGO

OCT 14-15
2017

2017 REPORT

CHICAGO
ARCHITECTURE
FOUNDATION

OPEN HOUSE CHICAGO

OCT 14-15
2017

4.19"

RECORD
OCTOBER
RAINFALL



54,600

PEOPLE VISITED
NEW NEIGHBORHOODS



9,100

TOURISTS



81,900

LOCALS



75,300

PEOPLE (92% OF LOCALS)
SAID OHC MADE THEM FEEL
PROUD TO BE A CHICAGOAN



AVERAGE EVENT RATING OF

4.53 OUT OF 5

91,000

ATTENDEES

257

SITES IN

22

NEIGHBORHOODS

347,000

SITE VISITS



\$7.1 MILLION

ECONOMIC IMPACT
ON THE CHICAGO
ECONOMY



71,000

PEOPLE SHOPPED
OR DINED WHILE
ATTENDING OHC



24,600

PEOPLE MADE
145,000
CTA TRIPS



#OHC2017

USED MORE THAN 12,000
TIMES ON SOCIAL MEDIA
(TRENDING TOPIC ON TWITTER)



2.7 MILLION

PAGEVIEWS ON
OPENHOUSECHICAGO.ORG

2,600

VOLUNTEERS
DONATED



17,000

HOURS



DIVVY

700

DIVVY BIKE
RENTALS

CONTENTS

OVERVIEW	Executive summary	1
	History and goals	2
	Neighborhoods	3
	Sponsors and partners	4
	Volunteers	5
	Programs and family activities	7
MARKETING	Campaign details	8
	Results	13
ATTENDANCE AND AUDIENCE	Attendance	15
	Trends	19
	Demographics	21
IMPACT	Community impact	23
	Economic impact	24
FEEDBACK	Ratings	25
	Comments	26
SUMMARY	Seven years of OHC	28
	Next year	28

CHICAGO ARCHITECTURE FOUNDATION

The Chicago Architecture Foundation (CAF) is a nonprofit organization dedicated to inspiring people to discover why design matters. As an education leader in architecture and design, CAF offers tours, programs, exhibitions, field trips, curricula and online tools that are part of a dynamic learning journey for all ages. Proceeds from CAF's tours and gift shop support this educational mission.

For more information, visit architecture.org or call **312.922.3432**

Photos by Eric Allix Rogers, Marcin Wichary and Francis Son

OVERVIEW

EXECUTIVE SUMMARY

The Chicago Architecture Foundation's Open House Chicago is a free, public festival that offers behind-the-scenes access to more than 200 cool places across Chicago.

Open House Chicago invites residents and visitors to explore the hidden gems and architectural treasures of Chicago's diverse neighborhoods—all for free. No tickets or reservations are required.

2017

The seventh-annual Open House Chicago (OHC) took place during the weekend of October 14–15, 2017. In two days, more than 91,000 attendees made 347,000 visits to 257 sites in 20 Chicago neighborhoods and the adjacent suburbs of Evanston and Oak Park, making OHC the most-attended event of its kind in the world. Despite record-setting October rainfall on Saturday, strong Sunday attendance helped set new records for busiest sites per hour, per day and for the whole weekend. This seventh year of Open House Chicago cemented the event's status as CAF's signature community initiative, supported by more than 2,600 volunteers, 47 community partner organizations and 12 sponsors and partners.



150 North Riverside

HISTORY

OHC is part of a worldwide movement of free Open House events that began in London in 1992. Today, more than 40 cities on five continents hold similar Open House and Doors Open events.

The Chicago Architecture Foundation (CAF) held the first OHC in 2011 with a unique focus on highlighting Chicago's neighborhoods. During the inaugural event, 23,000 attendees made 84,000 visits to OHC sites. The event has grown and is now more than quadruple its original size. Featured sites include historic mansions, private clubs, sacred spaces, hotels, offices, theatres, studios and more. Each year, CAF works with community partner organizations and collects public input to help identify sites that are architecturally, historically and culturally significant in Chicago's neighborhoods.

The eighth-annual Open House Chicago is scheduled for **October 13–14, 2018.**

GOALS

CAF's mission is to inspire people to discover why design matters. OHC gives residents and visitors access to buildings that tell the stories of Chicago communities and cultures.

Open House Chicago goals

- Raise awareness of the role design plays in creating a vibrant and livable city
- Foster civic and community pride
- Spark the exploration of new neighborhoods
- Improve perceptions and appreciation of neighborhoods
- Encourage repeat visits to neighborhoods
- Boost patronage of local businesses and institutions
- Introduce people to Chicago's unique architectural assets

NEIGHBORHOODS

OHC 2017 included 257 sites in the following 20 Chicago neighborhoods and two adjacent suburbs:

- Downtown
- Bridgeport / Back of the Yards
- Bronzeville
- Edgewater
- Englewood
- Evanston
- Garfield Park / North Lawndale
- Gold Coast / Near North Side
- Hyde Park / Woodlawn
- Lakeview
- Lincoln Park
- Lincoln Square / Ravenswood
- Logan Square / Avondale
- Near West Side
- Oak Park
- Pilsen
- Portage Park
- South Loop / Prairie Avenue
- South Shore
- Ukrainian Village
- Uptown
- West Town



Chicago Board of Trade Building



231 S. LaSalle

SPONSORS

OHC would not be possible without the generosity and partnership of these sponsors:

PRESENTING SPONSOR



SPONSORS



MEDIA SPONSORS



PARTNERS



COMMUNITY PARTNERS

CAF works with community organizations to identify locations, recruit volunteers, promote participation and deepen engagement in OHC. CAF acknowledges and thanks the following community partners who are instrumental in opening up our city's neighborhoods for exploration and discovery:

- 47th Ward Alderman
Ameya Pawar's Office
- 48th Ward Alderman
Harry Osterman's Office
- Archdiocese of Chicago
- Bronzeville Area Residents and
Commerce Council
- Building Owners and Managers Association
- Chicago Cultural Mile
- Chicago Loop Alliance
- Chicago Park District
- Chicago's North Shore Convention
and Visitors Bureau
- 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
- Frank Lloyd Wright Trust
- Glessner House Museum
- Hyde Park Historical Society
- Lakeview Chamber of Commerce
- Lincoln Square Ravenswood Chamber
of Commerce
- Logan Square Chamber of Commerce
- Logan Square Preservation
- Magnificent Mile Association
- Northwest Chicago Historical Society
- Northwestern University
- Oak Park River Forest Community Foundation
- Park West Community Association
- Partners for Sacred Places
- Pleasant Home Foundation
- Preservation Chicago
- Public Media Institute
- Quad Communities Development Corporation
- Ravenswood Community Council
- Six Corners Association
- South East Chicago Commission
- South Shore Chamber, Inc.
- Theater Historical Society of America
- Ukrainian Village Neighborhood Association
- Uptown United
- Urban Juncture
- Visit Oak Park
- West Loop Community Organization
- West Town Chamber of Commerce
- Wicker Park Bucktown Chamber of Commerce

VOLUNTEERS

In 2017, CAF directly recruited, trained and scheduled more than 1,800 volunteer greeters. Participating sites also supplied an estimated 800 volunteers of their own. This combined total of **more than 2,600 volunteers** greeted participants at every site, answered basic questions about the event and tracked visitor attendance.

More than 90 additional volunteers and CAF staff served as “District Coordinators” or “Site Captains.” These high-level volunteers acted as leaders in each community and on-site management at the event’s busiest and most complex sites. More than 50 of CAF’s expert docents were stationed at notable downtown buildings to interact with attendees waiting in lines and provide information about nearby architecture.

In sum, OHC volunteers donated more than **17,000 hours** in support of the festival. 93% of volunteer greeters reported that volunteering for OHC was a positive experience and 91% said they were definitely planning to volunteer again.



Chicago Tribune Freedom Center



The Consulate General of the Republic of Poland in Chicago

COMMENTS FROM VOLUNTEERS

"I JUST LOVE THIS CITY!!!

Thank you for all your time in making this weekend a possibility. It is an honor to be able to volunteer."

"The process has been incredibly efficient, informative and organized. Thank you for making it easy to help you."

"I live in Massachusetts. Love Chicago and CAF, and from the first time I attended OHC as a visitor, I was hooked. Now I time my fall visit to coincide with OHC so I can volunteer."

"[I loved] the turnout in the deluge Saturday! It made me proud of the city and the people who came out in that were so cute with all their rain gear."

"I loved just being a part of the weekend. I look forward to it all year long. I love to show the great side of Chicago!"

"Too seldom does Chicago come together. Too much segregation. Too much community isolation. Too much staying in one's beaten path. Exceptions: The Women's March. The Cubs' World Series Parade. The Obama Celebration and Open House Chicago. Thank you!"



Chicago Tribune Freedom Center

PROGRAMS AND FAMILY ACTIVITIES

CAF and its partners activated select OHC sites with free arts and culture programming. Family-oriented programming was available at CAF headquarters and at the Chicago Cultural Center, in partnership with the Chicago Architecture Biennial. Family-friendly itineraries were provided on the OHC website, as well.

Highlights

- More than 800 children between the ages of 5–12 and their families enjoyed Open House Chicago Family Festival activities at the Chicago Cultural Center and at CAF headquarters in the Railway Exchange Building
- 37 family-friendly sites throughout the city offered experiences suitable for visitors with young children
- Access Contemporary Music performed at The Golden Triangle and Sedgwick Studio
- Third Coast Baroque performed at Nichols Tower
- Visitors had an opportunity to meet the restoration architects from Pappageorge Haymes at Armour Institute, Overton School and Schulze Baking Company Building
- Architects from Krueck + Sexton were stationed at the Spertus Institute
- Architects from Wheeler Kearns Architects spoke with visitors at Lakeview Pantry
- Architects from Woodhouse Tinucci discussed renovation and restoration plans at the Congress Theater
- Free printmaking demonstrations took place at Chicago Printmakers Collaborative
- A “Soul of the City” pop-up event showcased black artists, musicians, poets, DJs and vendors at The Forum



231 S. LaSalle



Adrian Smith + Gordon Gill Architecture

MARKETING

CAF launched an eight-week integrated marketing campaign to support OHC. The campaign drove 110.5 million impressions, record website traffic and near-record attendance, despite the poor weather.

WEBSITE

- More than 5,800 itineraries were created on openhousechicago.org
- Phones and tablets accounted for 80% of traffic during OHC weekend
- Overall mobile traffic during OHC weekend was up 12% over 2016



TOTAL TRAFFIC*

Users	289,000	↑ 20% over 2016
Sessions	498,000	↑ 20% over 2016
Pageviews	2,695,000	↑ 24% over 2016

OHC WEEKEND TRAFFIC*

Users	64,000	↑ 7% over 2016
Visits	115,000	↑ 9% over 2016
Pageviews	716,000	↑ 21% over 2016

TOP TRAFFIC SOURCES

1	Search (Google, Bing, Yahoo, etc.)	44.0%
2	Direct or unknown	26.8%
3	Social media	11.8%
4	Email	5.3%
5	Architecture.org	3.4%
6	Curbed.com	1.6%
7	DNAinfo.com	1.4%
8	ChooseChicago.com	1.3%
9	Chicagoist.com	0.4%
10	ChicagoTribune.com	0.3%

* Data compared from Jan. 1–Oct. 31 year over year.

EVENT GUIDE

Each year, CAF partners with the *Chicago Tribune*, an OHC media sponsor, to create the official event guide. In 2017, the guide was a 32-page stapled tabloid insert on top of the *Chicago Tribune*, its six suburban papers and in its weekly tabloid, *RedEye*. On the Thursday prior to OHC, the guide reached approximately 500,000 people through the paper. An additional 75,000 guides were distributed to all 257 sites in the festival.

ADVERTISING

Advertising for OHC 2017 focused on regional online, local print and local out-of-home. The broad reach of the campaign would not have been possible without the generous in-kind support of our media sponsors and partners.

Highlights from more than 30 placements

- *Chicago* magazine
- CTA branded train cars and buses
- Bus stops (JC Decaux)
- Doors Open Milwaukee event guide
- *Time Out Chicago*
- WBEZ 91.5
- WFMT 98.7
- ABC 7



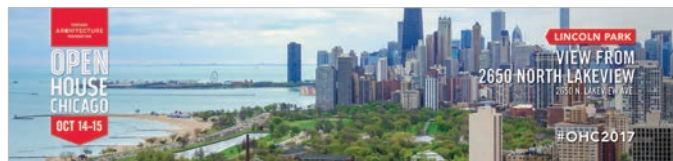
MEDIA RELATIONS

A mix of long-lead (*American Way* magazine, *Midwest Living*), print (*Chicago Tribune*, *Chicago* magazine), digital (*Curbed Chicago*, *DNAInfo*, WTTW Digital) and a series of live TV remotes and in-studio interviews (WGN-TV, NBC5, ABC7, FOX32) helped drive near-record attendance.



MEDIA HIGHLIGHTS

<i>Time Out Chicago</i> (print)	09.01.17	"Doors Wide Open" preview of new sites for OHC 2017
<i>American Way</i> magazine (print)	09.01.17	"The Windy City Opens its Doors"
<i>Midwest Living</i> magazine (print)	09.01.17	"Building Suspense: Every October, Open House Chicago gives you two days to explore 200 of the city's coolest architectural gems—and it's free."
WGN Morning News (TV)	10.10.17	Ana Belaval does seven live remotes from Congress Theater and L-Logan Square
<i>Chicago</i> magazine (print)	10.10.17	Anjulie Rao offers "3 offbeat itineraries for OHC 2017"
<i>Curbed Chicago</i> (online)	10.11.17	"Top 25 OHC Sites for 2017"
ABC7 Midday News (TV)	10.12.17	Terrell Brown takes viewers on virtual tour of OHC 2017
<i>Chicago Tribune</i> (print, online)	10.13.17	"Open House Chicago offers a look at Englewood—beyond the crime"
WBEZ's Morning Shift (radio)	10.13.17	WBEZ's picks for OHC 2017
NBC5 Morning News (TV)	10.14.17	Lisa Chavarria does four live remotes from 231 S. LaSalle and 150 North Riverside



SOCIAL MEDIA

CAF launched an OHC social media campaign across seven platforms to raise awareness of the event and boost attendance. OHC web traffic from social media increased 37% over 2016. Here are the highlights.

TWITTER



#OHC2017

TRENDED IN
CHICAGO

15,000+
TWEETS ABOUT OHC

↑ 107%
INCREASE IN
WEB TRAFFIC

60,000+
FOLLOWERS

FACEBOOK



835,000

IMPRESSIONS FROM
CAF POSTS ALONE

52,000
ENGAGED USERS

↑ 31%
INCREASE IN FACEBOOK-
DRIVEN WEB TRAFFIC

↑ 33%
INCREASE IN FACEBOOK
EVENT RSVPs

150,000+
FOLLOWERS

INSTAGRAM



#OHC2017

13,500+
PHOTOS POSTED

48,000+
FOLLOWERS



OHC Instagram Story posted by CAF

- **Twitter chat:** On October 11, CAF hosted a Twitter chat to generate buzz and excitement leading up to OHC weekend. CAF asked general questions about OHC—such as which sites people were excited to visit—and people tweeted their responses. During the hour-long chat:

- 70+ users participated
- #OHC2017 hashtag was used more than 330 times
- More than 200,000 people were reached by #OHC2017-related tweets

- **Snapchat geofilters:** Snapchat users had the option of adding seven specially-designed geofilters to their photos and videos at some of the most popular OHC sites. These geofilters increased exposure among younger audiences during the event itself.

- 1,000+ geofilter uses
- 5,700 swipe-throughs
- 38,000 impressions

- **Instagram Stories:** Leading up to and throughout OHC weekend, CAF used Instagram's 24-hour story feature to promote OHC sites, giveaways and announcements.

- 47 Instagram stories
- 156,217 impressions

- **Social media advertising:** CAF ran Facebook and Instagram ads leading up to OHC weekend to promote the Facebook event and drive traffic to openhousechicago.org.

- 2,000 engaged users
- 112,000 impressions



OHC Snapchat geofilter created by CAF

COMMUNICATIONS

CAF leveraged its existing communications and materials distribution channels to spread the word about OHC.

OHC communication channels

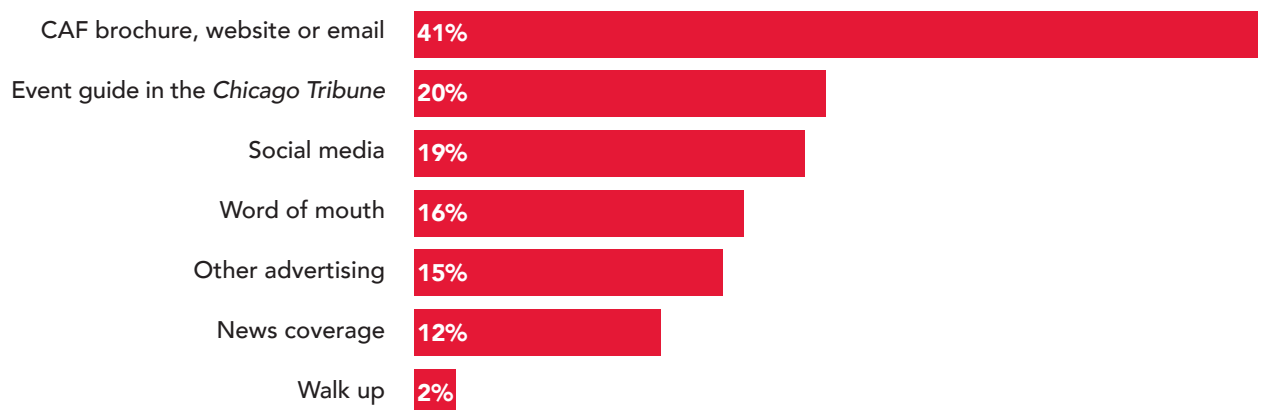
- 70,000 rack cards and 3,000 posters were distributed throughout the city via tourism centers, hotels, local shops and neighborhood bulletin boards
- Inclusion in CAF monthly emails for a combined audience of more than 43,000 people
- Inclusion in printed materials such as the CAF Member Magazine
- Cross-promotion through partner organizations (web, social media, emails, etc.)
- Many of CAF's 450 volunteer docents made mention of OHC on their tours

RESULTS

CAF asked participants how they heard about OHC. A notable increase over 2016 occurred in the category of CAF brochure, website or email.

HOW DID YOU LEARN ABOUT OHC 2017?

(select all that apply)



IMPRESSIONS

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

91 MILLION MEDIA RELATIONS

14 MILLION ADVERTISING

3.1 MILLION WEBSITE AND EMAIL COMMUNICATIONS

2.4 MILLION SOCIAL MEDIA

110.5 MILLION TOTAL



Seventeenth Church of Christ, Scientist

ATTENDANCE

ATTENDANCE OVERVIEW & DATA-GATHERING METHODOLOGY

CAF conducts extensive audience research in order to evaluate and improve OHC. In 2017, more than **3,600 surveys** were collected. The survey responses inform the figures found in the remainder of this report.

Two significant changes were made to the way CAF collected audience information in 2017:

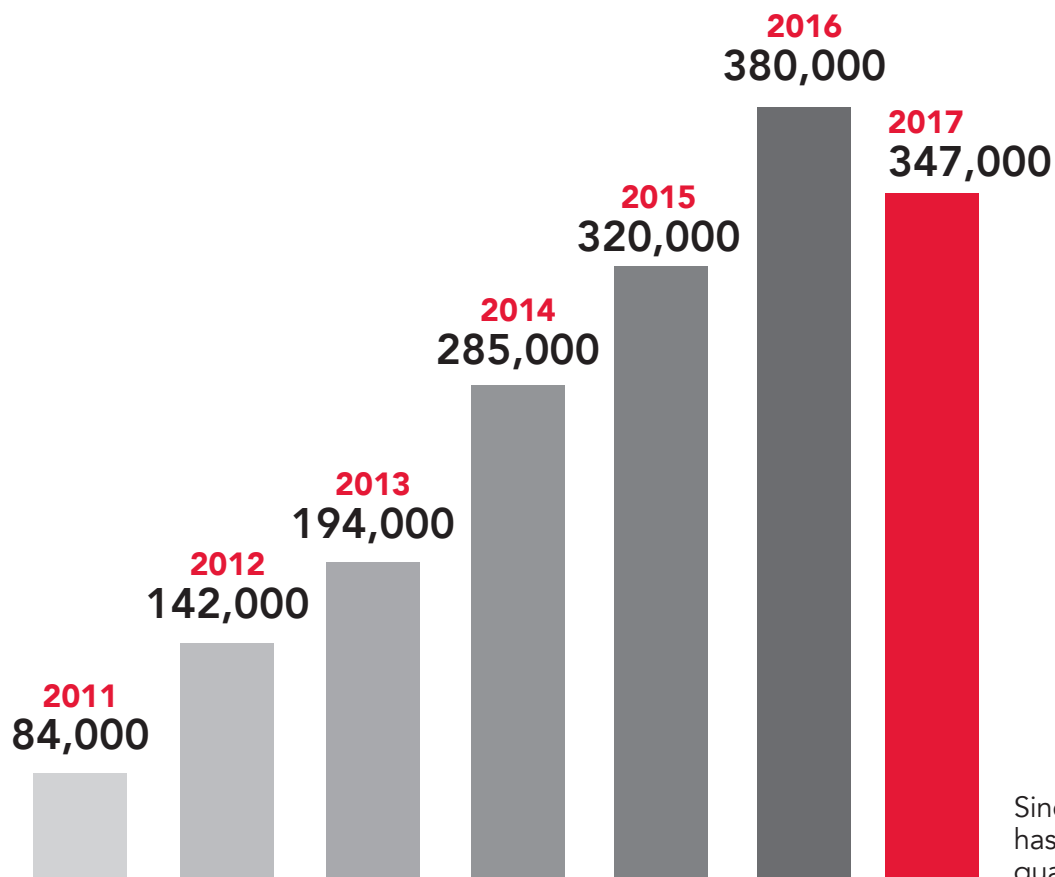
- No paper surveys were collected at sites. Instead, all survey responses were collected online.
- ZIP codes were not collected at sites. Instead, each site was provided with a clicker-counter to track the number of visitors.

Geographic origin information was estimated from survey responses, rather than collected at all sites. Although the online survey was promoted at sites through signage, palm cards and the printed event guide, the majority of survey responses were received after the event through email and social media content aimed at CAF's existing audiences. As a result, participants who are local or are already more knowledgeable of and engaged with OHC may be over-represented in the survey sample.

	ESTIMATED ATTENDEES	SITE VISITS	GROWTH
2017	91,000	347,000	-9,000 people (↓ 9%)
2016	100,000	380,000	15,000 people (↑ 18%)
2015	85,000	320,000	10,000 people (↑ 13%)
2014	75,000	285,000	20,000 people (↑ 40%)
2013	55,000	194,000	15,000 people (↑ 37%)
2012	40,000	142,000	17,000 people (↑ 69%)
2011	23,000	84,000	23,000 people (first year)

VISITS

Since 2011, OHC has more than quadrupled in size. Considering the record rainfall on Saturday, it is truly impressive that OHC 2017 had the second-highest attendance.



VISITS BY NEIGHBORHOOD

Approximately **80% of OHC attendees visited at least one neighborhood** outside of downtown. Attendance was strong in newly-added neighborhoods and those featuring many new sites, while predictably declining in neighborhoods with fewer or mostly returning sites.

NEIGHBORHOOD	SITES	SITE VISITS
Downtown	72	181,365
Bridgeport / Back of the Yards	10	13,100
Bronzeville	13	9,540
Edgewater	9	11,170
Englewood	4	4,564
Evanston	18	15,469
Garfield Park / North Lawndale	5	2,164
Gold Coast / Near North Side	16	12,958
Hyde Park / Woodlawn	9	6,937
Lakeview	7	4,527
Lincoln Park	8	14,953
Lincoln Square / Ravenswood	7	5,390
Logan Square / Avondale	12	13,700
Near West Side	14	8,697
Oak Park	10	9,835
Pilsen	4	2,145
Portage Park	6	1,994
South Loop / Prairie Avenue	7	10,807
South Shore	5	2,259
Ukrainian Village	7	5,235
Uptown	6	5,223
West Town	8	4,267

VISITS BY SITE

DOWNTOWN SITES		VISITS
Federal Reserve Bank of Chicago and Money Museum		10,924
Chicago Architecture Biennial		8,221
Chicago Board of Trade Building		8,084
Aon Center		7,673
231 S. LaSalle (Wintrust Bank Building)		7,426
150 North Riverside		6,725
Hard Rock Hotel Chicago (Carbide and Carbon Building)		6,600
77 West Wacker Drive		5,493
The Rookery		4,655
111 West Jackson		4,574
NEIGHBORHOOD SITES	NEIGHBORHOOD	VISITS
Elks National Memorial	Lincoln Park	5,463
Brewster Building	Lincoln Park	3,421
Bahá'í House of Worship	Evanston	3,214
The Plant (and Whiner Beer Co.)	Bridgeport / Back of the Yards	2,670
Berger Park North Mansion (Gunder House)	Edgewater	2,500
Big Monster Toys	Near West Side	2,317
Yale Building	Englewood	2,310
The Wheeler Mansion	South Loop / Prairie Avenue	2,284
Wintrust Arena	South Loop / Prairie Avenue	2,270
Colvin House	Edgewater	2,249
Schulze Baking Company Building	Bronzeville	2,233
Glessner House Museum	South Loop / Prairie Avenue	2,227
Zap Props	Bridgeport / Back of the Yards	2,138
Stan Mansion	Logan Square / Avondale	2,062
2650 North Lakeview	Lincoln Park	2,017

TRENDS

REPEAT PARTICIPATION

- 28% of attendees were new to OHC in 2017
- 72% were repeat attendees

SITES PER PERSON

- Citywide, participants visited an average of **3.8 sites per person**.
- Downtown, participants visited an average of **5 sites per person**.
- In the neighborhoods, participants visited an average of 3 sites per person. This figure varied based on the number of participating sites in each community.

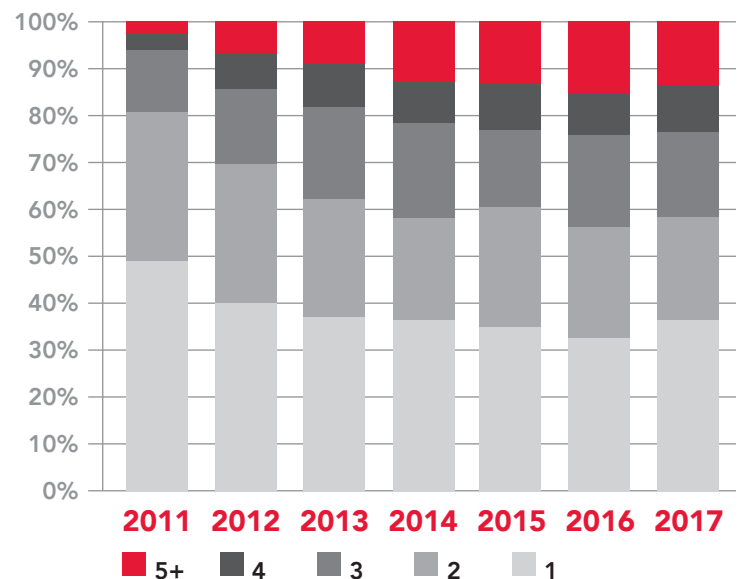
NEIGHBORHOODS PER PERSON

The number of neighborhoods each person visits during OHC has grown nearly every year, suggesting that participants are becoming more comfortable exploring new neighborhoods. Since the start of the festival in 2011, the average neighborhoods per person figure has grown from 1.86 to 2.61, a 40% increase.

PARTY SIZE

- The average party size during OHC was **2.5 people** (giving an estimated 36,400 parties)
- 7% of parties included children, with an average of 2.1 children per party
- More than **5,350 children attended** (6% of attendees were children)

NEIGHBORHOODS VISITED



TRANSPORTATION



54%
CAR

49,100 PEOPLE
USING
AN ESTIMATED
19,600 CARS



49%
WALKING

44,600 PEOPLE



27%
CTA

24,600 PEOPLE
GENERATING
AN ESTIMATED
145,000 TRIPS



4%
METRA

3,600 PEOPLE



2%
BICYCLE

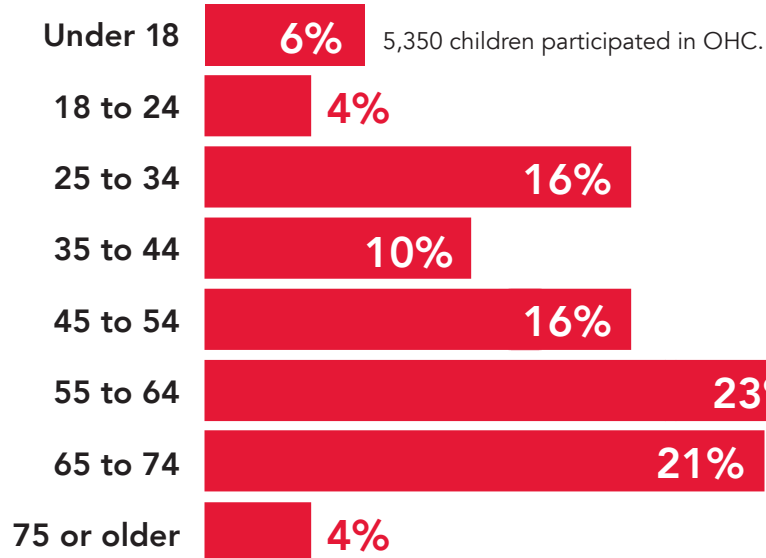
1,800 PEOPLE
40% (700 PEOPLE)
USED DIVVY



Schultze Baking Company Building

DEMOGRAPHICS

AGE

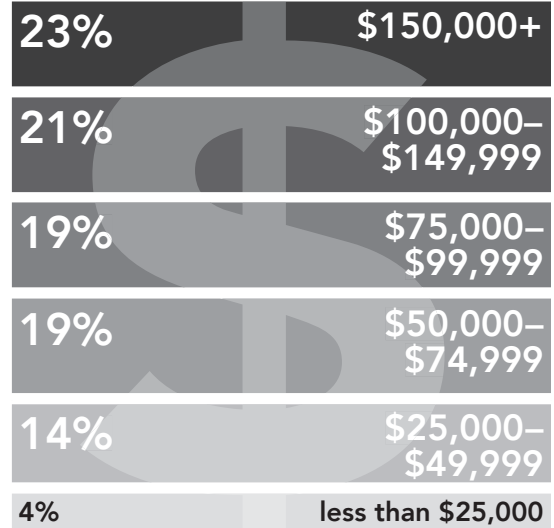


45–54
MEDIAN
AGE
GROUP

GENDER



INCOME



ETHNICITY

0.6%

American Indian
or Alaska Native

3.0%

Black or African
American

0.5%

Middle Eastern
or North African

4.5%

Other

5.4%

Asian

5.1%

Latino/a
or Hispanic

0.3%

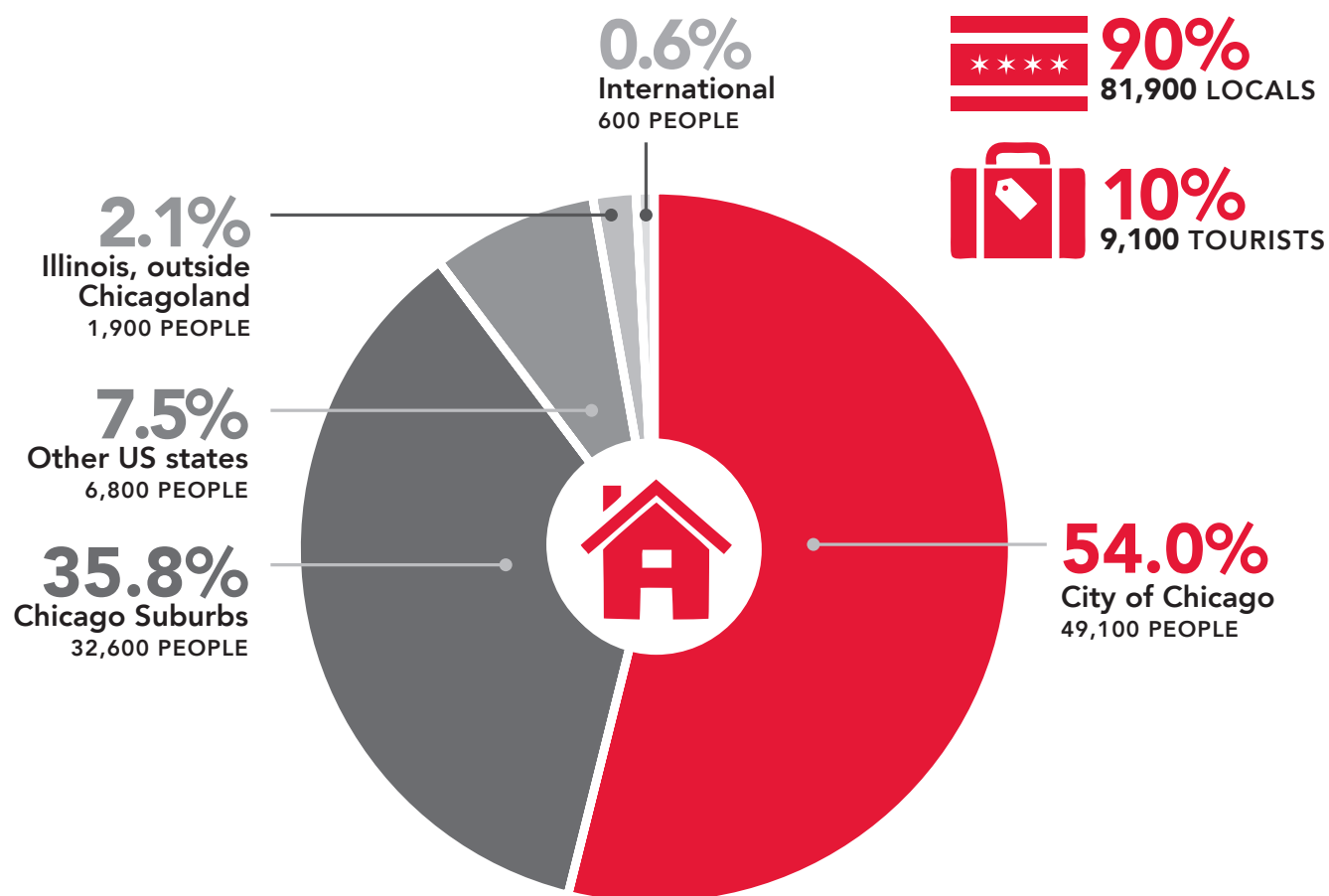
Native Hawaiian
or Pacific Islander

80.6%

White

RESIDENCY

In 2017, attendance from Chicago suburbs continued to rise, growing from 22,800 in 2015 and 30,500 in 2016 to 32,600 in 2017.



TOP STATES AMONG 6,800 DOMESTIC TOURISTS (EXCLUDING ILLINOIS)

Indiana	1,500
Wisconsin	1,300
Michigan	810
California	590
Ohio	290

Florida	260
New York	260
Texas	260
Missouri	230
Minnesota	130

IMPACT

COMMUNITY IMPACT

CAF measured OHC's impact on participants and on Chicago through economic, educational and behavioral factors. These figures include both locals and tourists unless stated otherwise.

54,600 PEOPLE

(60% OF ATTENDEES)

VISITED A NEW NEIGHBORHOOD
AS A RESULT OF OHC

69,200 PEOPLE

(76% OF ATTENDEES)

HAVE IMPROVED PERCEPTIONS
OF NEIGHBORHOODS AS
A RESULT OF OHC

85,500 PEOPLE

(94% OF ATTENDEES)

PLAN TO RETURN TO NEIGHBORHOODS
THEY VISITED DURING OHC

92% OF LOCALS

(75,300 PEOPLE)

SAID OHC MADE THEM FEEL
"PROUD TO BE A CHICAGOAN"

ECONOMIC IMPACT

CAF queried participants on their spending during OHC. Using the spending per person information listed below, CAF estimates that OHC participants contributed \$7.1 million to the Chicago economy:



71,000 PEOPLE
(78% OF ATTENDEES)
SHOPPED OR ATE AT A RESTAURANT
WHILE ATTENDING OHC

Attendees visited more than 1,000 different businesses during OHC.
The most common businesses visited were neighborhood coffee shops and restaurants.

FEEDBACK

RATINGS

- 98% said they would attend again
- Over the years, the average event rating has been consistently high
- All ratings are on a 5-point scale

2011	2012	2013	2014	2015	2016	2017
4.4	4.6	4.5	4.57	4.67	4.67	4.53

ADDITIONAL 2017 RATINGS

Event guide

Used the guide	77%
Rating of guide	4.37

Desktop website

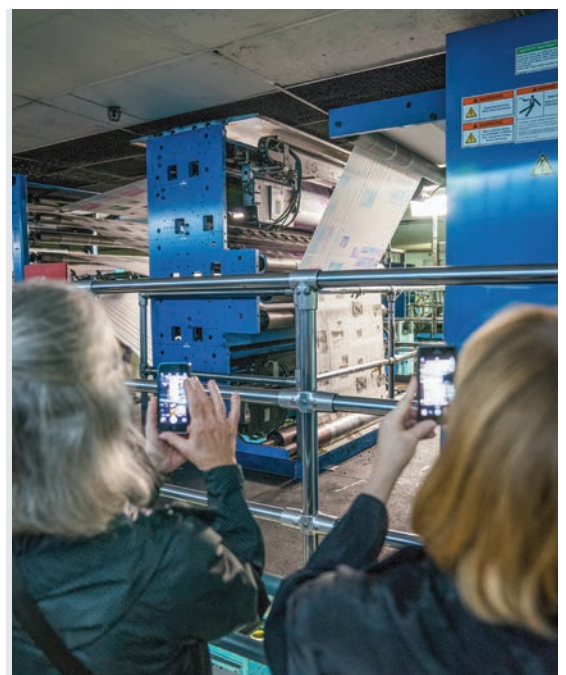
Used the website	83%
Rating of website	3.99

Mobile website

Used the mobile site	68%
Rating of mobile site	3.77



Chicago Architecture Foundation



Chicago Tribune Freedom Center

COMMENTS FROM SITE HOSTS

100% of OHC site hosts rated the overall experience as “excellent” or “very good” on a 5-point scale, and 93% indicated that they are “definitely” or “very likely” planning on having their site participate again.

“The quality of the people was amazing. So many good questions. Such a diverse turnout. We are thrilled and honored to be part of Chicago’s biggest cultural event. Thanks for including us!”

—The Golden Triangle

“Your event is the best! Despite the rain, we had a wonderful time! Thank you for everything. The volunteers are amazing. Every year they have been just wonderful.”

—1807 W. Sunnyside (The Airstream)

“It was such a wonderful experience to meet people and share our space and history with them. And, equally important I want you to know that I had a wonderful group of volunteers who were a tremendous asset to the tour.”

—Northeastern Illinois University,
Carruthers Center for Inner City Studies

“Once again OHC was a delight. We met so many interesting people and I hope our visitors enjoyed it as much as we did. The volunteers we had this year were stellar and made our job very easy!”

—Room 13 Speakeasy at Old Chicago Inn

“This is such a great event. We love the exposure.”

—Palette & Chisel Academy of Fine Arts

“We actually met a lot of our neighbors who had never stopped by before, and it was great to feel more connected with our neighborhood.”

—KOVAL Distillery

“OHC is annually the event that brings us the most future attention—from student journalists to photographers to other tours. I also think we bring visitors to small businesses—people often want help finding restaurants, cafes and interesting area businesses.”

—Sedgwick Studio

“OHC offered our organization a fantastic opportunity to network and introduce new people to our organization. Because we are just finishing rehab on our space, it was not only a chance for us to meet new people, but many of our neighbors have been wanting to see the inside of the firehouse for years, so it dovetailed with our own need to outreach to our neighbors and welcome them inside the building. We absolutely loved the event and thank you for including us on the tour.”

—Chicago Filmmakers

“Everyone at CAF is so organized and made the weekend easy for us. Great job! I look forward to OHC 2018!”

—Holabird & Root

COMMENTS FROM ATTENDEES

"I love this event and have hosted friends from other cities during the weekend so that we can enjoy it together. I look forward to it all year!"

"You are performing a wonderful service by featuring the many interesting sites and neighborhoods of Chicago and surrounding suburbs. Job well done!"

"I truly enjoy participating in Open House Chicago. I wish that the event lasted more than two days as there is so much that I want to see."

"We always love OHC! Thanks for all your hard work and dedication! We get to 'get away' once a year and this is what we choose to do."

"We just really enjoyed the experience. I feel CAF did a great job, and our already good opinion of CAF, Chicago and its residents was just strengthened."

"It's my favorite weekend every year. I'm always pleased with the sites and have an excellent time!"

"We would like to thank all of the volunteers that worked the Open House Chicago event. This is our third year going to this event and we are always amazed at how friendly and full of information everyone is. Even though it was pouring rain on Saturday, we had a wonderful time. We always make a day of the event, which includes lunch or dinner and sometimes drinks in between. Thank you again for a lovely weekend."

"I love Open House Chicago. I even knew it would rain all day the day I was planning to attend, but I did not want to miss out. I mapped out 16 sites to see and walked 9 miles. I had so much fun! I look forward to this event each fall."



Cliff Dwellers

SUMMARY

SEVEN YEARS OF OPEN HOUSE CHICAGO

Since 2011, Open House Chicago has attracted more than **1.7 million visits** to 600 unique sites of architectural interest across Chicago, Oak Park and Evanston. In seven years, OHC attendees have contributed more than **\$40 million** to the Chicago economy.

Most importantly, Open House Chicago encourages people to discover their city. More than **358,000 people** have improved perceptions of Chicago neighborhoods as a result of this event.

NEXT YEAR

CAF will host the eighth annual Open House Chicago on **October 13–14, 2018**. Mark your calendars!

200 COOL PLACES.

48 HOURS.

Go.

It's free!

