

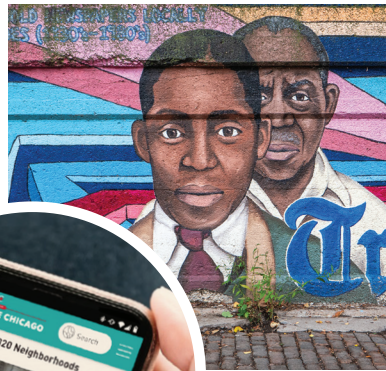


**OPEN
HOUSE
CHICAGO**
OCT 2021

2021 REPORT



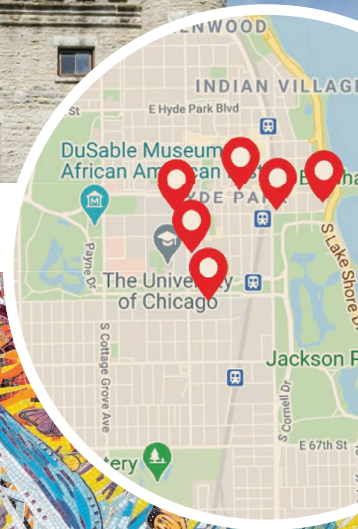
100 SITES



30+ NEIGHBORHOODS



ENDLESS DISCOVERIES





CELEBRATING CHICAGO ALL MONTH LONG

The Chicago Architecture Center (CAC) offered an expanded Open House Chicago (OHC) experience in 2021. All of October was an OHC celebration with self-guided outdoor tours on the OHC app and dynamic online programs available all month long. The free festival also included the classic in-person OHC weekend on October 16 and 17 with behind-the-scenes access to over 100 venues in over 30 Chicago neighborhoods and select suburbs.

Marking its 11th year, Open House Chicago was established by the Chicago Architecture Center in 2011 as part of the Open House Worldwide family of nearly 50 similar events on five continents. It has grown from a weekend event to a monthlong celebration of the city and its diverse communities. For the 4th consecutive year, Wintrust was the Presenting Sponsor of OHC.













To get involved as a sponsor or donor for OHC 2022, please reach out to Emily Dreke at 312.561.2119 or edreke@architecture.org.

THANK YOU TO ALL OUR SUPPORTERS

FOR MAKING OPEN HOUSE CHICAGO POSSIBLE

SPONSORS

OHC is made possible through the generous support of these sponsors and partners:

PRESENTING SPONSOR	SPONSORS	MEDIA SPONSORS	PARTNERS
	   	   	  

COMMUNITY PARTNERS

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

- | | | | |
|--|---|--|--|
| <ul style="list-style-type: none"> 77 Flavors of Chicago Access Contemporary Music Chicago Cultural Alliance LISC Chicago Midwest Society for Acoustic Ecology NON:OP Open Opera Works Plein Air Painters Chicago Preservation Chicago | <ul style="list-style-type: none"> Austin Coming Together Beverly Area Planning Association Chicago Loop Alliance Chicago's North Shore Convention and Visitors Bureau Coalition for a Better Chinese American Community Design Evanston Downtown Evanston | <ul style="list-style-type: none"> Evanston Bicycle Club Evanston History Center Hyde Park Art Center Intuit: The Center for Intuitive and Outsider Art Lincoln Park Chamber of Commerce North Lawndale Historical and Cultural Society Oak Park Art League Puerto Rican Cultural Center | <ul style="list-style-type: none"> Quad Communities Development Corporation Rogers Park Business Alliance Rogers Park/West Ridge Historical Society Six Corners Association South East Chicago Commission Urban Juncture Visit Oak Park West Loop Community Organization |
|--|---|--|--|

VOLUNTEERS

The CAC recruited more than 1,300 volunteers for the return of in-person site visits in 2021. 60 leadership volunteers kept everything running smoothly in each neighborhood and at OHC's busiest and most complex downtown sites.

1,317
VOLUNTEERS

2,740
VOLUNTEER
HOURS



The Kenar family of Kenar Studios was so lovely and very generous with their time. It was great to spend time with them and showcase their space to all of the visitors.

“

It was wonderful greeting visitors from Michigan, Minnesota and beyond.



I was at the Nichols Tower, and it was enjoyable to welcome people to the “Original Sears Tower.” It was very energizing to the extrovert part of my personality to greet people as they arrived, and that made the experience even more memorable.



Some visitors to my site, 6018 N Kenmore, were from the neighborhood and so happy to learn what was happening in that home as they had been observing work taking place. Everyone seemed to be having a very positive experience — grateful OHC was back!

OHC 2021 MOBILE APP

Throughout the month, festival attendees were invited to discover even more of our great city with self-guided exploration of 30 themed neighborhood tours, using the OHC 2021 mobile app. Powered by Vamonde and location-enabled, the mobile app was available for free download on iOS (Apple) and Android (Google) smartphones and tablets.

52,670
ESTIMATED APP USERS

OHC APP METRICS

IOS DEVICES

11,500 Total Downloads

21,000 Total Impressions

Total sessions per active device: 2.81;
on OHC weekend: 5.26

ANDROID DEVICES

2,760 New User Acquisition

2,880 Store Listing Acquisition—
of users that visited the app
and installed it

63,698

TOTAL OPENINGS
OF TRAILS AND
MOBILE APP
EXCLUSIVES

37,045

TOTAL OPENINGS
OF SITES ALONG
TRAILS USING THE
MOBILE APP

TOP
3
TRAILS



GREAT CHICAGO FIRE



THE GRAND MAHER HOMES
OF HUTCHINSON STREET



CHICAGO'S LANDMARK
SCHLITZ TIED HOUSES

75%

OF APP USERS SAID THE
OHC APP ENHANCED THEIR
APPRECIATION OF THE CITY'S
NEIGHBORHOODS

66%

OF APP USERS SAID THEY
LEARNED SOMETHING NEW ABOUT
CHICAGO'S NEIGHBORHOODS
WHILE USING THE OHC APP



“ We followed
the Chicago Fire
Tour and loved
learning how the
fire spread and
its ramifications
for the city.



“

I loved the history
and facts listed on
each site. The audio
recordings are
a great touch.



“

Visited Bridgeport and South Loop Prairie district and
was fascinated by the history of each area and tenacity
of those that settled there through the generations.
I still learn startling facts about the Loop as well, despite
living, working and visiting there for decades.

OHC 2021 MOBILE

(CONTINUED)



SELF-GUIDED TOURS



ARCHITECTURAL INNOVATION

- Architectural Innovation Trail: Chinatown
- Architectural Innovation Trail: Fulton Market District
- Architectural Innovation Trail: Hyde Park



BIKING AND DRIVING

- A Ribbon of Green on the West Side sponsored by ComEd
- Chicago Architecture Biennial
- Chicago's Landmark Schlitz Tied Houses
- Olmsted's South Park
- Preservation Across Chicago
- Early Modern Homes Evanston, Wilmette and Kenilworth
- Great Chicago Fire sponsored by Underwriters Laboratories



NEIGHBORHOOD EXPLORATION

- Austin: The Grand Residences of Frederick R. Schock
- Beverly: The Prairie School
- Bronzeville: Performance Spaces in the Black Metropolis sponsored by ComEd
- Buena Park: The Grand Maher Homes of Hutchinson Street
- Downtown: Boom, Bust and Boom Again on State Street
- Downtown: Lakeshore East
- Downtown: You are on Potawatomi Land sponsored by Terra Foundation
- Downtown: Helmut Jahn sponsored by TAWANI Property Management
- Hyde Park: Obama Favorites
- Lincoln Park: A Women's History
- Logan Square: First Family Favorites
- Near North Side: Tales of the Gold Coast
- Near North Side: The Making of a Magnificent Mile
- Near South Side: Historic Mansions of Prairie Avenue
- Oak Park: Frank Lloyd Wright: Portrait of a Young Architect
- Pilsen: Mosaics & Murals
- Pullman and Roseland Today developed in partnership with Leadership Greater Chicago
- Rogers Park: The Mile of Murals
- Uptown: Uptown Entertainment District
- Wicker Park: Beer Baron Row

“

I clicked on every site and every trail as I planned our itinerary for touring and read every word.



“

We focused on urban gardens and micro businesses in Englewood (Growing Home) and Back of the Yards (The Plant). It was a revelation to find all this urban activity down south! I will try to head back to the brewery at the Plant.

ONLINE PROGRAMS

OPEN HOUSE CHICAGO PUBLIC PREVIEW

Wednesday, September 29

MEMBERS ONLY: OPEN HOUSE CHICAGO PREVIEW

Tuesday, September 28

REVISTING LEARNING FROM NORTH LAWDALE

Tuesday, October 5

THE LEGACY OF OLMSTED IN CHICAGO

Wednesday, October 13

IN CASE YOU MISSED IT: NEW BUILDINGS FROM OUR PANDEMIC YEAR

Tuesday, October 19

CELEBRATING DESIGN EXCELLENCE IN CHICAGO'S NEIGHBORHOODS

Wednesday, October 20

SAFEGUARDING CULTURAL HERITAGE IN THE FACE OF URBAN CHANGE

Tuesday, October 26

SONGS ABOUT BUILDINGS AND MOODS

Thursday, October 28 at 5:30 pm

4,302
TOTAL ATTENDEES

We have always taken away nuggets from each of the programs. We learned quite a bit about Olmsted that we did not know.

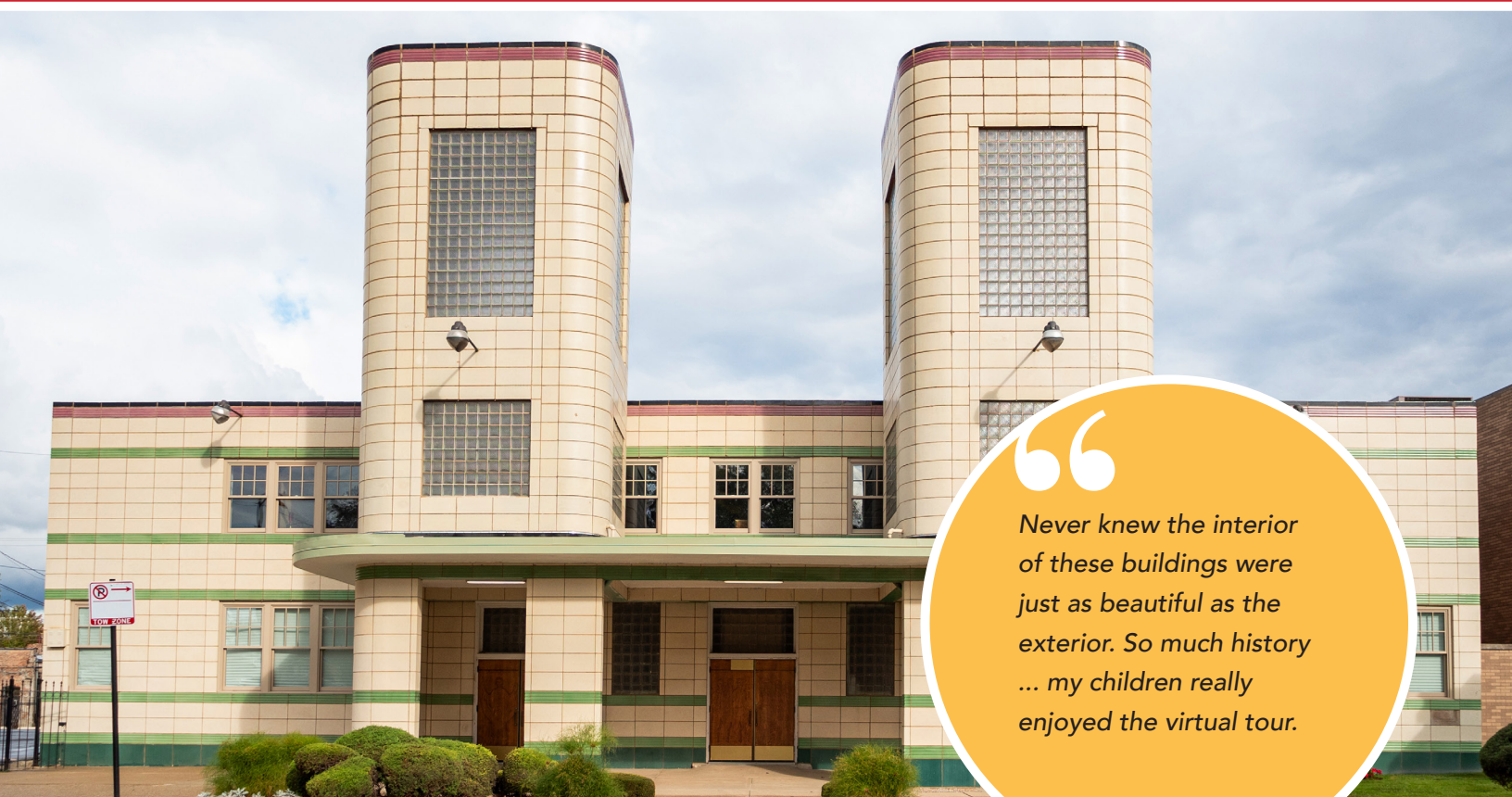
The program on architects' pandemic projects has inspired me to explore other parts of the city.

The Chicago Fire program was excellent, and dispelled some myths that have perpetuated throughout the years.

77% OF ONLINE PROGRAMS ATTENDEES SAID OHC ENHANCED THEIR APPRECIATION OF THE CITY'S NEIGHBORHOODS

80% OF ONLINE PROGRAMS ATTENDEES SAID THEY LEARNED SOMETHING NEW ABOUT A CHICAGO NEIGHBORHOOD

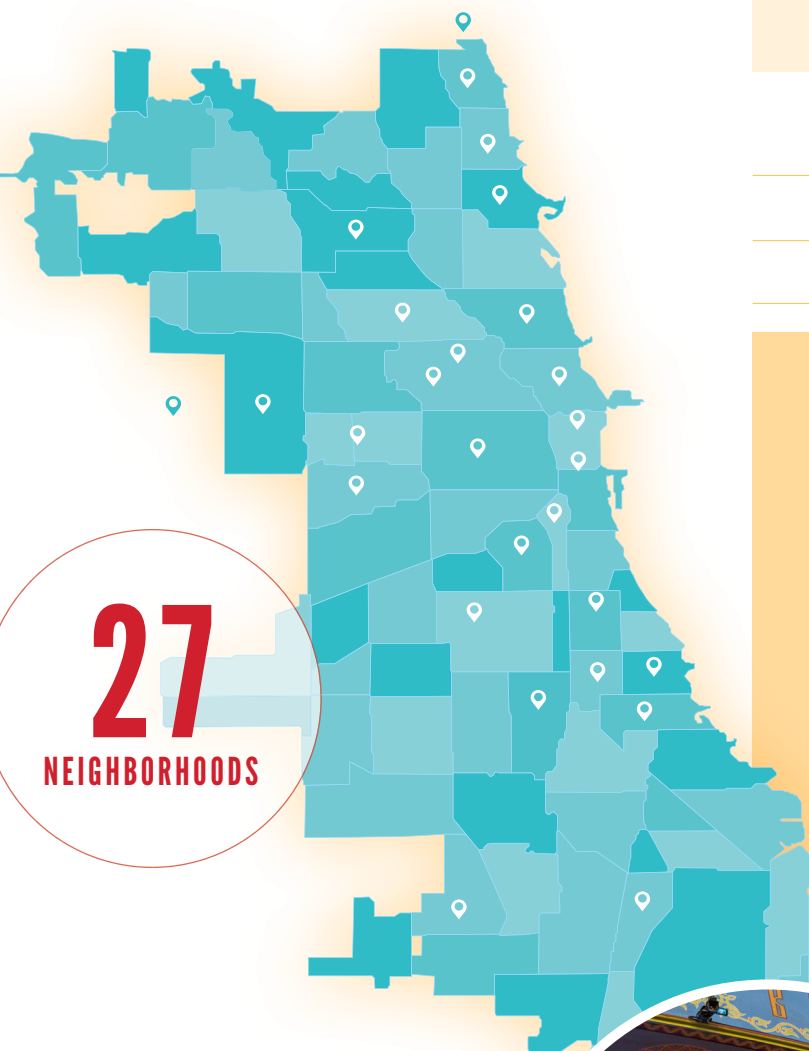
Never knew the interior of these buildings were just as beautiful as the exterior. So much history ... my children really enjoyed the virtual tour.



OPEN HOUSE CHICAGO WEEKEND 2021 OCTOBER 16-17

36,150
TOTAL VISITORS

119
SITES



	SITES	VISITS
DOWNTOWN	17	42,594
NEIGHBORHOODS	102	55,567

ALBANY PARK /
AVONDALE /
IRVING PARK

AUSTIN

BACK OF THE YARDS

BEVERLY

BRIDGEPORT

BRONZEVILLE

CHINATOWN

DOWNTOWN

EDGEWATER

ENGLEWOOD

GARFIELD PARK

HYDE PARK

LINCOLN PARK /
OLD TOWN

LITTLE VILLAGE /
PILSEN

LOGAN SQUARE

NEAR NORTH SIDE

NEAR WEST SIDE

NORTH LAWDALE

NORTH SHORE /
EVANSTON

OAK PARK

PULLMAN

ROGERS PARK /
WEST RIDGE

SOUTH LOOP

UKRAINIAN VILLAGE

UPTOWN

WASHINGTON PARK /
WOODLAWN

WICKER PARK

“

The people who visited our site seemed genuinely excited to be participating in OHC once again. There was a real buzz in the air.

—Linda Miller, Second Presbyterian Church



We had a fabulous weekend. One of our volunteer guides had a couple who were extremely knowledgeable and actually corrected our understanding of one of the stained glass windows in our own church! Everyone learns so much at OHC!

—Joan Moore, St. Joseph Church (Near North Side)



I think people were genuinely happy they visited our site because they learned the significance of the building in its historical, racial and cultural context.

—Leslie Cousineau, DMAC Architecture



ATTENDEES

The CAC conducts extensive audience and attendance research in order to evaluate and improve OHC. In 2021, 1,132 attendees completed a post-event survey about their OHC experience. The survey responses inform the figures found in the remainder of this report.

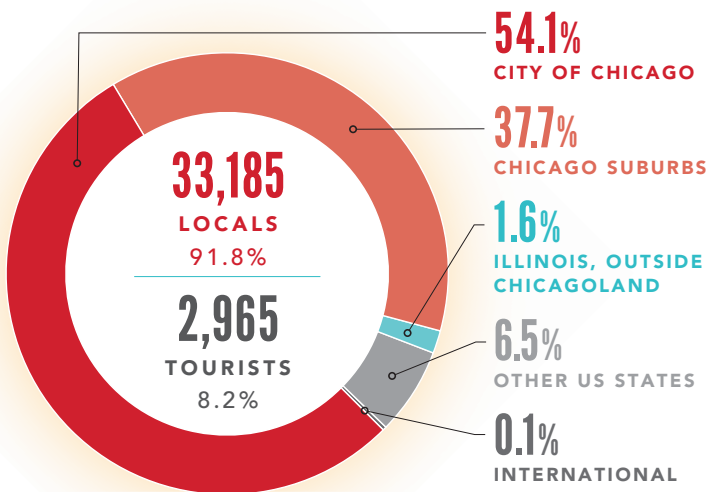
14%

OF SURVEY
RESPONDENTS
SAID 2021
WAS THE FIRST
TIME THEY
ATTENDED OHC

59%

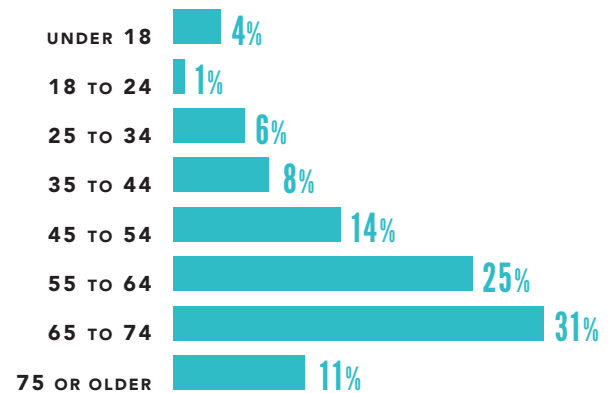
OF SURVEY
RESPONDENTS
SAID THEY
VISITED A NEW
NEIGHBORHOOD
DURING OHC

RESIDENCY



AGE

1,045 families with children participated in OHC



“

I love how this event takes me to neighborhoods I've never been to before and probably would not visit if not for OHC. I've lived in Chicago or in the western suburbs all my life but have learned so much I didn't know because of OHC.

“

What a great experience! This year we visited all the Bronzeville sites. What a gift to have members of the churches in that neighborhood giving the tours. We learned so much, and met beautiful people.

We have been wanting to go to Pullman for years due to the historical impact it has had on Chicago's history. We had a wonderful time exploring the buildings and neighborhood. We also very much enjoyed the live jazz which was presented.

The Midway Parkway of Austin is beautiful. I can't believe I hadn't been before. I had many of my assumptions checked when exploring Austin. Thanks OHC for providing an opportunity to explore Austin.

ENGAGEMENT AND REACH

DIRECT ENGAGEMENT

Inclusive of OHC weekend participants, online program attendees and app users, OHC 2021 reached an estimated audience of **93,000**.

WEBSITE

Since OHC 2021 was a month-long celebration, traffic to openhousechicago.org was not isolated to weekend spikes. Instead, the website experienced more consistent traffic throughout the month.

551k
UNIQUE PAGEVIEWS

UP

275%
FROM 2020

SOCIAL MEDIA

The CAC launched an OHC social media campaign across Twitter, Facebook and Instagram. During the month of October, millions of impressions were made across these platforms.


FACEBOOK
1.8 MILLION
IMPRESSIONS


INSTAGRAM
2.05 MILLION
IMPRESSIONS


TWITTER
300,000
IMPRESSIONS

MEDIA RELATIONS

The first year of Open House Chicago as a month-long festival received the coverage it merits as one of the city's primary events of the fall season. A strong combination of print, digital and TV coverage helped drive engagement and attendance to the successful return of our in-person weekend.

OVER
250
ARTICLES AND
BROADCASTS ON LOCAL
RADIO AND TV

28 MILLION
IMPRESSIONS

Highlights of the extensive print OHC coverage included:

- Features in the *Chicago Tribune*, *Chicago Sun-Times*, *Chicago Magazine*, *Chicago Reader*, *Streetwise* and *Block Club Chicago*
- **TV**
 - FOX 32's Good Day Chicago
 - WGN Morning News 'Around Town with Ana Belaval'
 - ABC 7 Chicago Saturday morning
 - ABC 7's Roz Varon's Weekender Report
- **RADIO**
 - WLS for the launch of the OHC App
 - Live radio on OHC Weekend with WGN Radio
 - Live with WBEZ
- Secured extensive local Spanish media coverage via Univision radio, TV and Telemundo.



WHAT WAS THE IMPACT?

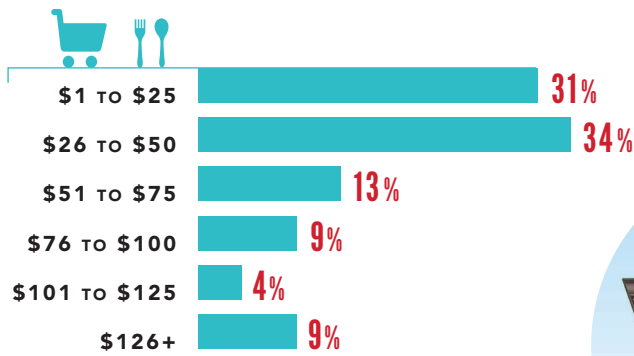
COMMUNITY IMPACT

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



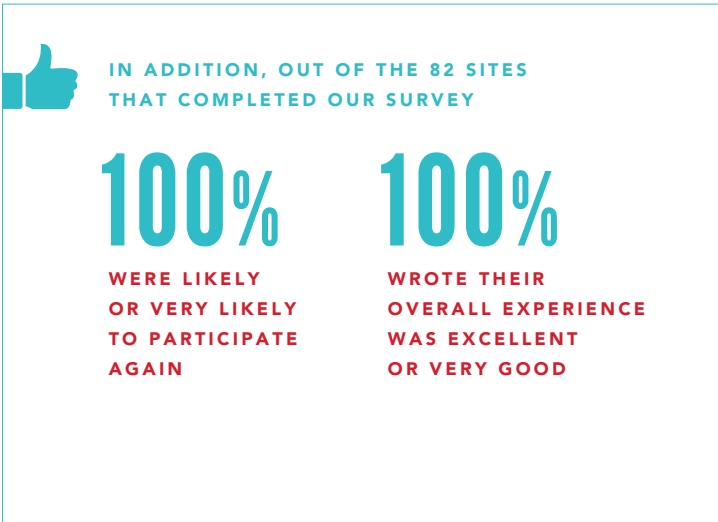
ECONOMIC IMPACT

The CAC queried participants about their spending during OHC. 76% shopped or ate at a restaurant while attending OHC. Attendees spent the following amounts:



SATISFACTION

Visitors rated OHC 2021 at 4.6 out of 5. 99% of survey respondents said they would attend the festival again.



JOIN US FOR OHC 2022!

The CAC will host the 12th annual Open House Chicago in October 2022, a monthlong festival with OHC weekend taking place October 15–16.

Wintrust is the Presenting Sponsor of OHC 2022.

Mark your calendars and find out more at openhousechicago.org!



CHICAGO ARCHITECTURE CENTER

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