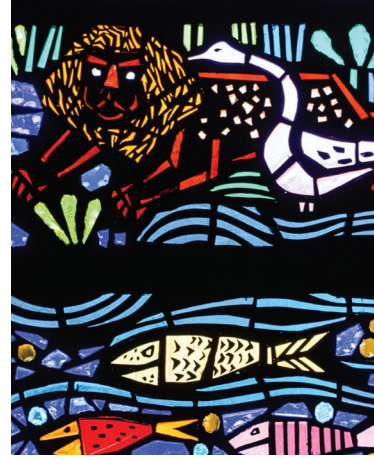


CHICAGO
ARCHITECTURE
CENTER

OPEN HOUSE CHICAGO



150+ sites



20+ neighborhoods



ENDLESS discoveries



PRESENTED BY **WINTRUST**

★ **2022 REPORT** ★



Exploring A NEW CHICAGO

The Chicago Architecture Center's mission for Open House Chicago is to provide public access to places of architectural, historical, and cultural significance throughout the city, while focusing on Chicago's diverse neighborhoods.

The Chicago Architecture Center (CAC) took a new approach to Open House Chicago (OHC) in 2022. By spotlighting typically underrepresented neighborhoods and clustering sites in those areas, we encouraged exploration of "new to you" communities through a deeper, more localized experience rather than the widespread approach of years past. This kept visitors in those neighborhoods longer, resulting in an increased number of site visits per person. There were more than **75k visits** to these neighborhood sites during the free-to-all OHC weekend, October 15 and 16.

All of October was an OHC celebration with self-guided tours on the CAC app and dynamic in-person and online programs available leading up to OHC weekend and all month long.

Marking its 12th 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 5th consecutive year, Wintrust was the Presenting Sponsor of OHC.




To get involved as a sponsor or donor for OHC 2023, please reach out to Emily Dreke at 312.561.2119 or edreke@architecture.org.

THANK YOU TO 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. These partners help to make recommendations for our “Explore Like a Local” series and to develop content for the Self-Guided Tours of their respective neighborhoods. They’re a big and invaluable part of OHC programming.

77 Flavors of Chicago
Access Contemporary Music
Austin Coming Together
Beverly Area Planning Association
Bronzeville Historical Society
Chatham Business Association
Chicago Architecture Biennial
Chicago Cultural Alliance

Chicago Loop Alliance
Chicago South Side Film Festival
Chicago's North Shore Convention and Visitors Bureau
Coalition for a Better Chinese American Community
Evanston History Center
Hermosa Neighborhood Association
Hyde Park Art Center
Intuit: The Center for Intuitive and Outsider Art

Lawndale Pop Up Spot
LISC Chicago
NON:op Open Opera Works
North Lawndale Historical and Cultural Society
Pilsen Arts and Community House
Plein Air Painters Chicago
Preservation Chicago
Quad Communities Development Corporation - Bronzeville

Rogers Park Business Alliance
Rogers Park/West Ridge Historical Society
The Newberry Library
The Wasteshed Chicago
Uptown United, Uptown Chamber
Urban Juncture
Visit Oak Park
West Side Forward

VOLUNTEERS



1,110
VOLUNTEERS*

*Count indicates CAC-recruited volunteers only; sites recruit their own volunteers as well, adding to this number



5,012
VOLUNTEER
HOURS

I had a fantastic experience! I was expecting to greet at the door and count people, but instead I got to be an “assistant” docent for my site. The regular docent trained me in two areas of Pleasant Home and I got to answer questions and show people special aspects of the room they were touring. I loved my day there.

— OHC 2022 Volunteer

OHC is great for introducing people to hidden gems and buildings that don’t necessarily stand out visually. I must have driven past my first site for over forty years without ever noticing it. Now I’ll be bringing family and friends to enjoy its elegance in its peaceful setting.

— OHC 2022 Volunteer

All of the volunteers for our site were wonderful! Everyone was on time, helpful and organized. Thank you!

— Site Host, Rotary International World Headquarters

The enthusiasm and delight that visitors seemed to feel over seeing these buildings were notable.

— OHC 2022 Volunteer



OHC 2022 MOBILE APP

Throughout the month, festival attendees were invited to discover even more of our great city with self-guided exploration of **19 neighborhood tours** and **9 themed itineraries** using the OHC 2022 mobile app.

Powered by STORY, the mobile app was available for free download on iOS (Apple) and Android (Google) smartphones and tablets.

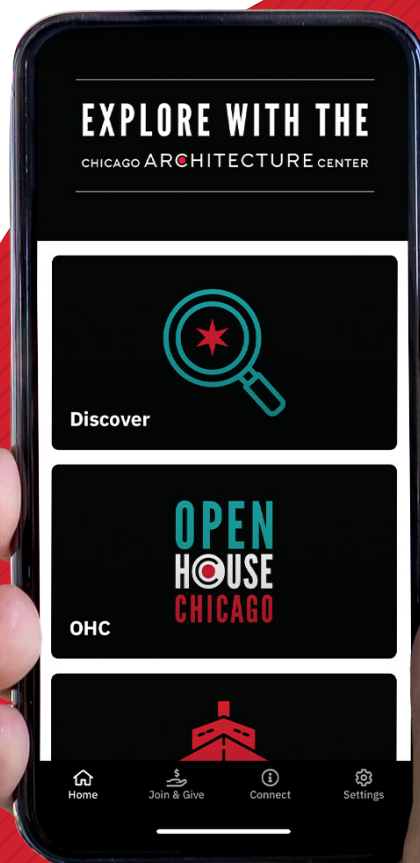
OHC APP METRICS



SELF-GUIDED TOURS

NUMBER OF DOWNLOADS

Architectural Innovation: Chinatown	42,594
Architectural Innovation: Fulton Market District	1,396
Beverly: The Prairie School	1,048
Chicago Grows It, The River Flows It	3,416
Evanston's African American Heritage Sites	976
Listening to Neighborhood Chicago: Near West Side	652
Listening to Neighborhood Chicago: North Lawndale	315
Los Murales de Pilsen / The Murals of Pilsen	1,537
Modern Living in Chatham	851
Olmsted's South Park at 150	568
One Hundred Years of Hermosa Bungalows	1,341
Paseo Boricua: Chicago's Puerto Rican Promenade	659
Performance Space in Bronzeville's Black Metropolis	907
South Side Green	266
Tales of the Gold Coast	3,653
The Community Gardens of North Lawndale	610
The Grand Maher Homes of Hutchinson Street	1,322
The Grand Residences of Frederick R. Schock	1,483
The Obamas in Hyde Park	1,644



33%

OF OHC SURVEY
RESPONDENTS SAID
THEY USED THE
APP TO PLAN AND
LEARN ABOUT OHC



OHC 2022 MOBILE APP (CONTINUED)

THEMED ITINERARIES



BANK ON IT
220 DOWNLOADS
3 SITES



BRING THE KIDS
85 DOWNLOADS
5 SITES



FOR THE BOOKWORMS
116 DOWNLOADS
4 SITES



GET YOU MOVING
121 DOWNLOADS
3 SITES



LIBATION STATION
124 DOWNLOADS
7 SITES



PLACES THAT MAKE YOU GO... WOW
274 DOWNLOADS
3 SITES



REDUCE, REUSE, RECYCLE, RESTORE
69 DOWNLOADS
6 SITES



FROM THE THEATER TO THE SILVER SCREEN
135 DOWNLOADS
5 SITES



UNEXPECTED VIEWS
206 DOWNLOADS
3 SITES



ONLINE PROGRAMS

	DATE	REGISTRANT COUNT
Open House Chicago Public Preview	SEPT 29	412
Insider Guide to OHC	OCT 11	366
Inside the Architect's Studio	OCT 18	201
In Defense of Peterson's Midcentury Modern District	OCT 20	408
Film Screening and Discussion: 40 th : The Story of Bishop Roberts and Roberts Temple	OCT 23	138
Past, Present, and Future of Olmsted Landscapes in Chicago	OCT 25	495
Chicago on the Silver Screen: Running Scared at Cinema Chatham	OCT 9	24



7 TOTAL PROGRAMS

677 (33%) REGISTRANTS BRAND NEW TO THE CAC

341 ATTENDEES PER PROGRAM ON AVERAGE

2,044
COMBINED REGISTRANTS



OPEN HOUSE CHICAGO WEEKEND 2022

October 15-16

150
SITES

24,621
VISITORS



21
NEIGHBORHOODS

VISITORS LISTED
THEIR #1 MOTIVATOR
FOR ATTENDING OHC
AS "EXPLORING NEW
PARTS OF CHICAGO"

	SITES	VISITS
Austin	5	645
Avondale	4	2,316
Beverly	6	3,454
Bridgeport	4	2,687
Bronzeville	10	6,008
Chatham/Southshore	4	3,110
Chinatown	2	1,029
Downtown	30	89,716
East Garfield Park	5	1,495
Evanston	6	4,274
Hermosa	1	169
Humboldt Park	4	2,529
Hyde Park/Kenwood	9	3,993
Lincoln Square/Ravenswood	6	6,250
Little Village/Pilsen	4	2,409
Near North Side	16	14,462
Near West Side	8	4,634
North Lawndale	3	1,058
Oak Park	11	6,543
Rogers Park/West Ridge	6	3,320
Uptown	6	4,863

I enjoyed the range in ages of our visitors. They all had different things they wanted to see and were friendly and asked many questions. It was wonderful.

— Site Host, Riviera Theatre

Most people had never visited us before and it was great to show guests what makes us unique.

— Site Host, District Brew Yards



THE AVERAGE
VISITOR WENT TO

6.7
SITES

NEIGHBORHOOD
VISITS WERE UP

35%
FROM 2021

59%

OF SURVEY RESPONDENTS
VISITED A NEIGHBORHOOD
THAT WAS NEW TO THEM



SITE HOSTS GAVE
OHC 2022 A

4.78/5

STAR RATING
FOR OVERALL
EXPERIENCE



96%

OF SITES SAID
THEY WERE LIKELY
OR VERY LIKELY TO
PARTICIPATE AGAIN
IN FUTURE YEARS

ATTENDEES

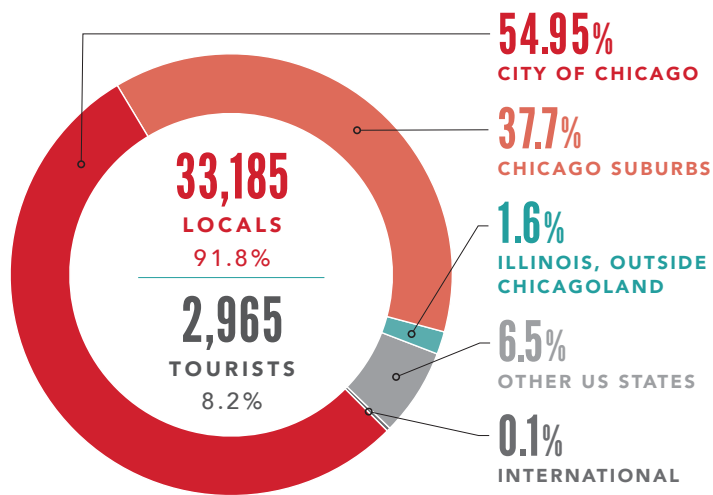
The CAC conducts extensive audience and attendance research in order to evaluate and improve OHC. In 2022, **1,076 attendees** completed a post-event survey about their OHC experience. The survey responses inform the figures found in the remainder of this report.

⇒ **97%**
59%

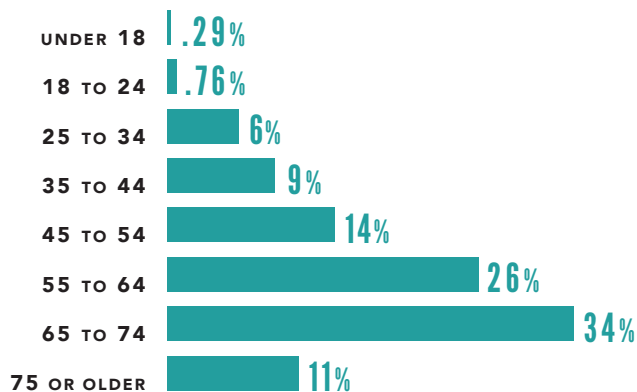
OF SURVEY RESPONDENTS WERE RETURN VISITORS (THIS WAS NOT THEIR FIRST OHC)

OF SURVEY RESPONDENTS SAID THEY VISITED A NEW NEIGHBORHOOD DURING OHC

RESIDENCY



AGE



I met and volunteered with some great people from all over the country and world!

— OHC Volunteer

I loved the diversity of the guests!

— OHC Site Host

I loved speaking to all the Northsiders who visited Hyde Park!

— OHC Volunteer



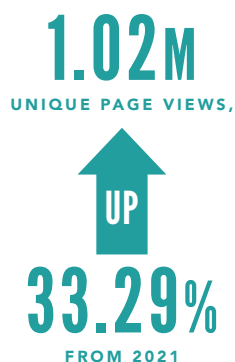
ENGAGEMENT AND REACH

DIRECT ENGAGEMENT

Inclusive of OHC weekend participants, online program attendees and app users, OHC 2022 reached an estimated audience of **70,000**.

WEBSITE

Since OHC 2022 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.



MOBILE USERS
CONTINUE TO
DOMINATE, WITH

67%

VIEWING FROM THEIR
PHONES, COMPARED
TO 63% IN 2021

MEDIA RELATIONS

Our 2022 media coverage was some of the best coverage we have ever had for Open House Chicago. We were on every major TV affiliate in our city including Univision Chicago, which has the best ratings in our DMA, while also being covered in hyperlocal platforms like neighborhood newspapers/websites and Block Club Chicago.

300+

ARTICLES AND BROADCASTS
ON LOCAL RADIO AND TV

\$700k

TOTAL VALUE OF EARNED
MEDIA/PUBLICITY

• PRINT

- Chicago Sun-Times
- Chicago Magazine
- Chicago Reader
- Streetwise

• TELEVISION

In 2022, we secured coverage in all local TV affiliates including Univision.

- FOX 32's Good Day Chicago for Open House Chicago Official Release Date
- WGN Morning News 'Around Town with Ana Belaval' Friday before OHC Weekend 2022
- WGN Saturday evening and nightly news coverage on OHC Weekend for coverage on North Lawndale
- ABC 7 Saturday evening news segment to preview OHC one week before OHC Weekend
- Live segment with Univision Chicago's morning show
- Weekend coverage, NBC 5 ABC 7, FOX 32 and CBS 2
- ABC 7's Roz Varon's "Weekender Report"

• RADIO

- Live Radio on WGN for three different shows
- Live Radio on WLS
- Live with WBEZ
- Live radio with Univision radio in Spanish

PAID MEDIA

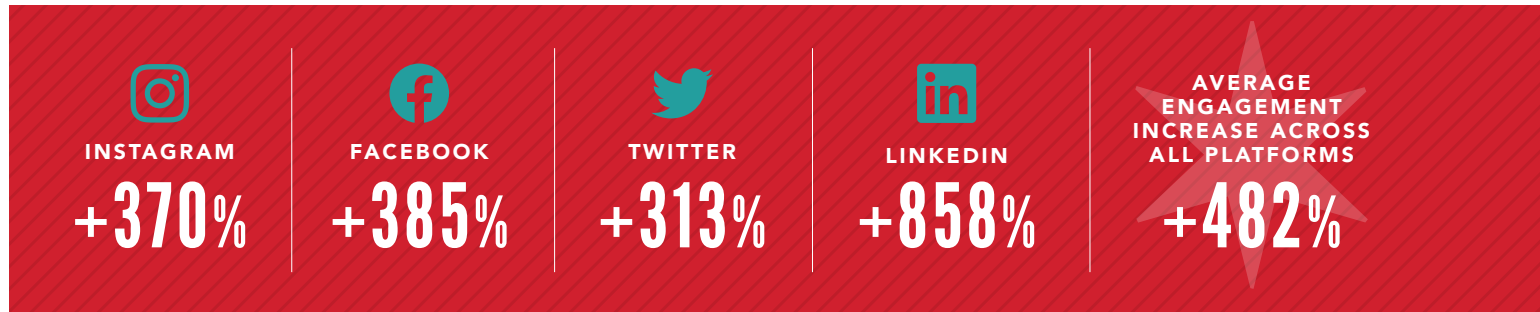
Our grassroots advertising efforts has provided a more targeted approach through outdoor advertising (particularly in the South/West neighborhoods) and placements in community-specific publications including Bronzecom, Chicago Latino Network, La Raza, and Austin Weekly News.

SOCIAL ENGAGEMENT

SOCIAL MEDIA

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

Engagement rates were up on all platforms during OHC month, compared to the previous 28 days:



CONTENT CREATOR REACH

Three content creators were picked based on being diverse, Chicago based supporters of CAC, Chicago centric and relevant with our Open House Chicago audience.



@ALANAINWANDERLAND

- 33.4K FOLLOWERS
- REEL:
 - 74,251 PLAYS
- POST:
 - 6,365 IMPRESSIONS
 - REACH OF 5,471
 - 383 LIKES
 - 260 COMMENTS



@FLOS_FAVORITES

- 12K FOLLOWERS
- VIDEOS:
 - +17,000 VIEWS
- PARTNERSHIP WITH CHICAGO.EXPLORE (258K FOLLOWERS):
 - +18,000 VIEWS



@VIVECHICAGO

- 6.5K FOLLOWERS
- ALL SPANISH POSTS
- REEL:
 - +6,000 VIEWS
 - 56 SHARES
 - 11 COMMENTS
- STORIES:
 - 300- 400 IMPRESSIONS EACH

WHAT WAS THE IMPACT?

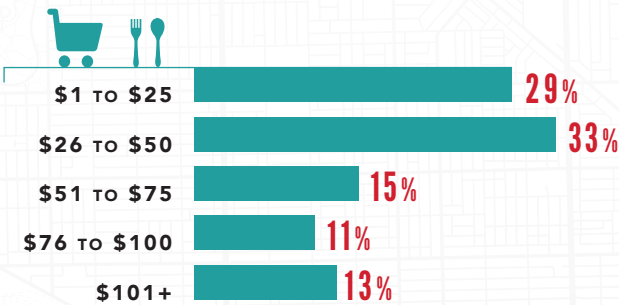
COMMUNITY IMPACT

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. **75% shopped or ate at a restaurant** while attending OHC. Attendees spent the following amounts:

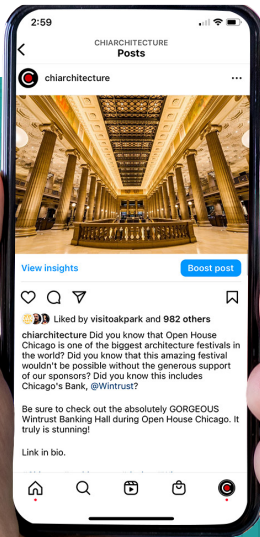


WINTRUST HIGHLIGHTS

Wintrust's partnership with the CAC was highlighted throughout OHC and the whole month of October.

- **FEATURED WINTRUST MEDIA MENTIONS:**

- [Good Day Chicago](#)
- [WGN Morning News](#)
- [Block Club Chicago](#)
- [On Milwaukee](#)
- [The Beverly Review](#)
- [Choose Chicago](#)
- [Newcity](#)



- **THE INSTAGRAM POST FROM OCT 7TH FEATURING THE WINTRUST GRAND BANKING HALL HAD:**

- 22.8K IMPRESSIONS
- 983 LIKES
- 11 COMMENTS
- 68 SHARES
- 45 SAVES
- 78 CLICKS TO WEBSITE



Join us for OHC 2023!

The CAC will host the 13th annual
Open House Chicago in October 2023, with
OHC weekend taking place October 14–15.

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

CHICAGO ARCHITECTURE CENTER

111 EAST WACKER DRIVE • CHICAGO, IL 60601 • 312.922.3432 • ARCHITECTURE.ORG

A NONPROFIT ORGANIZATION DEDICATED TO INSPIRING PEOPLE TO DISCOVER WHY DESIGN MATTERS