OPEN HOUSE CHICAGO

2022 REPORT

PRESENTED BY WINTRUST
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:

<table>
<thead>
<tr>
<th>PRESENTING SPONSOR</th>
<th>SPONSORS</th>
<th>MEDIA SPONSORS</th>
<th>PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wintrust</td>
<td>77 Flavors of Chicago</td>
<td>Chicago Loop Alliance</td>
<td>Rogers Park Business Alliance</td>
</tr>
<tr>
<td></td>
<td>Access Contemporary Music</td>
<td>Chicago South Side Film Festival</td>
<td>Rogers Park/West Ridge Historical Society</td>
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<tr>
<td></td>
<td>Austin Coming Together</td>
<td>Chicago's North Shore Convention and Visitors Bureau</td>
<td>The Newberry Library</td>
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<td></td>
<td>Beverly Area Planning Association</td>
<td>Coalition for a Better Chinese American Community</td>
<td>The Wasteshed Chicago</td>
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<td></td>
<td>Bronzeville Historical Society</td>
<td>Evanston History Center</td>
<td>Uptown United, Uptown Chamber</td>
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<td></td>
<td>Chatham Business Association</td>
<td>Hermosa Neighborhood Association</td>
<td>Urban Juncture</td>
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<td></td>
<td>Chicago Architecture Biennial</td>
<td>Hyde Park Art Center</td>
<td>Visit Oak Park</td>
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<tr>
<td></td>
<td>Chicago Cultural Alliance</td>
<td>Intuit: The Center for Intuitive and Outsider Art</td>
<td>West Side Forward</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>VOLUNTEERS</th>
<th>1,110</th>
<th>5,012</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOLUNTEER</td>
<td>VOLUNTEERS</td>
<td>VOLUNTEER</td>
</tr>
<tr>
<td>HOURS</td>
<td>1,110</td>
<td>5,012</td>
</tr>
</tbody>
</table>

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

OHC APP METRICS

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

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

FROM THE THEATER TO THE SILVER SCREEN
135 DOWNLOADS
5 SITES

BRING THE KIDS
85 DOWNLOADS
5 SITES

UNEXPECTED VIEWS
206 DOWNLOADS
3 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
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GET YOU MOVING
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REDUCE, REUSE, RECYCLE, RESTORE
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## Online Programs

<table>
<thead>
<tr>
<th>Date</th>
<th>Registrant Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 29</td>
<td>412</td>
</tr>
<tr>
<td>Oct 11</td>
<td>366</td>
</tr>
<tr>
<td>Oct 18</td>
<td>201</td>
</tr>
<tr>
<td>Oct 20</td>
<td>408</td>
</tr>
<tr>
<td>Oct 23</td>
<td>138</td>
</tr>
<tr>
<td>Oct 25</td>
<td>495</td>
</tr>
<tr>
<td>Oct 9</td>
<td>24</td>
</tr>
</tbody>
</table>

### Total Programs: 7

### (33%) Registrants Brand New to the CAC: 677

### Attendees Per Program on Average: 341

### Combined Registrants: 2,044
Open House Chicago Weekend 2022
October 15-16

150 SITES
24,621 VISITORS

21 Neighborhoods

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.

RESIDENCY

- 54.95% City of Chicago
- 37.7% Chicago Suburbs
- 1.6% Illinois, Outside Chicagoland
- 6.5% Other US States
- 0.1% International

AGE

- Under 18: 0.29%
- 18 to 24: 1.76%
- 25 to 34: 6%
- 35 to 44: 9%
- 45 to 54: 14%
- 55 to 64: 26%
- 65 to 74: 34%
- 75 or Older: 11%

97% of survey respondents were return visitors (this was not their first OHC)

59% of survey respondents said they visited a new neighborhood during OHC

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.

<table>
<thead>
<tr>
<th>1.02M</th>
<th>132k</th>
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<tbody>
<tr>
<td>UNIQUE PAGE VIEWS,</td>
<td>UNIQUE USERS,</td>
</tr>
<tr>
<td>UP</td>
<td>UP</td>
</tr>
<tr>
<td>33.29%</td>
<td>27.94%</td>
</tr>
<tr>
<td>FROM 2021</td>
<td>FROM 2021</td>
</tr>
</tbody>
</table>

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 Unvision 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 Unvision.
  - 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 Unvision 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 Unvision 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 Bronzecomm, 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:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Average Engagement Increase Across All Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>+370%</td>
</tr>
<tr>
<td>Facebook</td>
<td>+385%</td>
</tr>
<tr>
<td>Twitter</td>
<td>+313%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>+858%</td>
</tr>
</tbody>
</table>

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.EXPLORER (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.

59% of attendees visited a new neighborhood
94% of locals said OHC made them feel “proud to be a Chicagoan”

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:

- $1 to $25: 29%
- $26 to $50: 33%
- $51 to $75: 15%
- $76 to $100: 11%
- $101+: 13%
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!