

## Do you have a theatre venue and are looking for new audiences?

Are you interested in connecting to the Year of Chicago Theatre in a simple and exciting way, right in your own neighborhood?

Join fellow theatres in participating in **Open House Chicago**, a citywide program for thousands of visitors to discover unexpected and beloved neighborhood spaces across the city!

Gain the opportunity to attract new and captive audiences - and through a special collaboration with the Chicago Architecture Center for the Year of Chicago Theatre, participating theatres will get special visibility and promotion during 2019 Open House Chicago! **Learn more about this opportunity below.**



CHICAGO ARCHITECTURE CENTER

Open House Chicago is partnering with the **Year of Chicago Theatre** to highlight the unique spaces throughout Chicago where live performances happen!

[Open House Chicago](#) is a free annual festival organized by the [Chicago Architecture Center](#) that opens sites of architectural, historical, or cultural interest for public exploration. This year's event on **October 19-20** is expected to draw over 100,000 visitors to 250+ sites in 30+ neighborhoods.

In partnership with the Year of Chicago Theatre, a special thematic trail and focused marketing will draw extra attention to sites related to Chicago's thriving theatre scene! See below for more detailed FAQ.

If interested, please get in touch to start the process **by June 15**:

- Propose your site and read more about OHC criteria: [openhousechicago.org/propose](http://openhousechicago.org/propose)
- Email [OHC@architecture.org](mailto:OHC@architecture.org) with questions

## Open House Chicago Theatre FAQ



### What is Open House Chicago?

- Open House Chicago (OHC) is organized by the Chicago Architecture Center (CAC), the world's largest public architecture organization. (<http://www.architecture.org>)
- The 9<sup>th</sup> annual OHC will take place on Saturday and Sunday, October 19-20, 2019.
- OHC is part of a growing worldwide network of 50+ similar events in other cities, including London, New York, Toronto, Milwaukee, and many more.
- OHC is the second largest event of its kind in the world: last year 100,000 unique visitors made 366,000 site visits to 279 participating sites in 31 neighborhoods. Full report: <http://bit.ly/2XtpHvQ>

### How much does it cost to be part of Open House Chicago?

- OHC is free to both visitors and participating sites, thanks to corporate and foundation support.

## What value does being part of Open House Chicago bring to my organization?

- Open House Chicago attracts 100,000+ unique visitors annually. OHC gives visitors a reason to explore and be introduced to new spaces, while getting to know you and your value to the neighborhood.
- As a venue you are welcome to highlight upcoming programming, promote your work, and/or invite OHC visitors to opt in to future communications as potential new audience members.

## What makes a great Open House Chicago location?

- Featured sites all possess something of architectural, cultural or historical significance - a “wow factor”.
- Popular past sites have included: theatres, architecture firms, private clubs, repurposed mansions, industrial facilities, sacred spaces, rooftops with great views.
- OHC features a diverse range of sites in neighborhood/geographic areas across the city. OHC works best when there are clusters of locations in a given area rather than a single isolated site.
- More detailed criteria for sites are listed at <http://openhousechicago.org/propose>

## What do I need to provide as an Open House Chicago site?

- Sites are asked to open spaces to the public for a scheduled number of hours during the weekend (usually at least 8 out of 16 total event hours, but the more, the better).
- Sites must oversee the operation of their space during OHC and provide a small amount of content/interpretation for visitors. Short and flexible visitor experiences are ideal.
- All sites attend a training session to pick up materials (signage, clicker, etc.) in the fall.
- After OHC weekend, the only thing you need to return is the visit count!

## Who comes to Open House Chicago?

- The audience is about 90% local to the Chicago area: visitors are exploring their own city, often going to sites and neighborhoods they’ve never visited before. These are people who could potentially come back, and OHC therefore is an opportunity to inform them about your theatre/space.

## How is Open House Chicago marketed?

- OHC is promoted heavily via the *Chicago Tribune* Event Guide (500k copies) and OpenHouseChicago.org (2m hits annually). OHC is also very active on social media.

## What additional support does the Chicago Architecture Center provide?

- Once selected, the Chicago Architecture Center provides marketing and administrative support including developing language and images to promote your location to visitors.
- CAC can provide volunteer greeters to assist operations, and also supports sites with District Coordinators circulating in all areas.

## How do I get involved?

- Start the process by proposing your site (<http://openhousechicago.org/propose>) or email [OHC@architecture.org](mailto:OHC@architecture.org) to inquire – **by June 15**. CAC will follow up and may request a site visit/meeting.
- If your site is a good fit, you will be invited to officially sign up. Signing up is simple: identify a point person, set tentative open hours, and agree to a hold-harmless waiver. The deadline to sign up is July 1.
- After signing up, CAC works with you to develop marketing content and determine logistical needs.
- The list of participating sites is announced in mid-September, and then the event is promoted heavily via ads, social, and earned media.

## Who do I contact with additional questions?

- Email [OHC@architecture.org](mailto:OHC@architecture.org) for questions about Open House Chicago or [theatre@cityofchicago.org](mailto:theatre@cityofchicago.org) for other questions related to Year of Chicago Theatre events and collaborations!