

DOORS OPEN DENVER 2019 EVENT SNAPSHOT



A ROUND OF APPLAUSE

DAF planned and executed its 15th consecutive year of Doors Open Denver in 2019! Below are event highlights from September 21 + 22. 🍷 🍷 🍷

WEEKEND HIGHLIGHTS

Activities

- 51 sites open for self-guided tours!
- 59 unique expert-led Insider Tours – including 11 new tours!
- 1 featured neighborhood, La Alma/Lincoln Park, just steps from downtown
- 3 sites hosting 5 Arts + Culture Activities
- 246 images submitted by DODers to the *Y/OUR Denver* Photo Contest

Behind the Scenes

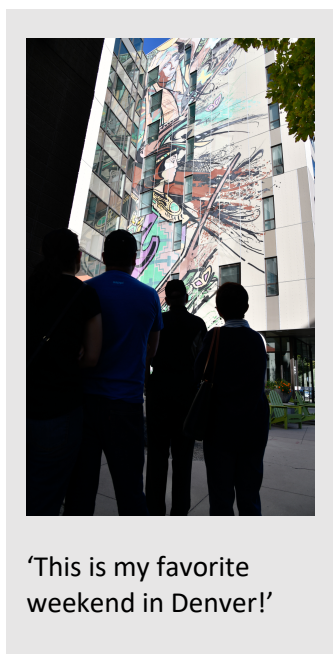
- 50 sponsors
- 58 site managers
- 73 tour guides
- 200+ volunteers led by the first-ever Lead Volunteer Council
- 35 artists (including renowned Colorado Poet Laureate Bobby LeFebre)
- Collaborations with the Center for Visual Art, Su Teatro, Museo de las Américas and Colorado Photographic Arts Center

“DOD-ers”

- 7,000 estimated total DOD-ers
- 13,000 estimated site visits across all 51 sites
- 1,700 tickets sold for Insider Tours
- 900 Arts + Culture spectators/participants
- 57,000 website visits from 6,000 unique users on DOD weekend
- 17,000 Facebook users reached during DOD weekend, 23% through unpaid, organic content

Impact

- 89% rated their overall Doors Open Denver 2019 experience positively
- 84% used our website to plan their DOD 2019 experience
- 91% are likely to participate in Doors Open Denver 2020



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AUDIENCE COMPOSITION

For the second consecutive year, DAF collected data on the demographics and identities of our highly educated, age-diverse audience:

- 68% Female | 32% Male
- 38% Age 60+ | 28% 45-59 | 17% 35-44 | 12% 25-34
- 86% have *at least* an undergraduate degree | 45% have a graduate degree
- 75% own their homes
- 68% with household incomes higher than \$90,000

PUBLIC RELATIONS VALUE + REACH

DOD's public relations strategies raise the event profile as well as those of our sponsors. Highlights from our campaign and resulting media coverage include:

- \$74,838 publicity value from local media coverage / 9.5m impressions
- \$884,082 total publicity value with Yahoo! and MSN / 368m impressions
- 74 media hits in 30 outlets, a substantial increase from 2018
- 20,000 print event guides distributed as a *Westword* insert
- 265,026 impressions from *Westword* ads and content
- 313,994 impressions from a CBS Denver video post to Facebook
- 177,632 website pageviews during the DOD PR campaign (8/9 – 9/22)
- 194,970 Facebook impressions during the DOD PR campaign

LOOKING FORWARD

Just like our great city, Denver Architecture Foundation is always on the move. We coordinate tours, events and special programs year-round with a shared theme: ***experiencing and understanding quality design***. Doors Open Denver remains our signature event requiring nearly a year of planning. We can't wait to share what's in store for 2020.

ARTS + CULTURE SPOTLIGHT: *THE ARCHITECTURE OF COMMUNITY*

Doors Open Denver 2019 shined a fresh perspective on the architecture, art and culture of La Alma/Lincoln Park, drawing connections between the neighborhood's past and present. Three sites – Center for Visual Art, Su Teatro and Museo de las Américas – served as hubs for architecturally-inspired Arts + Culture Activities: hands-on construction of adobe structures, spoken word performance, live acting, recorded storytelling and a pop-up *plazita* with art, music and food.