

CHICAGO
ARCHITECTURE
CENTER

OPEN HOUSE CHICAGO

OCTOBER 19-20, 2024



192 sites • 23 neighborhoods • 1 weekend

2024 REPORT



A WORD FROM OUR CEO

During Open House Chicago (OHC), the Chicago Architecture Center connects people with the city's diverse neighborhoods through design, culture and storytelling. OHC transforms the city into an open platform for discovery, bringing participants into places that are often overlooked or inaccessible. This year's event inspired a powerful connection to Chicago, with a **35% increase in attendance** and **96% of survey respondents expressing the festival made them proud to be a Chicagoan**. By encouraging exploration, OHC promotes meaningful interactions with the city's architecture, history and culture.

In 2024, we also introduced a photo competition that invited attendees to capture their favorite moments, receiving over 1,300 submissions showcasing the beauty and diversity of Chicago's neighborhoods through their perspectives. These photographs were curated into a special exhibition at the Center to run November 2024 - June 2025, keeping the spirit of Open House present throughout the year.

Now in its 14th year, OHC continues to grow, with support from volunteers, sponsors and community partners who make it possible. The event remains a dynamic experience that sparks curiosity, exploration and a deeper appreciation for Chicago's unique neighborhoods. Thank you all for your participation.



Eleanor Esser Gorski

ELEANOR GORSKI, AIA
Chicago Architecture Center
CEO and President

CONNECTING CHICAGO

CELEBRATING COMMUNITY, PRIDE AND DISCOVERY

OHC is dedicated to making architecture, culture and history accessible across Chicago. In 2024, **54% of participants ventured into neighborhoods they had never explored before**, and **70% left with a deeper understanding of the places they visited**.

With over three-quarters of attendees spending at businesses in the city, OHC has a lasting impact not only on visitors but on neighborhoods themselves, boosting community pride and supporting local growth. Now in its 14th year, OHC continues to connect people with the stories, culture and architecture that make each neighborhood unique, highlighting why design matters throughout Chicago.



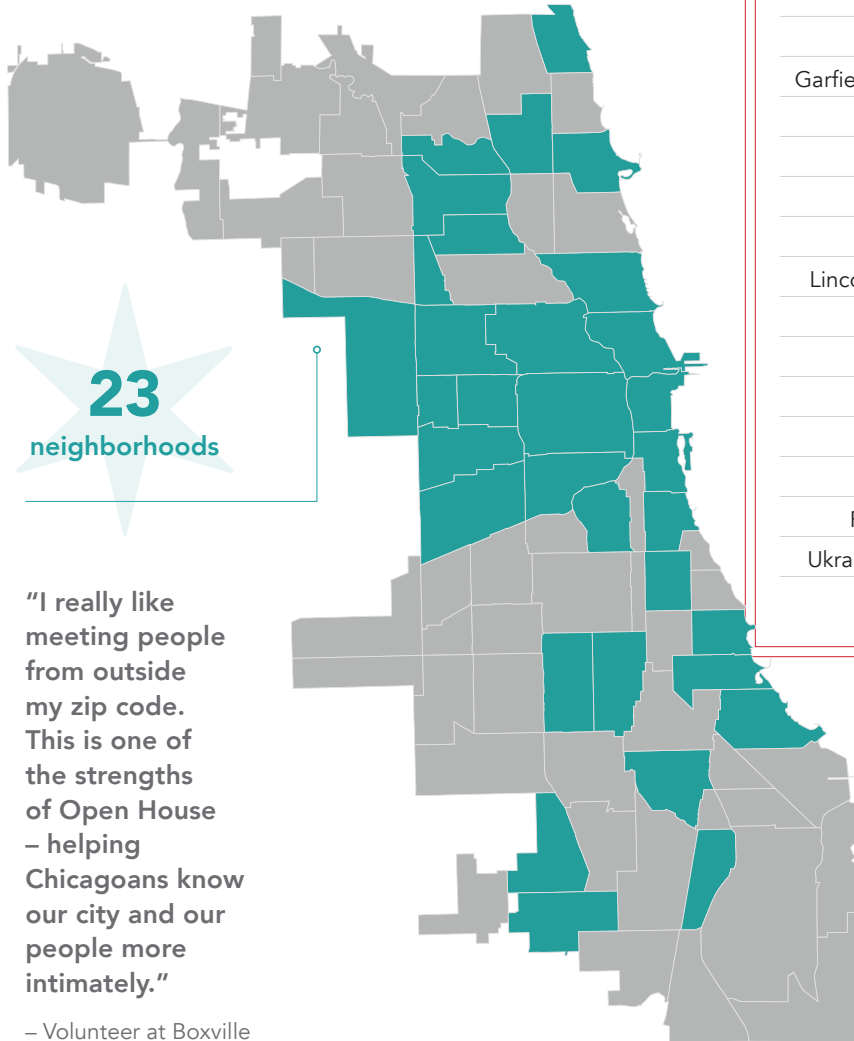
"OHC always gives me a deeper appreciation of the city and its hallmark figures. I love standing in the same buildings where such notable people made their mark. Chicago is one of the most beautiful cities and it's because of our reverence of architecture and history. I love this day!"

– Volunteer at Boxville in Bronzeville



OPEN HOUSE CHICAGO WEEKEND

OCTOBER 19-20, 2024



"I really like meeting people from outside my zip code. This is one of the strengths of Open House – helping Chicagoans know our city and our people more intimately."

– Volunteer at Boxville in Bronzeville

| | SITES | VISITS |
|------------------------------|-------|---------|
| Albany Park/Irving Park | 4 | 2,547 |
| Austin | 6 | 751 |
| Avondale | 4 | 2,041 |
| Beverly/Morgan Park | 8 | 3,907 |
| Bridgeport | 7 | 4,717 |
| Bronzeville | 10 | 4,116 |
| Chatham/South Shore | 3 | 800 |
| Downtown | 38 | 114,971 |
| Englewood | 3 | 945 |
| Garfield Park/North Lawndale | 9 | 2,090 |
| Hermosa | 3 | 1,667 |
| Humboldt Park | 5 | 1,055 |
| Hyde Park/Woodlawn | 9 | 3,335 |
| Lincoln Park | 4 | 3,553 |
| Lincoln Square/Ravenswood | 8 | 9,215 |
| Little Village/Pilsen | 7 | 4,383 |
| Near North Side | 17 | 24,004 |
| Near South Side | 6 | 6,205 |
| Near West Side | 11 | 11,286 |
| Pullman | 8 | 4,512 |
| Rogers Park/West Ridge | 6 | 3,276 |
| Ukrainian Village/West Town | 9 | 10,987 |
| Uptown | 8 | 10,550 |

192 sites



6.6% INCREASE FROM 2023

36,141 visitors



35% INCREASE FROM 2023



The average visitor went to **6.4 SITES**

NEW

54% of survey respondents visited a neighborhood that was new to them



Site hosts gave OHC 2024 **4.89/5** stars for Overall Experience

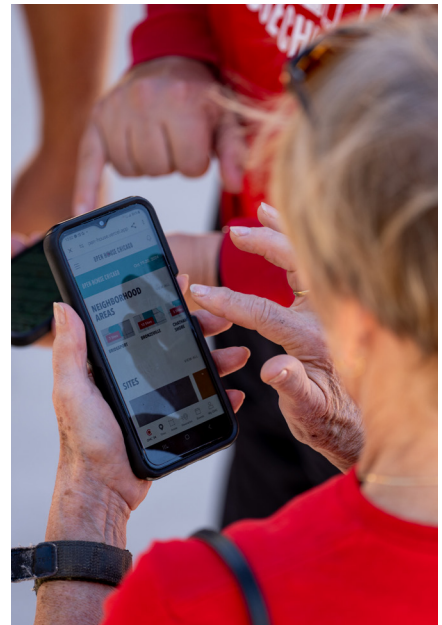


97% of sites said they were likely or very likely to participate again in future years

NEIGHBORHOOD GROWTH

As OHC continues to highlight neighborhood exploration, sites are grouped within neighborhood areas to create more opportunities for interaction and discovery.

This year, the CAC placed a focus on enhancing programs at individual sites to offer engaging, interactive experiences throughout each neighborhood. Additionally, CAC's "Explore like a Local" guides encouraged visitors to go beyond the sites, recommending nearby businesses, attractions and landmarks for a well-rounded neighborhood experience.



In 2024, neighborhoods that returned from the previous year saw a notable average increase of

14.54%

in their number of sites



The neighborhood that experienced the most growth was Pullman, increasing from 3 sites to

8 SITES



Neighborhoods that returned from the previous year also saw a notable increase in visits to their neighborhood by

43.65%



Visitors listed their #1 motivator for attending OHC as

"VISITING A PARTICULAR SITE/BUILDING I WAS INTERESTED IN"

and #2 as

"EXPLORING NEW PARTS OF CHICAGO"

"It's a great way to reach people who may not know you exist. Over 80% of the people who came in had never been before."

– Site host, District Brew Yards



OHC PROGRAMS

During OHC weekend, sites hosted 94 live events to enhance the experience of visitors, a **23% increase from last year's programs**. The 24 special programs below were made possible by funding support in part from the National Endowment for the Arts.

| SITE | PROGRAM | NEIGHBORHOOD |
|--|--|-------------------------------------|
| National Museum of Puerto Rican Arts & Culture | Art Workshop with Maria Corrigan | <i>Humboldt Park</i> |
| National Museum of Puerto Rican Arts & Culture | Salsa Lesson | <i>Humboldt Park</i> |
| OPEN Center for the Arts | Sama Sama: Solidarity in the Fields performance | <i>Little Village/Pilsen</i> |
| Graceland Cemetery and Arboretum | Ofrendas y Flores: Dia de los Muertos Connection to Graceland | <i>Uptown</i> |
| Englewood Village Plaza | We Deserve Beautiful Spaces Screen Printing | <i>Englewood</i> |
| Jane Addams Hull-House Museum | Historical Narratives Performance by Fiona Maxwell | <i>Near West Side</i> |
| Jane Addams Hull-House Museum | Historic Loom Weaving Demonstrations | <i>Near West Side</i> |
| BUILD Headquarters | Button Making for Peace | <i>Austin</i> |
| Firebird Community Arts | Glassblowing Demonstrations | <i>Garfield Park/North Lawndale</i> |
| Ignite Glass Studio | Glassblowing Demonstrations | <i>Ukrainian Village/West Town</i> |
| The Historic Pullman Foundation and the Illinois Labor History Society | Labor History Tour | <i>Pullman</i> |
| The Historic Pullman Foundation | Pullman Neighborhood Tour | <i>Pullman</i> |
| The Historic Pullman Foundation | Tragedy to Innovation Tour | <i>Pullman</i> |
| Mahalia Jackson Court | Live Musical Performances | <i>Chatham/South Shore</i> |
| OPEN Center for the Arts | Architectural Collage Making with Abigail Fernandez | <i>Little Village/Pilsen</i> |
| OPEN Center for the Arts | Superhero Art Making with Alejandro Rosado | <i>Little Village/Pilsen</i> |
| Boxville | Taste & Texture – A Food & Art Experience | <i>Bronzeville</i> |
| Boxville | Family Fun Day | <i>Bronzeville</i> |
| Bronzeville-Black Metropolis National Heritage Area | Tour of Duty Bronzeville Walking Tour | <i>Bronzeville</i> |
| Steppenwolf Theatre | Guided Backstage Tour | <i>Lincoln Park</i> |
| National Hellenic Museum | Architectural Forms Activity | <i>Near West Side</i> |
| Growing Home Urban Street Farm | Mosaic Magnet Making | <i>Englewood</i> |
| The Driehaus Museum Murphy Auditorium | Architectural Flashcards | <i>Near North Side</i> |
| The Walt Disney Birthplace Home | Various Live Performances and Art | <i>Hermosa</i> |

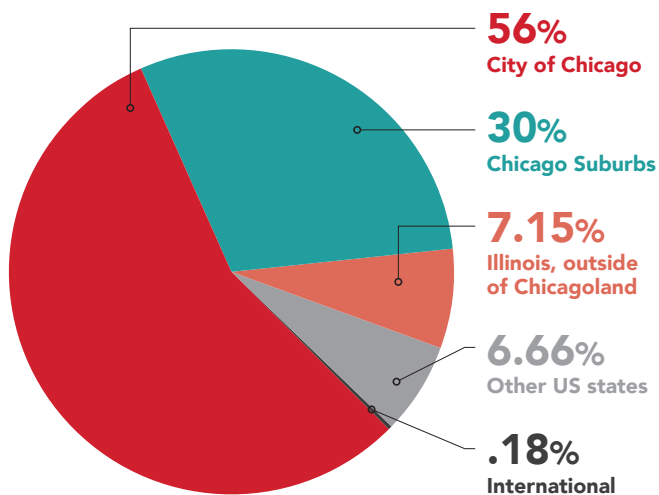
“I was surprised how many people came for the Free Salsa Class we offered as a part of OHC. It was great! People loved it.” – Site host, National Museum of Puerto Rican Arts & Culture in Humboldt Park

ATTENDEES

The CAC conducts extensive audience and attendance research to evaluate and improve Open House Chicago each year. In 2024, 1,107 attendees completed a post-event survey about their OHC experience, providing valuable insights. These responses inform the data presented in this report.



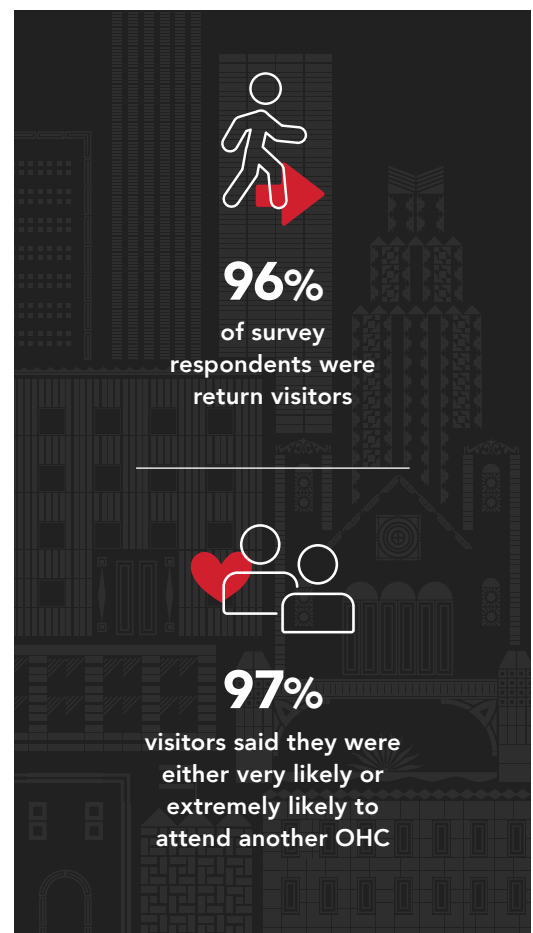
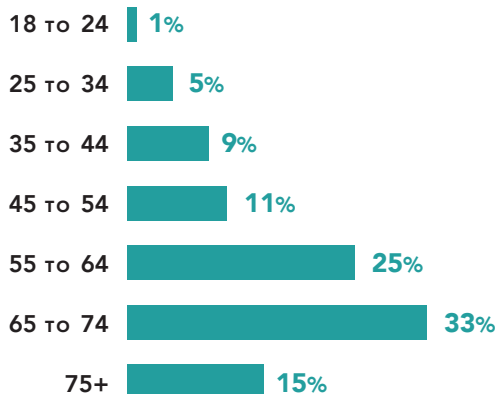
RESIDENCY



“It’s a wonderful event. Aside from the architecture, I think it triggers conversation with fellow Chicagoans and visitors.”

– OHC attendee

AGE



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.



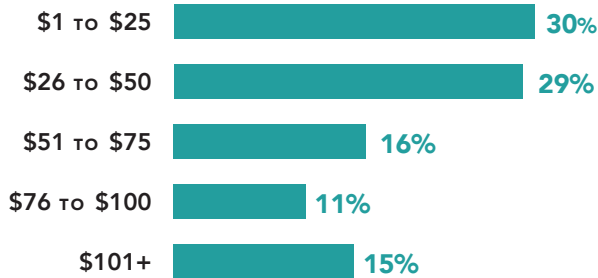
COMMUNITY IMPACT

70% of attendees said they gained a better understanding of the neighborhoods they visited

96% of locals said OHC made them feel "proud to be a Chicagoan"

ECONOMIC IMPACT

The CAC queried participants about their spending during OHC. **77% shopped at a store or ate at a restaurant** while attending OHC. Attendees spent the following amounts:



Average spend per person: **\$50.54**



\$1,424,168

estimated total spend during OHC weekend

\$155,202

tax revenue generated



"This is one of my favorite events in Chicago. I have attended 8+ years. I have learned so much about the city and different neighborhoods."

– OHC attendee

ENGAGEMENT & REACH

MEDIA RELATIONS

2024 media coverage spanned print, digital, TV and radio, effectively driving attendance for Open House Chicago. This year, every local television network requested interviews with key CAC staff, leading to some of the event's best performances yet in terms of impressions and earned media value.



\$6.4M in total value of earned media/publicity

706M impressions



134 articles and broadcasts on local TV and radio



PAID MEDIA

For Open House Chicago 2024, paid media efforts prioritized local engagement through digital platforms and transit advertisements. Additionally, a poster campaign focused on participating neighborhoods, ensuring a strong presence in community hubs and public spaces. These localized efforts helped connect with residents and visitors, fostering deeper engagement across the city.



OHC ONLINE

In 2024, the CAC relaunched its website with newly designed OHC pages, enhancing the digital experience for attendees.

The updated site serves as a comprehensive resource for exploring the city's architectural gems, featuring detailed site information and curated itineraries.

Complementing this, CAC's mobile app—available for free on iOS (Apple) and Android (Google)—allows users to favorite sites and create and share their custom itineraries. The CAC encourages visitors to utilize both platforms to fully engage with the OHC experience and discover the rich architectural history of our city.



3.5M

unique page views

235K

unique users

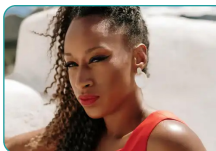


9.34%

unique user increase from 2023



10 THEMED ITINERARIES, INCLUDING 5 SPECIALLY CURATED BY NOTABLE CHICAGO COMMUNITY MEMBERS



CECILIA CUFF, BRONZEVILLE HOSPITALITY DESIGNER

Cecilia's Picks 9 sites



CRISTIAN ROLDAN, HUMBOLDT PARK ARTIST

Cristian's Picks 10 sites



SHERMANN DILLA THOMAS, HISTORIAN

Dilla's Picks 10 sites



GEOFFREY BAER, WTTW PRODUCER AND PROGRAM HOST

Geoffrey Baer's Picks 14 sites



ELEANOR GORSKI, CEO & PRESIDENT OF CAC

Exploring the Arts 8 sites

SOCIAL ENGAGEMENT

SOCIAL MEDIA

The CAC launched a social media campaign for Open House Chicago across Instagram, Facebook and LinkedIn. Throughout October, these platforms generated millions of impressions. In addition, a social media toolkit was delivered to every site, community partner, media outlet, board member and staff member to make it easy for our advocates to share the OHC message with their own audiences in a consistent manner.

Engagement rates were up on all platforms in the 14 days leading up to OHC, compared to the previous 14 days.



PERCENTAGE INCREASE IN ENGAGEMENTS BY PLATFORM



INSTAGRAM
+53.6%

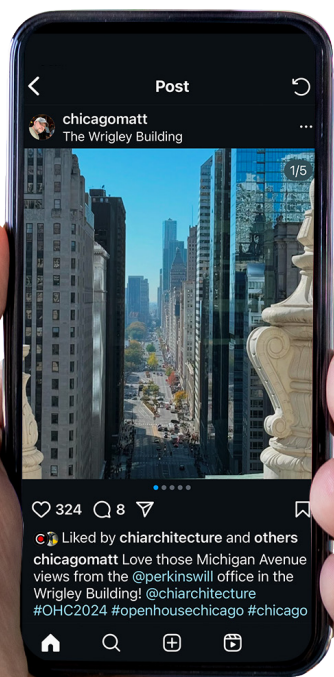


FACEBOOK
+52.5%



LINKEDIN
+20.6%

TOTAL ENGAGEMENT INCREASE ACROSS ALL PLATFORMS
+46.7%



SOCIAL MEDIA FOLLOWER GROWTH

INSTAGRAM:
+1,014

FACEBOOK:
+232

LINKEDIN:
+155



THANK YOU COMMUNITY PARTNERS

The CAC works closely with community organizations in many capacities, from identifying OHC sites and recruiting volunteers to actively promoting the event.

Community Partners represent a wide range of organizations essential to the character and vitality of their neighborhoods, even if they don't serve as traditional OHC "sites." These partners include arts and culture organizations, community service and advocacy groups, nonprofits, neighborhood chambers of commerce, and more. Their involvement is key to the success and depth of OHC programming.



23 COMMUNITY PARTNERS

"I loved the welcomeness and feeling of community that the events inspired. It was interesting hearing businesses and people who use these spaces discuss their projects."

– OHC attendee

Historic Pullman Foundation

Illinois Labor History Society

Camp Douglas Restoration Foundation

Bronzeville-Black Metropolis National Heritage Area

Urban Juncture

Urban Rivers

National Museum of Mexican Art

Chicago Cultural Alliance

Englewood Arts Collective

Grow Greater Englewood

Greater Chatham Initiative

Choose Chicago

Walt Disney Birthplace Home

Steppenwolf Theater

Driehaus Museum

Graceland Cemetery

BUILD Chicago

Firebird Community Arts Center

National Museum of Puerto Rican Arts & Culture

OPEN Center for the Arts

Jane Addams Hull-House Museum

National Hellenic Museum

Ignite Glass Studio

THANK YOU TO OUR SUPPORTERS AND VOLUNTEERS FOR MAKING OPEN HOUSE CHICAGO POSSIBLE

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



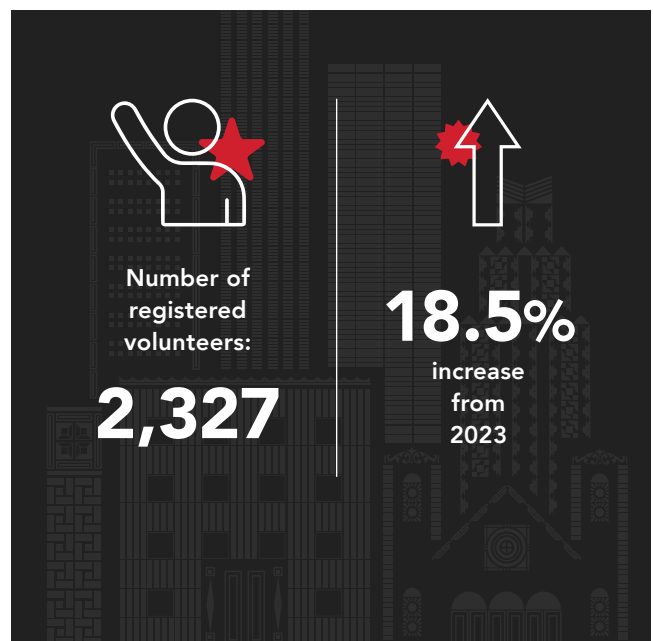
To get involved as a sponsor or donor for OHC 2025, please reach out to Jenny Seidelman at jseidelman@architecture.org.

A special thank you to our remarkable volunteers! In 2024, OHC reached a record number of volunteers whose dedication and hard work, beginning well before event weekend, has been instrumental to the success of this city-wide event. Together, we celebrate Chicago's diverse architecture and history, making OHC an unforgettable experience. Thank you for being the heart of this event and sharing your passion with the community!

"I would like to thank all of the incredible volunteers who helped make this event possible. And all of CAC's hard work and dedication are truly appreciated.

As a member of the CAC, I thoroughly enjoy exploring the rich history of Chicago and how it beautifully intertwines with the city's innovative strides in modern living. It's a privilege to be part of a community that values both our past and our future, and I look forward to participating in future events."

– OHC attendee



Save the Date

OHC 2025

The CAC will host the 15th annual Open House
Chicago in 2025 on **October 18-19**.

Mark your calendars and find out more at
[openhousechicago.org!](https://openhousechicago.org)

CHICAGO ARCHITECTURE CENTER

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