

## **Building FAQ**

Q: What kind of buildings will be presented at Doors Open?

A: Preference will be given to buildings who meet the following criteria:

- Buildings with interiors not usually open to the public
- Buildings that are open to the public, but with access to areas not usually open for public view
- Buildings with significant architectural features and/or with historical, social and cultural significance to the city.
- Buildings that can commit to a one day event on June 15, 2019 from 9 am to 5 pm (or a specified duration within event hours)
- Buildings that have maintained their original interior features and/or successful adaptive reuse features

Q: What is the mission of Doors Open Buffalo?

A: Doors Open Buffalo inspires greater appreciation for Buffalo's unique history and architecture through free public access to significant building interiors. Doors Open Buffalo's vision is to build relationships for residents and visitors with Buffalo's history and architecture.

Q: Why should my building participate in Doors Open?

A: You will be able to showcase your building and business to a large number of people in one day. You will be promoting civic pride and increase awareness for residents and visitors about all that Downtown Buffalo has to offer. You will play a part in creating a positive economic impact for Downtown Buffalo (eg. Visitors will revisit the downtown area after learning more about it. Visitors will use your business after learning more about it. Visitors are likely to go to local restaurants for a meal or refreshment the day of the vent and become return customers.

Q: How many people will attend Doors Open Buffalo?

A: Our goal is to host approximately 15,000 visitors. This is based off of the success of other cities' Doors Open weekends like Pittsburgh (36,000 over two days) and Baltimore (9-10,000 annually).

Other cities attendance: Chicago: 80,000 annually

Milwaukee: 4<sup>th</sup> most attended Doors Open after Chicago, London & Toronto

Toronto: More than 2 million visitors since its inception in 2000

Q: What other buildings will be on the tour?

A: As of October 2018 the following buildings have agreed to participate: One M&T Plaza, M&T Gold Dome Bank, Central Library, The Electric Tower, St. Joseph's Old Cathedral and the WNY Book Arts Center. Our goal is to have 25-30 buildings participate in the inaugural year of Doors Open Buffalo.

Q: Who will the event be marketed to?

A: The event will be heavily marketed to residents in the City of Buffalo AND to surrounding suburbs. The Event Guide & Map will be distributed prior to June 15 in area newspapers. There will be a Doors Open Hub on the day of the event where visitors can pick up their Event Guide/Map & Plan their tour. We will also host a mobile-friendly website and social media pages. We encourage you to market your building's participation in the event through your own channels of communication like newsletters and social media.