

Heritage Winnipeg's DOORS OPEN 17TH ANNUAL WINNIPEG PORTES OUVERTES



doorsopenwinnipeg.ca

#doorsopenwinnipeg

2020
COMMUNITY
SUPPORT
OPPORTUNITIES

FREE
ADMISSION!

September
12 & 13, 2020

United in Celebration



About Heritage Winnipeg



Heritage Winnipeg is a non profit, charitable organization incorporated in 1978. It is mandated to promote and encourage the conservation of historic/heritage structures and sites, and to attend to those matters which enhance and complement this purpose. Emphasis is on restoration, revitalization, preservation, education and advocacy, in order to augment the cultural inheritance of the community, with consideration for pertinent logistics and feasibility. For over 40 years Heritage Winnipeg has played a very important role in the conservation of Winnipeg's built heritage.

HERITAGE WINNIPEG:

- recognizes people and building projects dedicated to Winnipeg's built heritage at our Annual Preservation Awards
- annually participates in Manitoba Day and the Red River Heritage Fair
- annually hosts Doors Open Winnipeg along with the Doors Open Winnipeg Peoples' Choice Awards and Volunteer Reception
- collaborates with all levels of government and building owners to protect significant heritage buildings and augment policies, bylaws and community plans
- works with various stakeholders, community leaders, developers and professionals to make heritage conservation projects economically viable and sustainable
- partners with other organizations to support research, digital projects and publications about Winnipeg's heritage
- offers educational outreach programs to schools and community groups of all ages speaking about the various aspects of Winnipeg's built heritage
- maintains a resource centre and virtual library (www.virtual.heritagewinnipeg.com) with 3000+ archival photos, covering Winnipeg's history and built heritage issues, used by teachers, students, building owners, developers, government agencies, tourists and the public
- publishes a blog (www.heritagewinnipeg.blogspot.ca) covering current issues and the rich history of Winnipeg's built heritage
- provides student employment through programs such as Young Canada Works in Heritage Institutions, the Winnipeg Foundation's Summer Internship Program and Red River College Creative Communications work placement program

WWW.HERITAGEWINNIPEG.COM

History of Doors Open Winnipeg

Doors Open traces its roots to France in 1984, with the introduction of La Journée Portes Ouvertes des Monuments (Monuments Open House Day). Put on by the Ministry of Culture, the event was intended to encourage the people of France to discover the country's rich heritage, including arts, culture, archaeology, industries, agriculture, rivers, military and more. The event was such a success that it quickly spread throughout Europe, with events in the Netherlands, Sweden, Ireland and Belgium. In 1990 Scotland was the first to host such an event under the name Doors Open. By 1991 these events had all become a part of European Heritage Days, a consortium of free events taking part in 50 countries each September, welcoming up to 20 million visitors annually.

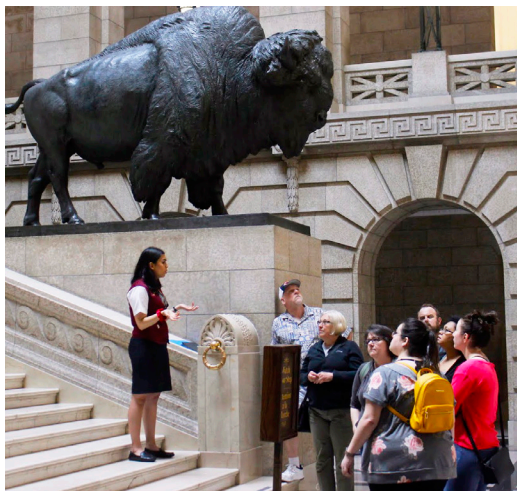
Doors Open arrived in North America in 2000, as a millennium project in Toronto. Hosted by Heritage Toronto, the weekend long event saw over 150 culturally significant buildings opened to the public for free. It has since become an annual event, attracting over 2 million visitors.

...In Winnipeg

The inaugural Doors Open Winnipeg event was launched in 2004 by Heritage Winnipeg and the Downtown BIZ. Starting out with 30 buildings in the downtown and St. Boniface areas, the event had expanded throughout the city by 2007. Doors Open Winnipeg is now held annually during the last weekend of May. The public is invited to take walking tours and explore built heritage treasures, cultural institutions and other buildings of interest not normally accessible to the public, all completely **free of charge!** This event is both entertaining and educational, attracting tourists and local residents, and increases our civic and community pride by proudly displaying Winnipeg's architecturally, culturally and historically significant buildings.

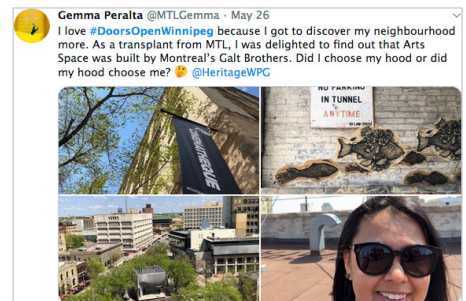
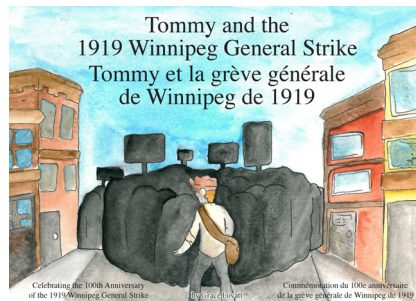


Doors Open Winnipeg 2019



Doors Open Winnipeg 2019

Doors Open Winnipeg 2019 was the most successful event to date! A record 112 different buildings, events and tours took place over the course of the last weekend in May. Over 600 volunteers joined forces to welcome the public to this FREE event that celebrates Winnipeg's unique spaces, architecture, culture and history. The weekend was a celebration of the 1919 Winnipeg General Strike, with exhibits, tours, a children's book and more commemorating the 100th anniversary. The public was also encouraged to "bring a tin for the bin" to support a new partnership with Winnipeg Harvest. Heritage Winnipeg held a **social media contest** to encourage people to engage with the event online, with local business donating a Downtown Winnipeg prize pack. The public was also encouraged to go online after attending to vote for their favourites in the **9th Annual Peoples' Choice Awards**. The tireless efforts of the many volunteers was later recognized at the **Awards and Volunteer Reception** at the historic Millennium Centre, where the coveted Peoples' Choice Awards were handed out.



Heritage Winnipeg is looking forward to Doors Open Winnipeg 2020 with exciting new buildings, events and tours. We will also be commemorating Manitoba 150, celebrating the past and present places connected to this monumental milestone!

WWW.DOORSOPENWINNIPEG.CA

Marketing and Communications



The Thursday prior to the Doors Open Winnipeg weekend, the event program is delivered to over 100,000 Winnipeg Free Press subscribers with an additional 4000 programs distributed to Travel Manitoba, Winnipeg Public Libraries, and other local buildings. Before and during the event, numerous newspaper articles, radio interviews and television interviews feature Doors Open Winnipeg, as well as advertisements on radio and television. In September 2019, Doors Open Winnipeg was featured in a limited edition board game, Winnipeg Opol.



Social Media and Online Presence

Over 2,500 follows on Facebook, with popular posts reaching up to 4200 people @DoorsOpenWinnipeg



Over 1,800 followers on Instagram and growing! @heritagewpg

Over 4,800 followers on Twitter, averaging 1400 tweet impressions per day @HeritageWPG



Over 600 subscribers to the Heritage Winnipeg Blog, almost 200 articles posted, with top blogs receiving over 6,000 views



All Heritage Winnipeg and Doors Open Winnipeg social media is branded with the official poster for the year. Doors Open Winnipeg is promoted across all Heritage Winnipeg's social media, enticing the public with fascinating factoids and sharing pertinent information as the event draws near. Additionally, Doors Open Winnipeg also has a dedicated website, [DOORSOPENWINNIPEG.CA](https://doorsopenwinnipeg.ca). The website is a hive of activity in the spring, constantly being updated with the latest participants and information. The website draws a stream of views from excited guests looking to plan their Doors Open Winnipeg weekend adventure.

Community Support Opportunities

This **FREE** community event would not be possible without your support!

All donations receive a charitable tax receipt
(charitable registration #11895 6572 RR0001)



MARBLE **\$15,000 contribution or more**

- Corporate logo displayed on Doors Open Winnipeg website home page
- Prime positioning of corporate logo in all areas of sponsorship recognition
- Corporate logo displayed in the Doors Open Winnipeg television commercial
 - Link to corporate website from Doors Open Winnipeg website
 - Acknowledgment on Doors Open Winnipeg social media
 - Recognition at the Doors Open Winnipeg media events and Peoples' Choice Awards and Volunteer Reception
 - Acknowledgment in the Heritage Winnipeg Annual Report

LIMESTONE **\$10,000 contribution**

- Prime positioning of corporate logo in all areas of sponsorship recognition
 - Link to corporate website from Doors Open Winnipeg website
 - Acknowledgment on Doors Open Winnipeg social media
 - Recognition at the Doors Open Winnipeg media events and Peoples' Choice Awards and Volunteer Reception
 - Acknowledgment in the Heritage Winnipeg Annual Report

Community Support Opportunities

GRANITE

\$5,000 contribution or more

- Corporate logo used in all areas of sponsorship recognition
- Link to corporate website from Doors Open Winnipeg website
- Recognition at the Doors Open Winnipeg media events and Peoples' Choice Awards and Volunteer Reception
- Acknowledgment in the Heritage Winnipeg Annual Report

TERRA COTTA

\$2,500 contribution

- Corporate logo used in all areas of sponsorship recognition
- Link to corporate website from Doors Open Winnipeg website
- Recognition at the Doors Open Winnipeg media events and Peoples' Choice Awards and Volunteer Reception

SUPPORTER

\$500 contribution

- Corporate logo used in all areas of sponsorship recognition
- Link to corporate website from Doors Open Winnipeg website

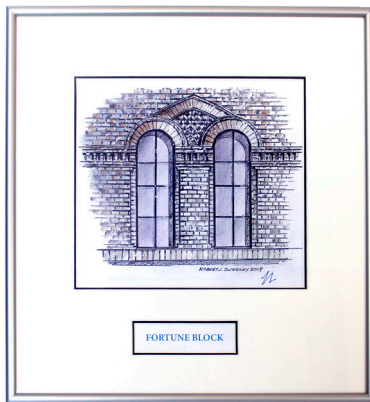


*Thank you for
your consideration!*



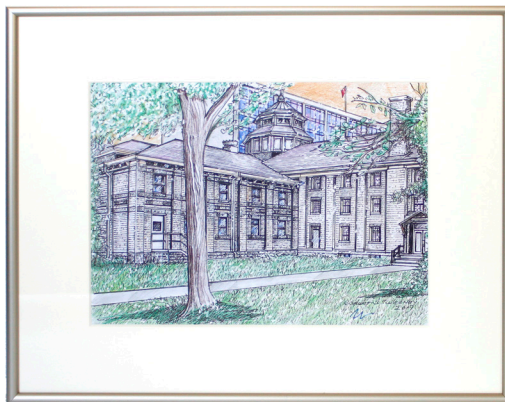
The 9th Annual Peoples' Choice Awards

Winners are determined by the public and receive an original framed print of their building by local artist Robert Sweeney.



BEST NEW PARTICIPANT

Fortune Block
230 Main Street



BEST OVERALL EXPERIENCE

Vaughan Street Jail
444 York Avenue



BEST ARCHITECTURE

Marlborough Hotel
331 Smith Street

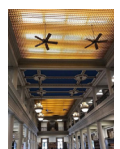
Social Media Contest



🌿 **CONGRATULATIONS KAITLIN!** 🌿

2019 Doors Open Winnipeg Social Media Contest Winner

Our first year experiencing this, and now... I love #DOORSOPENWINNIPEG because ... I am obsessed with old buildings and their architecture! I have always wanted to wander around Winnipeg's heritage buildings.. just found out a few months ago there is one day a year you can actually do it! Today we saw Vaughan Street Jail, the Legislative building, Government house, the Law Courts and the newly restored Fortune block.



Thanks to all our 2019 Sponsors!

MARBLE

Canada 



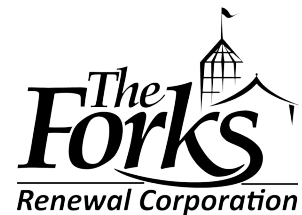
GRANITE

Manitoba 



TERRA COTTA

POLLARD
banknote limited



SUPPORTER

ALPHA MASONRY

downtown
WINNIPEG BIZ

MEDIA
SPONSORS



City

For more information please contact

HERITAGE WINNIPEG

Cindy Tugwell
Executive Director

509-63 Albert Street
Winnipeg, Manitoba, R3B 1G4
P: 204-942-2663 F: 204-942-2094
cindy@heritagewinnipeg.com
www.heritagewinnipeg.com



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