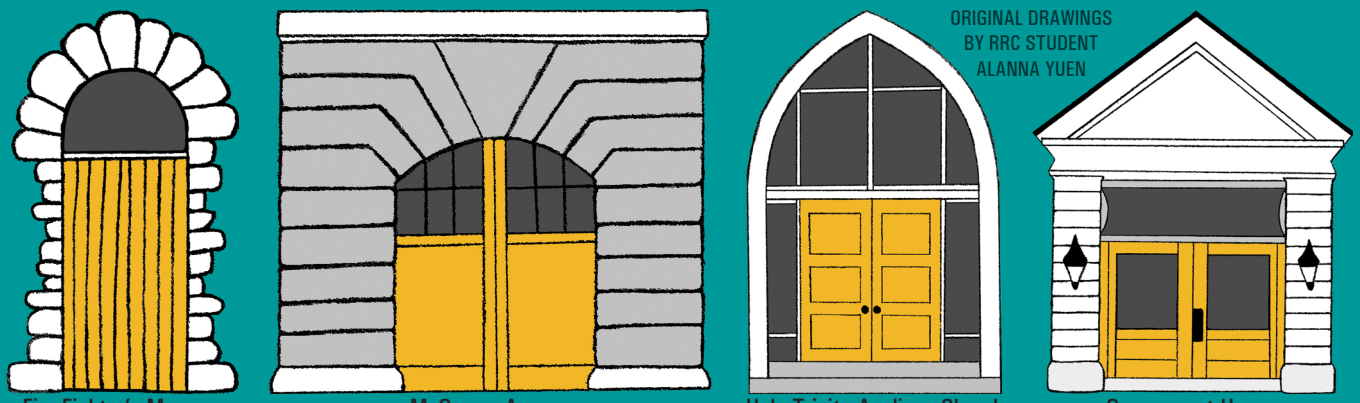
HERITAGE WINNIPEG PRESENTS

DOORS OPEN WINNIPEG

PORTES OUVERTES

May 26th & 27th 2018



Fire Fighter's Museum | McGregor Armoury | Holy Trinity Anglican Church | Government House

Celebrating The Stories Our Buildings Tell

2018

COMMUNITY SUPPORT OPPORTUNITIES

WHAT IS HERITAGE WINNIPEG?

HERITAGE WINNIPEG

Heritage Winnipeg is a nonprofit, 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 compliment 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 40 years Heritage Winnipeg has played a very important role in the conservation of Winnipeg's built heritage.

HERITAGE WINNIPEG:

- collaborates with all levels of government and building owners to protect significant heritage buildings and augment policies, by-laws 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 with 3000+ archival photos (www.virtual.heritagewinnipeg.com), covering Winnipeg's history and build heritage issues, used by teachers, students, building owners, developers, government agencies, tourists and public;
- publishes a blog covering stories about Winnipeg's heritage and current issues related to it (www.heritagewinnipeg.blogspot.ca);
- 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;
- recognizes people dedicated to Winnipeg's built heritage at our annual *Preservation Awards;*
- participates in *Manitoba Day* and the annual *Red River Heritage Fair* at the University of Winnipeg;
- hosts the annual *Doors Open Winnipeg* and the *Volunteer and Awards Reception*

WWW.HERITAGEWINNIPEG.COM

HISTORY OF DOORS OPEN

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, starting in the Netherlands in 1987, Sweden and Ireland in 1989 and Belgium in 1990. In 1990 Scotland hosted such an event, being the first to do so 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.

HISTORY OF DOORS OPEN WINNIPEG

In 2004 the inaugural Doors Open Winnipeg event was launched by Heritage Winnipeg and the Downtown BIZ. Starting out with 30 buildings in the downtown and St. Boniface areas, the event 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 enter 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 residence and increases civic and community pride by proudly displaying Winnipeg's architecturally stunning and historically significant buildings.

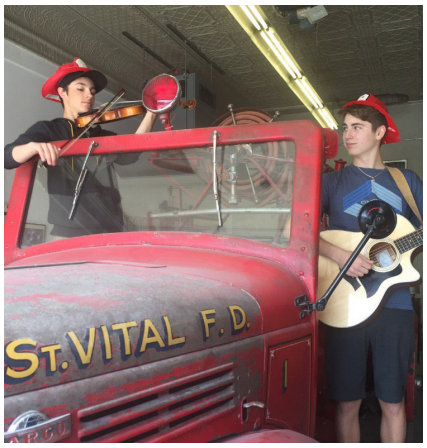
DOORS OPEN WINNIPEG PORTES OUVERTES

May 26th & 27th 2018

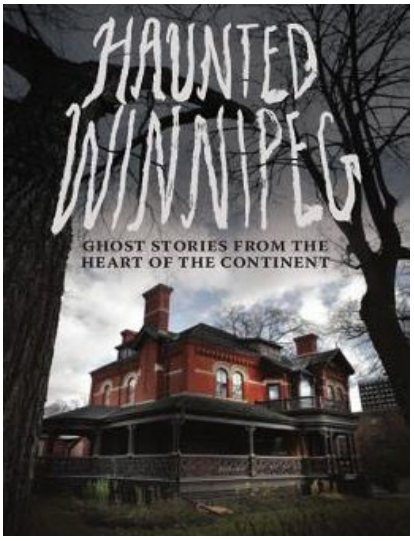
DOORS OPEN WINNIPEG 2017



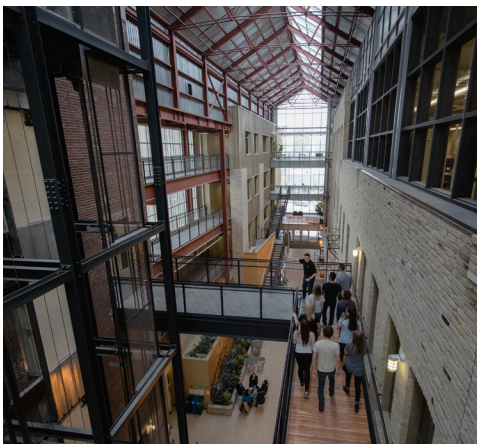














DOORS OPEN WINNIPEG 2017

Doors Open Winnipeg 2017 was the most successful event to date, with a record 91 different buildings, events and walking tours taking place over the course of the weekend. Over 500 volunteers joined forces to welcome the public to this **FREE** event that celebrates Winnipeg's unique spaces, architecture, culture and history. Heritage Winnipeg held a raffle in support of the event, with local business donating enough to create three fantastic prizes, each valued over $1000. It was the best attended year with over 31,000 site visits! The public was encouraged to go online after attending, and vote for their favourites in the Peoples' Choice Awards. The tireless efforts of the participants was later recognized at the *Volunteer and Awards Reception*, where the coveted Peoples' Choice Awards were handed out.







Doors Open Winnipeg 2018 will be the 15th year of the event, taking place in conjunction with the 40th anniversary of Heritage Winnipeg. Building on past successes, Heritage Winnipeg is planning for its biggest event to date, including the addition of a street festival.

DOORS OPEN WINNIPEG PORTES OUVERTES
May 26th & 27th 2018

MARKETING AND COMMUNICATIONS

Heritage Winnipeg partners with the Red River College Creative Communications program which provides a student intern who designs the annual Doors Open Winnipeg poster, which is used in some form for branding all Doors Open Winnipeg material.



The Thursday prior to Doors Open Winnipeg, an informational insert is delivered with the *Winnipeg Free Press*, containing the location, dates, times, history and a photo of each building, event and tour taking place. Over 100,000 inserts are delivered with the newspaper and an additional 4000 informational inserts are distributed to Travel Manitoba, Winnipeg Public Libraries and other businesses throughout the city.





Numerous media outlets cover Doors Open Winnipeg leading up to the event, including newspaper articles, radio interviews and televised interviews from participating buildings.

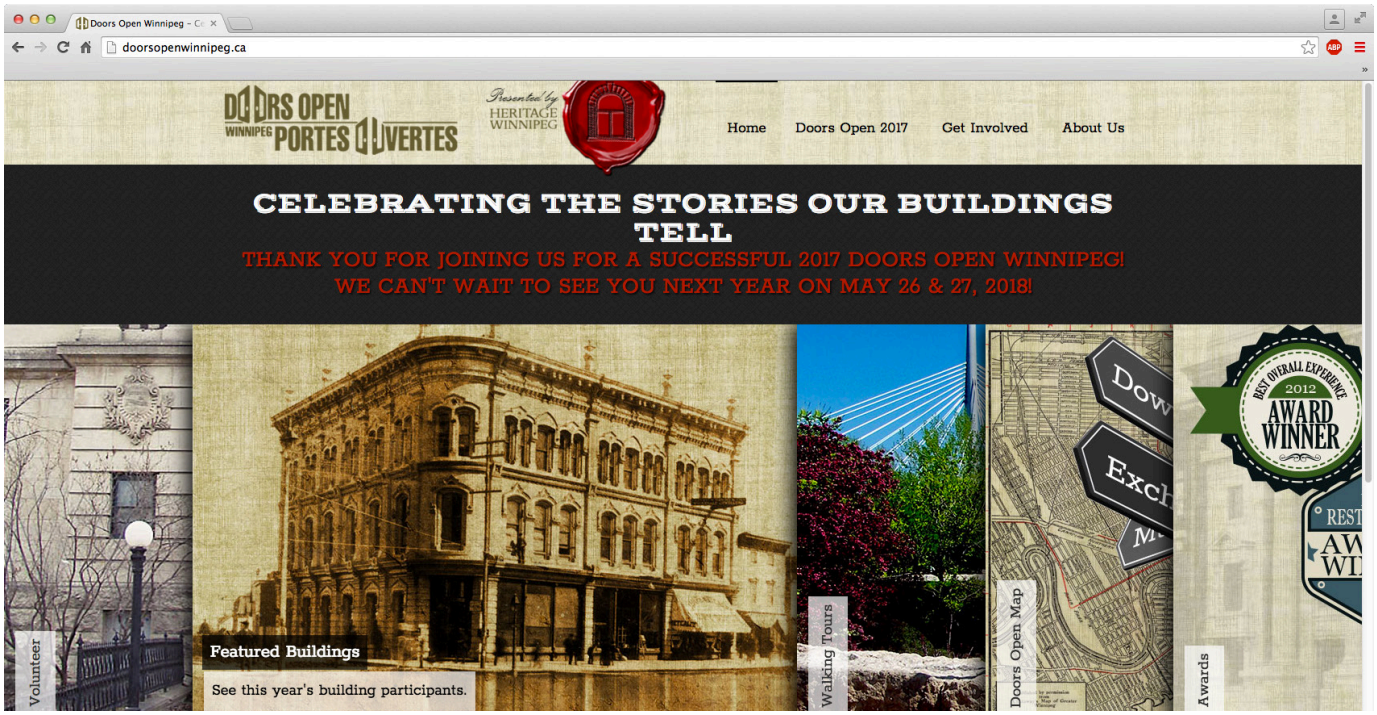
SOCIAL MEDIA AND ONLINE PRESENCE

Over 1000 followers on Facebook, with each post reaching an average of over 600 views in the spring
facebook.com/DoorsOpenWinnipeg

Nearly 800 followers on Instagram and growing!
instagram.com/heritagewpg

Over 4000 followers on Twitter, averaging 1400 tweet impressions per day
twitter.com/HeritageWPG

Over 500 subscribers to the Heritage Winnipeg Blog, over 100 articles posted, top blogs receiving over 6000 views
heritagewinnipeg.blogspot.ca



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. The website is a hive of activity in the spring, constantly being updated with the latest participants and information. The website draws an endless stream of views from excited guests looking to plan their Doors Open Winnipeg adventure.

COMMUNITY SUPPORT OPPORTUNITIES

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

All donations will receive a charitable tax receipt

(charitable registration #118956572RR0001)

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 volunteer and awards 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 volunteer and awards reception
- Acknowledgment in the Heritage Winnipeg Annual Report

COMMUNITY SUPPORT OPPORTUNITIES

GRANITE

$5,000 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 volunteer and awards 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 volunteer and awards reception

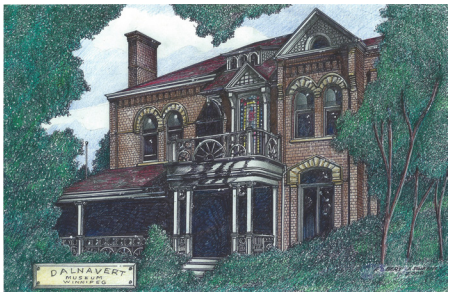
SUPPORTER

$500 to $1,500 contribution

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

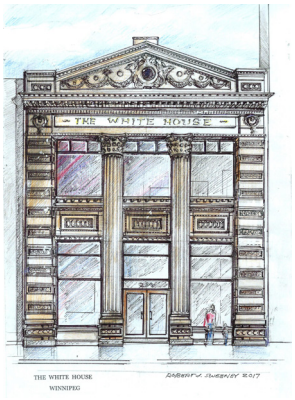
Thank you in advance
for your consideration!

2017 PEOPLE'S CHOICE AWARD WINNERS



Best Restoration
Dalnavert Museum and Visitors' Centre
61 Carlton Street

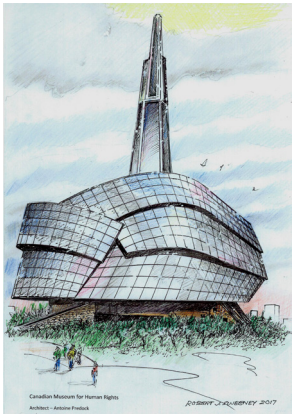
Winners received a original framed, signed, ink print of their building by artist Robert Sweeney



Best Experience
The White House
234 Portage Avenue



Best Guided Tour or Programming
Vaughan Street Jail
444 York Avenue



Best Architecture
Canadian Museum for Human Rights
85 Israel Asper Way



The Hidden Gem
McBeth House
31 McBeth Street

Winners determined by votes from the public
www.doorsopenwinnipeg.ca/award

THANKS TO ALL OUR 2017 SPONSORS!

MARBLE

Winnipeg

GRANITE

THE Great-West Life ASSURANCE COMPANY

POWER CORPORATION OF CANADA

THE MANITOBA ASSOCIATION OF ARCHITECTS

Manitoba

downtown WINNIPEG BIZ CAN WE GET YOU ANYTHING?

TERRA COTTA

POLLARD banknote limited

The Forks Renewal Corporation

BMO 200

SUPPORTER

ALPHA MASONRY

City

102.3 KiSS today's best music

Winnipeg Free Press

centreventure development corporation

For more information please contact

HERITAGE WINNIPEG CORPORATION

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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