



VENUE FREQUENTLY ASKED QUESTIONS

What are the criteria for determining which venues will be selected to participate in Doors Open Minneapolis 2025?

- Venues that are not usually open to the public, generally not visited by the public, or have areas not usually open to the public, and have some significant architectural features and/or have historical, architectural, social, or cultural significance.
- Venues that are open to the public and have a story to tell that may not typically be known to the public.
- Venues that plan to offer creative and engaging programming for visitors during the event.
- Venues with significant original features and/or successful adaptive reuse features.
- Venues representing the cultural diversity of Minneapolis.

What are participation guidelines?

- Doors Open Minneapolis hours will be 10:00 am to 5:00 pm on May 17 and 18, 2024. It is preferred that buildings remain open for the entire duration of the event, and at a minimum one full day of the weekend.
- Rethos will provide greeter volunteers at each building site to greet and tally visitors, as well as provide general instruction and answer questions about the event. Your venue has the opportunity to staff your site with individuals who can tell the story of your building, business, or activity. Your venue may also provide greeter volunteers instead of Rethos, if preferred.
- At least one building representative must be on the premises from 9:00 am to 6:00 pm. That person will be responsible for opening and closing the building and have the authority to make decisions.

What is the process for venue selection?

To ensure that your building will be considered for participation, you will need to submit an online application by no later than 5:00 pm on January 15, 2025. The list of participating buildings will be finalized by the end of January 2025. If your building is selected to participate, the primary contact will receive an approval email or phone call.

Is there a fee to participate in Doors Open Minneapolis?

No, there is no fee to be a participating venue. However, if you are interested in sponsorship or advertising opportunities to provide additional visibility for your site, please contact Judy Hawkinson at judy@rethos.org.

Must my building present a guided tour or program?

Rethos requests that venues provide some form of programming but have flexible guidelines around what programming may entail. Programming could include guided or self-guided tours (recommended maximum 15-20 minutes), docents available for storytelling and Q&A, crafts and activities, signage and photos, or any way in which your venue would like to tell its story. We encourage you to get creative! Planning engaging and fun programming will ensure that:

- Your venue is more likely to be chosen to participate in Doors Open Minneapolis.
- Visitors will enjoy their experience at your venue.

How can security be maintained at a venue?

You can restrict access to areas in your building you do not wish the public to visit. Use signage, staff, and/or barriers like rope to block access to private areas.

Is a building responsible for its own staffing?

Rethos will provide volunteer greeters at each venue if requested in the Venue Application. These volunteer greeters do not assist with venue programming. Your venue is responsible for providing at least one person who is responsible for being the point person for issues that may arise over the course of the weekend. Your venue must staff itself appropriately for the programming you plan to provide.

How many visitors should a site expect?

Based on participation in Doors Open Minneapolis 2024, we anticipate approximately 20,000 total visitors in 2025. In 2024, attendance ranged at each venue from less than 100 throughout the weekend to over 5,000. Attendance is not guaranteed and depends on many variables. If there is a concern about too many people visiting your site, we can plan accordingly to alleviate those concerns.

How will the event be publicized?

Doors Open Minneapolis is partnered with the Star Tribune, Comcast, and dozens of other media organizations to promote the event to residents of the seven-county metro area, as well as people from throughout the Midwest and around the country. A printed program guide, the Doors Open Minneapolis and Rethos websites, and social media will be primary vehicles for publicizing the program. Building representatives and organizations can also be helpful in publicizing the event through their own networks via email and social media.

Is Doors Open Minneapolis limited to individuals visiting sites May 17 and 18, 2024?

No. To add context to the 'open house' concept, we offer online stories, in-person presentations and possibly limited curated tours, featuring experts and building representatives, that can tell the stories that bring to life the many businesses and individuals that are essential to a venue's livelihood. We also incorporate the hospitality industry (restaurants, bars, food trucks, and hotels) in the event to make it even more fun and welcoming!

Why should I participate?

The diverse spectrum of individuals, businesses and organizations that are housed in buildings and venues throughout Minneapolis are what make our community such a great place in which to live, work, and visit. Doors Open Minneapolis is a platform for telling stories that allow residents and visitors to better appreciate our city and its complexity. You are part of the city's fabric, and your story is valuable. Many of you will benefit from the increased exposure your venue, business, and organization receive. This is a unique and rare opportunity to increase foot traffic and visibility of your venue at no cost to participate.