



openhousenewyork Weekend '07:
Program Sponsors
Frequently Asked Questions & Answers

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I. Introduction to openhousenewyork (OHNY)

Q. Who is organizing this event?

A. openhousenewyork (OHNY) is a nonprofit organization that provides public programming year-round to engage and challenge diverse audiences to appreciate and understand the impact architecture and design have on our every day lives. Through direct experiences and dialogue with architects, designers and planners, OHNY opens doors for the public to discover cutting-edge new work, restoration of NYC landmarks, construction of infrastructure and engineering works, and neighborhood planning efforts.

OHNY annually presents openhousenewyork Weekend, America's largest annual architecture and design event and New York City's most exciting autumn tradition on the first weekend of October.

Q. What is openhousenewyork's mission?

A. openhousenewyork celebrates New York City's architecture and design and:

- promotes a greater appreciation of New York City's built environment;
- broadens public awareness by exposing a diverse audience to distinctive examples of architecture, engineering and design;
- educates and provokes discussion of issues of excellence in design, planning and preservation;
- showcases outstanding new work as well as buildings and structures of historic merit.

Q. What were the event statistics for the 4th Annual OHNY Weekend?

A. The 4th Annual openhousenewyork Weekend, October 7 & 8, 2006 welcomed nearly 90,000 visitors to 180 of the city's most interesting spaces and 120 tours, workshops and onsite talks. Over 125 art, civic, educational and cultural organizations participated in the 4th Annual openhousenewyork Weekend, while over 55 architecture and design firms opened their studios and project spaces/creations to the public for interactive discussions and tours.

Q. When will openhousenewyork Weekend take place?

A. Saturday and Sunday, October 6 & 7, 2007, rain or shine.

Q. What type of programs does OHNY provide?

A. OHNY's six core programs address New York City's architecture, design and planning to enhance access to spaces typically removed from the public realm. In addition, year-round, fee-based programs highlight different OHNY programs outside of the OHNY Weekend (see page 6 for more details).

- opendialoguenewyork: *Speak with architects, designers, planners, and scholars about their work at onsite talks and tours. Discuss the thoughts, challenges and inspirations that shape New York City's places and spaces.*

opendialogue program sponsors provide on-site talks and tours given by architects and designers, historians and style/design experts.

- sustainablenewyork: *Learn about innovative and ancient methods of sustainable design in talks and tours around town.*

sustainablenewyork program sponsors address green design issues and concepts in talks, tours, and workshops in all five boroughs. Highlighting the intricate web of green design in the building and renovation of New York City's built environment

broadens the awareness of our diverse audience to the value of sustainable practices.

- architecturemoves: *Enjoy concerts and dance performances staged against the dramatic architecture, sculpture and landscape of New York City.*

architecturemoves program sponsors cultivate site-specific concerts and dance performances to enthusiastic crowds, bringing the physical landscape to life. Whether it takes place in a cemetery or a staircase, cathedral or sidewalk, architecturemoves is where the performing arts meet the art of the physical environment.

- OHNY kids!: *Special activities just for families. Join in tours, workshops and a photography competition.*

OHNY kids! program sponsors offer youth and families an opportunity to engage in activities including tours and workshops that open discussion and learning of our physical environment to all ages. OHNY kids! activity guide and a teachers' curriculum guide are produced by OHNY to engage kids at home, in their neighborhood, and in the classroom and is available free-of-charge at ohny.org.

- OHNY tours: *Stroll, cycle or paddle the path less traveled and see New York City through openhousenewyork's eyes.*

OHNY tours program sponsors enable the public to investigate architectural icons, historic and revitalized neighborhoods, waterways, infrastructure, and landscapes in all five boroughs from a new perspective.

- Focus on Architecture: *Focus on OHNY sites during the Annual OHNY Weekend and send us your favorite photos! All ages are invited to snap away. Categories: interiors, exteriors, details and people.*

The Focus on Architecture photography competition encourages participants of all ages to closely examine their environment and provide their own personal interpretation. Winners' photos are displayed on ohny.org and are officially announced in an OHNY e-newsletter.

II. Program Sponsor Information

Q. What is the difference between being an OHNY program sponsor and a site sponsor?

- A. Program sponsors develop/offer a talk, tour, performance, or family activity revolving around architecture and/or design elements, issues, and/or principles. Site sponsors provide access to a building/space for the Weekend.

Q. Why should I participate? How do I/does my organization benefit?

A. Private sector companies and organizations:

In a spirit of civic pride and goodwill, openhousenewyork can be a part of your community relations plan. Highlighting the mission, programming and/or work of your organization is a great way to boost pride and volunteer opportunities with OHNY among your staff as well as develop new marketing venues for your business. Engaging the public in an OHNY Weekend as a program and/or site is a great way to reach new audiences and broaden awareness of your organization, company, or brand.

Nonprofit organizations:

OHNY finds that non-profits benefit tremendously from new audience awareness of their programming or physical sites and, more importantly, their historical, cultural and artistic contributions to New York City. Nonprofits find that the openhousenewyork Weekend showcases their mission and how their use of architecture and design enhances the lives of New Yorkers and visitors. In addition, involvement in OHNY allows nonprofits in general, and especially those located in the outer boroughs, greater exposure to individuals who are venturing into these neighborhoods for the first time.

Q. How will openhousenewyork market and publicize my participation?

A. Your program name/company/organization will appear in the openhousenewyork event and/or OHNY kids! guides in addition to the equivalent online event guides downloadable at ohny.org. In 2006, in conjunction with *The New York Times*, OHNY distributed nearly 400,000 event guides in all five boroughs. An extensive press and marketing campaign will include advertising and special events leading up to the Weekend celebration. Media coverage of the 2006 event reached more than 25 million people around the world. In addition, the OHNY web site received 10 million hits from 95 countries during the month prior to the event.

OHNY Weekend 2007 expects an audience of 100,000 to attend 200 sites and 120 programs throughout the five boroughs. In addition, OHNY provides regular updates to its 11,000-plus email list.

Q. Can I promote my program through my organization's website and promotional calendar?

A. Yes! We encourage you to highlight openhousenewyork on your website, calendar listings, newsletters, and through general media correspondence. We hope you will directly link to OHNY's website ohny.org/programs and use the OHNY logo (which we will provide).

Please let us know about any promotion you do for our records. Also, please note that openhousenewyork should be listed as one word, spelled in all lower case letters with "newyork" bolded.

Q. Can I contact other OHNY program sponsors to get their opinion about participating in OHNY Weekend?

A. Upon request, openhousenewyork will be happy to refer to you to other OHNY program sponsors to discuss their experiences.

Q. What are the mandatory program requirements to be a Weekend program?

- A. There are six (6) mandatory program requirements for participation in the OHNY Weekend:
- have architecture/design/historical New York City merit
 - accommodate no less than 50 people, ideally in tours, talks or workshops lasting no more than one hour (i.e. two tours of 25 or five tours of 10 also meet this requirement)
 - manage advance registration or reservations (if needed), providing an email address (suggested) and/or phone number in program description
 - manage participants and advance registration (if needed) with appropriate staff (must provide on-site staff contact information)
 - adhere to OHNY Weekend requirements and responsibilities as presented herein
 - participate in site/program sponsor training session in September
 - for each program not affiliated directly with a site, pay nominal, administrative fee (\$50 nonprofit and \$100 for profit). Multi-site / multi-program fees may be negotiable.

Q. What are the required deadlines for program participation for 5th Annual OHNY Weekend, October 6 & 7, 2007?

- A. openhousenewyork requires that program sponsors adhere to the following deadlines for inclusion in the 5th Annual OHNY Weekend:
- **March 15, 2007**: Returning programs confirm participation
 - **April 30, 2007**: New programs confirm participation
 - **June 30, 2007**: Online registration information, waiver and fee all due for inclusion in printed OHNY Event Guide
 - **August 31, 2007**: Online registration, waiver and fee all due for inclusion on OHNY web site listing only
 - **Mid-September**: 1-hour program/site sponsor orientation (date and location TBD)
*OHNY approved late program participation and registration after August 31 is on an individual basis

Q. Is there an orientation meeting to help us prepare?

- A. openhousenewyork requires a representative from each site and program to attend a 60-minute orientation scheduled mid-September prior to the OHNY Weekend. OHNY staff will discuss all logistics and leave plenty of time for questions.

Q. Am I responsible for visitor registration?

- A. If your program has capacity limitations, you are responsible for taking reservations for each program you are offering. Reservations are taken on a first come, first serve basis after the Event Guide has been released to the public.

In terms of efficiency, openhousenewyork highly suggests establishing an email address to take reservations. Please keep in mind that this reservation contact information will be published in the Event Guide and on ohny.org/programs. Therefore, taking reservations by phone can potentially lead to an overwhelming call volume for you and/or your office staff.

Q. May we add additional programs/times/talks/tours due to increased public interest?

- A. Yes. Please feel free to add more tours/workshops/sessions or extend your open hours during the Weekend. If you want to add more to meet demand, please inform us as soon as possible. We will announce these additions on the OHNY website and the

OHNY hotline: (212) 991-OHNY if your additions do not make it into the printed Event Guide.

Q. How many participants can I expect?

- A. The number of participants varies for each program, and you will have control over how many participants you can accept for each program time slot you are offering with options such as limiting the number of participants entering at one time, pre-reservations and stationing staff or OHNY volunteer at the entry to facilitate participant access.

Some of our programs welcomed between 10-100 participants throughout the weekend while others, particularly our opendialogues, saw 500-plus participants. We will work with you to meet your capacity requirements and provide volunteers to help you manage the crowds.

Q. Who is responsible for opening my building/program site and supervising the public?

- A. Each program sponsor is responsible for opening the building/program site and supervising all participants. If high volume is expected, OHNY volunteers can be provided to help greet participants and assist in your efforts to accommodate them. Building staff and/or volunteers will be asked to keep track of participant numbers at each site.

In order to evaluate the program, all participating owners/managers need to complete a mandatory questionnaire after the event.

Q. I need volunteers. How do I request that OHNY assign volunteers for my program?

- A. When you register your program, you will have the opportunity to indicate the number of volunteers your program will require for the Annual Weekend. OHNY will do its best to secure the number of volunteers you need.

All programs must be registered [no later than August 31, 2007](#) for their volunteer request to be considered.

Volunteers are limited to assisting you with crowd control and assisting with check-in/registration the day of your program. Volunteers assigned to a program represent OHNY.

If you are hosting an opendialogue or another program at an OHNY site, volunteers will be on hand at the site and are available per your request to assist the program participants.

Note: OHNY Volunteers receive official OHNY uniforms. If you are planning to use your organization's volunteers for the OHNY Annual Weekend, your volunteers must register with OHNY and indicate your program to receive the necessary OHNY uniform.

Q. What about liability and insurance issues?

- A. openhousenewyork inc. cannot assume liability for any injuries to site visitors or to employees, tenants or guests of site owners or theft, damage, or loss to personal or real property that may occur during openhousenewyork inc. Weekend. Site/Program Sponsors (owners, tenants, and lessees) are responsible for carrying adequate insurance and will be asked to sign a mandatory waiver releasing openhousenewyork from all such liability.

OHNY programs that extend participant involvement beyond walking, i.e., any activity that requires safety precautions such as a helmet, hard hat, or life jacket will warrant each participant to sign a waiver releasing openhousenewyork and your organization from all such liability. OHNY will request to review the waiver form, and if necessary provide an additional form to ensure openhousenewyork inc.'s liability coverage.

Q. Does OHNY cover the costs of security/staffing during the weekend?

A. As a small nonprofit organization, OHNY cannot cover your weekend staffing costs. To help minimize your staffing needs, we can provide volunteers as needed to help you.

Q. May we charge admission to additional programming under the hours I've designated for OHNY programming?

A. Please be aware that OHNY visitors participate in the OHNY Weekend because they are clearly informed that all events are free of charge. Your programs for OHNY are offered under this mandate.

If you are considering offering fee-based or suggested donation events/programs/workshops, we require these take place outside of the agreed upon OHNY programming and hours of operation. As OHNY exchanges marketing and promotion for your participation, please be aware that the OHNY Weekend is not a platform to generate additional revenue. Remember that OHNY visitors will be experiencing your tour/presentation for the first time, and we encourage you to meet their expectations of interesting free-of-charge programs.

However, you may sell refreshments as well as publications, souvenirs, etc. We encourage you to provide information about yourself / your organization as a supplement, but the focus of the day is on architecture, design and a no-fee sense of discovery.

Q. Who is funding the Weekend?

A. openhousenewyork is a non-profit corporation recognized under section 501(c) 3 of the IRS code. openhousenewyork is supported through the help of charitable foundations and corporate sponsorship, city, state, and federal support and individual donations. Please refer to ohny.org/sponsors/cfm for a full list of supporters.

Q. Why is there a fee to participate in the openhousenewyork Weekend?

A. As a small non-profit organization mounting America's largest architecture and design event free-of-charge, OHNY requires a fee to help defray administrative costs: \$50 non-profit organizations / \$100 for-profit companies. Multiple-site / multiple-program fees are negotiable.

We encourage and are grateful to receive further donations, which are tax-deductible, particularly if you feel your organization/company benefits substantially from participation. Please contact us for more information about different levels of giving.

Q. How can I be involved in OHNY beyond the Weekend event?

A. To ensure that the openhousenewyork Weekend programs and sites remain free of charge to the public, OHNY offers fee-based year-round programs. In addition to participating in the openhousenewyork Weekend, you may feel that your organization may also benefit from a smaller fee-based program, singularly highlighted to benefit OHNY.

III. **Contact Information:**

Please let us know if you would like further information or would like to discuss participating in our year-round programming or the 5th Annual OHNY Weekend by contacting:

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