



openhousenewyork Weekend '07  
Site 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;
- broaden 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;
- showcase outstanding new work as well as buildings and structures of historic merit.

### Q. What were the event statistics for the 4<sup>th</sup> Annual OHNY Weekend?

A. The 4<sup>th</sup> 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 4<sup>th</sup> 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 types 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.

- [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.
- [sustainablenewyork](#): addresses Green Design issues in talks, tours, and workshops around town.
- [architecturemoves](#): includes site-specific concerts and dance performances.
- [openhousenewyork\\_kids!](#): offers a youth education activity guide, teachers curriculum guide, family workshops, and tours.
- [OHNY tours](#): enables the public to stroll, cycle or paddle the path less traveled, investigate architectural icons and historic neighborhoods, and see New York City from a new perspective.
- [Focus on Architecture](#): photography competition encourages participants to closely examine their environment and provide their own personal interpretation.

**II. Site Sponsor Information**

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

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

**Q. Why should my building/site participate? How does my organization benefit from participation?**

A. **Private sector companies and organizations:**

In a spirit of civic pride and goodwill, openhousenewyork can be a part of your community relations' plan. Your participation is a great way to boost staff pride and volunteer opportunities through OHNY, as well as develop marketing venues for your business. As a patron or steward of a significant building or site, public recognition for your organization's commitment to fine architecture/design and its preservation can be encouraged during the OHNY weekend by unique access to your facility. OHNY can help your company 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 physical sites and, more importantly, their historical, cultural and artistic contributions to New York City. Nonprofits find that the openhousenewyork Weekend showcase 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 building 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 monthly and weekly 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](http://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 site participants to get their opinion about participating in OHNY Weekend?**

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

**Q. What are the criteria to be a Weekend site?**

A. There are seven (7) mandatory site requirements for participation in the OHNY Weekend:

- have architecture/design/historical New York City merit
- sites should maintain normal weekend hours for OHNY visitor accessibility; sites without normal weekend hours are required to be open for five (5) hours minimum during the OHNY weekend (special consideration regarding specific hours must be discussed with the OHNY program coordinator)
- manage visitors with appropriate staff (must provide on-site staff contact information)
- adhere to OHNY Weekend requirements and responsibilities as presented herein
- pay nominal administrative fee (\$50 nonprofit, \$100 for-profit). Multiple sites fees may be negotiable.
- display/distribute collateral material:
  - OHNY poster: to identify your building as an openhousenewyork site, you will be provided with an openhousenewyork poster to be displayed on the outside of your building.
  - OHNY Event Guides/Kids Guides
  - OHNY sign-in sheets (for head count)
- participate in a mandatory site/program sponsor training orientation session in September

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

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

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

- A. openhousenewyork requires a representative from each site 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. Do I have to open my building/space for the full two days?**

- A. We strongly encourage maximum participation. In order to accommodate our visitors you should plan to open on Saturday and Sunday between 9 am and 5 pm. Sites with normal weekend hours should maintain these hours for OHNY visitor accessibility. Sites without normal weekend hours should be open for a minimum of five (5) hours during the weekend (special consideration regarding specific hours must be discussed with the OHNY Program Coordinator).

Pre-booking/reservations, which you organize and are completely responsible for, are an option for controlling access. We highly recommend that as a site sponsor you set up a general email account to handle all pre-booking/reservations for the weekend.

**Q. Some buildings/sites are already open to the public. Can they still participate?**

- A. Buildings that fit the openhousenewyork profile, but are normally open to the public (e.g. historic and/or architecturally important theatres, museums), may be included in the roster if admission is FREE and access is provided to spaces, tours, activities and/or collections not typically available to the public.

We encourage you to provide special activities or events (i.e. exhibits, talks or behind-the-scenes tours) to enhance the visitor experience. openhousenewyork's opendialogue program, which provides opportunities for direct public interaction with architects and designers discussing their projects in onsite talks and lectures. If you feel your site would be an appropriate space in which to hold an opendialogue or other OHNY programming, we will work with you to arrange this.

**Q. I'd like to participate but I can't imagine having the public roaming through my building/site. How can we make this work?**

A. You don't need to open the entire building/site.

From a designed orientation area you can:

- direct the public to a few places of special interest (e.g. an original boardroom, a special view of the city, a restored stained glass window or a behind-the-scenes location)
- have staff or volunteer OHNY guides on hand to talk about the particular attraction of these areas
- another controlled-access option is to run brief guided tours through your building. We recommend that tours are limited to 30-45 minutes, maximum of one hour

**Q. How many visitors can I expect?**

A. The number of visitors varies at each site, and you will have control over how many visitors go to your site with options such as limiting the number of visitors entering at one time, pre-reservations and staff or OHNY volunteer stationed at the entry to facilitate visitor access.

Some of our sites welcomed between 10-100 visitors throughout the weekend, others had more than 1,000. 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/site and supervising the public?**

A. Each building/site is responsible for opening the building/site and supervising all visitors. OHNY volunteers will be on hand to help greet visitors and assist in your efforts to accommodate visitors. Building staff and/or volunteers will be asked to keep track of visitor numbers at each site.

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

**Q. Besides displaying a poster and unlocking the doors, what other collateral should I provide for openhousenewyork visitors?**

A. While the openhousenewyork Weekend Event Guide will offer basic historic and architectural/design facts about all participating sites, **we strongly encourage** each building/site to provide additional information.

This may be offered in a variety of ways:

- printed handouts
- scheduled lectures or exhibits (see Section 1, OHNY core programs)
- guided tours and/or staff/volunteers stationed throughout the building

openhousenewyork will work with each site owner to ensure the provision of interpretive handouts for adults and children.

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

- A. When you register your site, you will have the opportunity to indicate the number of volunteers your site will require during the annual weekend. OHNY will do its best to secure the number of volunteers you need.

All sites 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 to a site 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 in directing the program participants.

**NOTE:** OHNY volunteers receive official OHNY uniforms. If you are planning to use your organization's volunteers for the OHNNY Annual Weekend, your volunteers must register with OHNY and indicate your site to receive the 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 sponsors, owners, tenants, lessees and Program sponsors 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, for example, 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. Who is responsible for security?**

- A. It is up to each building/site to protect any personal belongings, collections, or the property itself from theft or vandalism and to protect visitors from risk of harm.
- be cautious about items that are put on display. Items of great value (including any priceless antiques or technological equipment) should be locked or moved to places where they are not in danger of being damaged or stolen.
  - never explain any security features of the property, or discuss where items of value are kept. Rooms housing items of value should be cordoned off to restrict people from entering, and, if required, certain rooms or areas of the property should be locked.
  - signify any areas where the taking of photographs is not permitted. It is acceptable to ban photography in certain/all areas of a property to protect against potential theft.
  - monitor the property and/or collection. Have volunteers or staff on security watch to guard the property and/or collection (security attendants monitoring security will not be expected to answer questions, as it will distract their attention).

- ensure visitors will be physically safe by identifying and removing any potential and actual hazards, e.g., tripping hazards, provision of adequate lighting, and unlocking emergency systems.
- monitor the maximum capacity of the site. Some sites have limited capacity. In these cases, monitor the number of people entering and exiting the property to ensure that the crowd does not get too large, thereby posing a risk to safety and security.

**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 as many volunteers as needed to help control crowds.

**Q. May I charge admission to my building?**

A. Please be aware that OHNY visitors often participate in the OHNY Weekend because they know all events are free of charge. Opening your building/site for OHNY during agreed upon hours is 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. In addition, please note that your out-of-pocket costs may not be met, as OHNY is known for its free entry and this may not be the best platform to generate additional revenue. Remember that OHNY visitors will be experiencing your facility 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 your organization and site 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](http://ohny.org/sponsors/cfm) for a full list of supporters.

**Q. Why is there a fee to participate?**

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 and \$100 for-profit companies help us cover our costs. 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 has announced year-round programming for 2007. In addition to participating in the openhousenewyork Weekend, you may feel that your building/site may also benefit from a smaller fee-based event, 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 5<sup>th</sup> Annual OHNY Weekend by contacting:

Jessica Mak, logistical program coordinator

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