



## **3<sup>rd</sup> Annual Doors Open California: Partner and Committee Member Guide**

### **About Doors Open California**

Doors Open California is the largest statewide celebration of historic places in California. Enthusiasts of historic architecture, design, and cultural heritage will have access to over 80 sites across the state on the weekends during the month of September 2024.

This year, we have identified the following dates by region in California:

- San Francisco Bay Area, Santa Rosa & San Diego (September 7-8)
- San Jose, Monterey & Los Angeles (September 14-15)
- Sacramento, Nevada City/Truckee, San Bernardino/Riverside (September 21-22)
- San Luis Obispo-Santa Maria, Mendocino & Pasadena (September 28-29)

The places featured in Doors Open California are places or experiences typically not open to the public but made available specifically for this event.

### **Who are Doors Open California Partners?**

Doors Open California Partners are critical to making this event creative, inclusive, and compelling. Partners could be nonprofit organizations, firms, local governments, educational institutions, museums, property owners, or anyone interested in sharing a special, unique place in their community that is worth recognizing and protecting.

Partners create or provide access to places that typically aren't accessed by the public, and they may share histories that aren't typically told. Partners, in turn, tap into CPF's

international audience of more than 40,000 supporters and followers. Partners may also solicit Doors Open attendees to support their own efforts – as volunteers, donors, or other types of supporters.

## **What makes for a compelling Doors Open experience?**

We are looking for behind-the-scenes or special access to unique, threatened, and/or preserved buildings, landscapes, or features in your community. Doors Open could include walking tours, visits to the hidden vaults of local museums, or access to the inaccessible areas of historic buildings.

As part of the tour, Partners may delve into the uniquely *Californian* history of places in your community, such as the history of neon lighting, social justice movements, food histories, art histories, and more.

## **What does it require?**

Being a Doors Open California partner is simple. You just open the doors to the public and show visitors a special place, tell an untold story, or show your visitors why this place, *your* place, matters. You will need to have a staff member, volunteer, or local expert available to lead your Doors Open site for the date(s) of your experience. We may be able to connect you with a volunteer in our network if you need extra support.

### **Experiences could include:**

1. Guided walking tours of a specific historic building, site, or neighborhood.
2. Access "behind closed doors" - a unique look at architecture or infrastructure from a different perspective.
3. Unique experiences at places that typically charge an admission fee - consider waiving the admission fee for this Doors Open California day to participants.
3. Self-guided tours (curated by paper guide, phone application, or podcast)

### **At the Experience location, additional programming could include:**

1. Special informal lectures on unique topics

2. Community watch party of a documentary or feature film, followed by a panel discussion or Q&A.

## Examples

**These samples from our earlier Annual Doors Open California events may help inspire your ideas. A full listing of previous Doors Open events can be found at:**

- 2022: <https://californiapreservation.org/files/DoorsOpenDescriptions.pdf>
- 2023: <https://californiapreservation.org/files/2023-09-07-Site-Details.pdf>
  
- SoMa LEATHER & LGBTQ Cultural District Tour
- Special Access to the Warnecke Architectural Archives
- Filoli Mansion and Grounds - Special Behind-the-Scenes Greenhouse Tour and Museum Access
- Stockton Gurdwara: The First Sikh Institution in the United States
- Chew Kee Store Museum & Home - A Century-long Legacy Frozen in time - Tour and Tea Drinking Experience
- Backstage Tour of the Ebell Woman's Club
- Architectural Tour of Bernard Maybeck's Masterpiece - First Church of Christ Scientist, Berkeley
- Mannequin Madness: where mannequins go to be Repurposed & Reused

## Access Types

### Open Doors

You will arrange a time with CPF to be available at your location and CPF will promote it to its partners and network. You can choose to be available on one day or both days of the Doors Open California event. These events are open to the public at no cost.

### Special Access

If there are constraints on the number of people you can accommodate, or if you require attendees to pre-register and reserve a spot for your event, then Special Access allows you to limit the size of your group. CPF will handle all registration - you will simply arrange for your on-site expert to lead or monitor the registered attendees.

## **Self-Guided Adventure**

You will need to create or provide CPF with a paper guide, phone app, or podcast (or distribute hard copy guides at the beginning of your Doors Open California event). These self-guided programs are ideal if you are highlighting a larger area or cultural landscape that must be explored on foot, bike, or other modes of transportation.

## **Virtual Passport**

Virtual passport programs allow a much larger audience to see what makes your community or historic place special. CPF has a 15-year history of providing virtual/online programming and can make available any online programming you would like to share, such as virtual or pre-recorded tours.

## **Regions**

For ease of planning for attendees, we will divide the state into six broad regions with “central” cities in each region. Each accepted Doors Open experience will be categorized into one of the six regions and co-promoted with other experiences near the central city.

- **Central Coast**
  - Monterey
  - San Luis Obispo
  - Santa Maria
- **Central Valley**
  - Sacramento
- **North Coast/Bay Area**
  - San Francisco
  - Santa Rosa
  - San Jose
  - Mendocino
- **Northern California**
  - Nevada City
- **Southern California**
  - Los Angeles
  - Pasadena

- San Bernardino-Riverside
- San Diego & Southern Border
  - San Diego

The map will be provided to attendees so they can plan their weekend based on centralized locations.



## **Learn More at our Live Online Orientation**

Please first submit a proposal. Once your proposal is confirmed by CPF staff, you will receive an invitation to our Live online informational session, where all of your questions can be answered about COVID-19 protocols, volunteers, and more.

## **Submit an idea at:**

**<https://californiapreservation.org/doca/ideas>**

## **2024 Doors Open California: FAQs**

Thank you for submitting your partnership solicitation for this year's Doors Open California programming. This will be our 3<sup>rd</sup> annual Doors Open event and we're excited to share our state's most treasured places with our 40,000+ members and supporters, as well as our statewide partnership network.

### **Frequently Asked Questions**

#### **Q. What is Doors Open California?**

A. Doors Open California is a "special access" weekend event highlighting California's lost, forgotten, behind-the-scenes, or special historic places, stories, or landscapes.

Partners and Volunteers form the core of the programming for the Doors Open California events. These individuals, organizations, or institutions provide access to a specific place in their community. In turn, CPF will promote it as part of a larger Doors Open event happening across the state and accessible to the public.

Doors Open California is organized by California Preservation Foundation, a statewide 501c3 non-profit education and advocacy organization whose mission is to protect and celebrate our state's diverse historic places.

#### **Q. What do partners provide?**

A. Partners provide the critical component that makes the Doors Open California special: access and availability. Partners will host an open doors event, which may include in-person access and/or leading a group tour supplemental on-site storytelling sessions, talks, or film screenings; create self-guided tours; or produce online open doors content.

**Q. Why Partner?**

A. Your program will be promoted to CPF's international audience. All partners are given prominent placement in our marketing materials, website, and social media pages, including prominent placement on our website, which receives over 300,000 page views a year.

For paid Doors Open special access events that require pre-registration, your organization can opt to receive a portion of the registration revenue collected.

**Q. What does CPF need from partners in order to make a decision about being included in Doors Open programming?**

A. CPF needs the following information in the proposal and following proposal approval:

**Information Required for Proposal:**

- Provide a description and necessary information on our proposal page. This includes:
  - Title/name of experience
  - Description
  - Location of event
  - Any images you wish to share about the event (please confirm that you have permission to use them)
  - Format (e.g. open access, group tour, or self-guided tour [tour guide, phone app, podcast], supplemental performance, talk or film screening, etc.)

- Access type (Open Doors, Special Access, Self Guided Adventure , Virtual Passport)
- Disabled access notes
- Communicate with building management (if relevant) to inform them of your proposal and the dates being considered
- Affirm your insurance coverage status and availability

**Once Proposal is Approved:**

- Arrange for appropriate staff or volunteers to be on site during the event. Volunteers can provide additional (limited) assistance where needed.
- Promote your participation through your membership and outreach channels.
- Complete a Partner survey including visitor attendance totals.
- Sign a waiver holding CPF harmless from any incident that may occur on-site during the Doors Open California weekend.

**Q. What should I do if I have to cancel or modify my program?**

A. We understand that there may be unexpected changes to your plans for the Doors Open California weekend. We ask you to please keep us informed of any changes, and we will work with you to find a solution for your program.

**Q. How many visitors should I expect at the event?**

A. Last year, we had over 690 statewide participants, who attended their choice of more than 70 distinct Doors Open events across the states. Some sites received only a few visitors while others had hundreds over the weekend. For Special Access (advanced registration) events, we recommend limiting your group to no more than 45 people.

**Q. What about liability and insurance issues?**

A. Partners (either the partner organization, or the venue at which it occurs) is responsible for carrying adequate insurance. All partners must sign a waiver releasing CPF/Doors Open California from liability. We will require all visitors to sign a waiver release for their involvement in the events.

**Q. Do you provide volunteers?**



A. We may be able to provide a limited amount of volunteers, depending on location and expected size of group.

**Q. What can volunteers help with?**

A. Volunteers welcome visitors and assist with check-in and site waivers, wayfinding, and guest counts. They can also distribute printed materials, congregate visitors in advance of a tour in designated areas and help manage lines.

Have a question not addressed here? Email us at [cpf@californiapreservation.org](mailto:cpf@californiapreservation.org)