

## DOP Report to PACAC October 2011

Erik, the Doors Open Committee met today to review achievements and challenges flowing from the 2011 edition. Overall impression was a resoundingly successful theme of "History of Sports in Peterborough" with very enthusiastic site participants and organizations. Committee member Monica Moran did a fantastic job of keeping it on track during the event (24 and 25 Sept). I will be following up on items such as thank you letters, volunteer appreciation, final media release early next week etc.

### Highlights:

- between 1650 and 1700 visits, down from previous years - are we competing with too many other Sept. events?
- 12 locations, 4 walking tours at various times, 2 bus tours - some confusion about times and days
- buses were hardly used this year, reasons to be analysed, too much available parking at this years' venues? poor weather?
- great feedback on our volunteers and their cheerful, professional approaches
- really good media coverage - print, tv and radio
- successful integration of music into some venues
- additional volunteer and community wide participation (a funding element important to our application to Canadian Heritage)
- committee burnout may be becoming a factor although we were energized in 2011 with 2 new members who did a LOT of work
- after 10 consecutive years there may be a need to reflect, re-organize and re-purpose Doors Open Peterborough

### Recommendations:

- take a year off to re-purpose, re-entering with the OHT in 2013
- consider switching to a spring rather than fall event i.e. Mid-May 2013
- continue with a 2-day event, both Sat and Sun.
- continue with community volunteers
- include New Canadians and international students in our target markets
- 2012 message - "Doors Open Peterborough: Closed for Renovations" but make sure we stay in peoples' minds with advertising, stories etc.
- 2013 message - "Back by Popular Demand: Doors Open All Stars" with the 12 most popular sites from all past events

Please discuss at PACAC and provide their feedback before the Next Doors Open meeting on October 18 at 11 a.m.

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