

Appendix A



Doors Open Peterborough 2019 Summary Report

Despite the less than perfect weather in the morning, Doors Open Peterborough 2019 was a success on May 4th. The total visitor count for the day was 2239, with an average of 139 visitors per site, which was a slight dip from last year's 2345. The weather cleared up for the afternoon, and many sites picked up as people started to head out walking, biking and driving around town (including the afternoon Downtown Walk which saw over 50 participants).

The responses were overwhelmingly positive, and many surveys mentioned the fantastic volunteers and hosts at all the sites. The highest attendance recorded was at the Water Treatment Plant with 212 visitors, then the Cathedral of St. Peter-in-Chains with 205, Traill College with 199, and the Riverview Park and Zoo with 182.

The numbers were more evenly spread this year, and there weren't any sites that had many more visitors than the others (as was the case last year with the London Street Generating Station) and this was reflected in the survey responses with participants' favourite sites varying. Every site was mentioned at least once, but the Water Treatment Plant, the Trolley, and Traill College were listed as favourites six times each, then Sadleir House and the Historic Churches were listed five times each.

In total, there were 83 surveys returned, representing 176 visitors. There was a slight increase in the number of visitors in the 50 years and older age groups at about 52% (from 49% last year). This year more families were visiting with at least one child (at 19% up from 10%); however, they were visiting as smaller groups with the overall number of children and teens decreasing from 19% to 12%. The least represented age group was the over-80 category, with only 1% followed by the 11-20 group with 4% of overall visitors.

This year there was an increase in visitors from outside the Peterborough and Kawartha region with 27% of respondents coming from other areas (up from 20% last year). The majority of visitors from outside the Peterborough area came from Toronto (10%) and Durham Region (4%). We also had participants from Stouffville, London, Waterdown, Windsor, Timmins, Newfoundland, and Moosejaw.

Doors Open Peterborough advertised on Facebook and reached 27% of visitors who responded to the survey (up from 20% last year). There was a jump in people who listed "word of mouth" as their source of information which is likely due to the presence of

volunteers at the local farmers' markets. Many participants also mentioned the Doors Open Ontario website, which had sponsored ads online (20%). Only 23% of people listed the Examiner as where they heard about Doors Open (down from 39% last year and 63% the year before) which is most likely influenced by the Examiner's decision to stop the free Thursday paper where the Doors Open Peterborough guide was featured in the past.

Suggestions for improving the event included advertising in Peterborough this Week and enlarging the map in the brochure to include more detail and adding numbers representing the sites. Several people mentioned that they would love to see Doors Open become a two-day event so that they could take their time at sites and participate in the walks without missing other events. The site suggestions for next year had a wide variety of ideas, some that came up multiple times were: the sewage treatment plant, GE, the Canoe Museum, the Courthouse, St. Joseph's, Quaker Oats, The Mount, the Lift Lock, old houses, and utilities in general.

Doors Open 2018 Visitor Numbers

Site	Visitors
County Jail	171
Cathedral of St. Peter-in-Chains	205
Trolley	139
Downtown Walk	69
Trent Radio	81
All Saints Anglican	131
Sadleir House	161
Be Well Centre	76
Riverview Park and Zoo	182
Kerr House	199
Scott House	199
Black's Distillery	119
Water Treatment Plant	212
Wonders of Water	212
East City Walk	51
Christ Evangelical Lutheran Church	32

Total: 2239

Average: 139