



VENUE INFORMATION SHEET

Every building tells a story

Doors
Open
CANMORE

DOORS OPEN 2022

JULY 23 AND 24

What is Doors Open?

Doors Open creates opportunities for residents and tourists to discover our town by exploring a wide range of venues (buildings) for free. Other towns and cities across Canada host Doors Open annually. This is Canmore's first-time hosting Doors Open and we're hoping you can join us!

Why should you participate?

- Doors Open Canmore creates community pride. The event allows residents and tourists to discover our town by exploring a wide range of buildings.
- Participating in Doors Open Canmore is an excellent way to reach out to the public and raise awareness of your unique building.
- Displaying Canmore's heritage helps the community cherish Canmore's neighbourhoods, communities and history.

How will the building be identified as part of Doors Open Canmore?

- You will provide the Canmore Museum with specific details on your venue (building) and that information will be posted on the museum's website.
- The Canmore Museum will place a sign with Doors Open branding outside your building on the day(s) that you choose to be open to the public.
- A special Doors Open directory will be made available for the public on the Canmore Museum app.

What is required of a building or venue?

- Providing information to the Canmore Museum for marketing and promotion purposes.
- Providing free access to visitors by
 - Organizing for your building to be open to the public
 - Arranging for supporting staff or volunteers as required
- Providing information for the public in the way that is best for you. Some examples are:
 - A display of photos, objects and/or written content
 - A volunteer or staff members to talk with visitors
 - A volunteer or staff member provides a tour
- Anything 'extra' or behind-the-scenes. Be creative! (this should be something that isn't offered to the public for free daily)
- In addition to free access to the building, you could also offer discounted food or drink items to Doors Open visitors or even add special historic menu items.

How is Doors Open Canmore being promoted?

- The Canmore Museum is working with both local media partners as well as cultural and tourism promotional partners such as Avenue Magazine (Calgary), Travel Alberta, and Tourism Canmore and Kananaskis to promote the Canmore Heritage Festival, of which the two-day Doors Open event is part, to local and short-haul tourism markets.
- We will ask Doors Open Canmore venue partners to promote their venue through their social media channels.
- Print promotion includes tear-off Canmore Heritage Festival / Doors Open venue maps and program guide and posters.
- Doors Open signage will be distributed to participating venue partners before July 21 to promote their venue during the event.
- Doors Open Canmore will also be promoted nationally in partnership with the National Trust for Canada as part of their Canadian **Historic Places Days** (being held from July 8 to 31); the a national media campaign includes web and social media promotion with contests and giveaways with prizes provided by Via Rail and Parks Canada.

Who can I contact with questions or to register my building as a Doors Open Venue?

Christine Moreland-Giraldeau, Doors Open Volunteer Coordinator
cmmoreland@gmail.com | 587-433-7693

Every building tells a story

VENUE REGISTRATION FORM

Every building tells a story



INFORMATION REQUIRED FROM PARTICIPATING VENUES

Please complete the following information:

Name of venue. This could include both the historical and contemporary name of the building.

Name and contact details of main contact person for building (for planning purposes)

Name: _____ Phone Number: (_____) _____

Email: _____

Day-of event contact details

Name: _____ Phone Number: (_____) _____

Email: _____

Address of building (entrance for visitors)

Short description. You may wish to include information on the building's history, sustainability efforts or architectural features. *You can complete this section on a separate page and email with the form.*

EMAIL COMPLETED REGISTRATION TO CMMORELAND@GMAIL.COM

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INFORMATION REQUIRED FROM PARTICIPATING VENUES

Select which dates you would like to open the building to the public:

- July 23 July 24 Both Days

Hours when the building will be open to the public:

- Start time: _____ End time: _____
- Tour times (optional): _____

Type of visitor experience. This can include:

- Guided tour
- Drop-in visit
- Historical information and/or objects and/or photos on display
- Discount on food and drink / special event menu

Please provide additional information including discount and whether there will be special menu items _____

- Other (provide details: _____)

Other information (if known):

- Year constructed: _____
- Architectural style: _____
- Architect (if known): _____
- Builder: _____

- Photos of the venue.** Photos can be emailed to cmoreland@gmail.com

EMAIL COMPLETED REGISTRATION TO CMMORELAND@GMAIL.COM