

Date: November 12, 2003

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Subject: 2004 Minneapolis & Saint Paul Home Tour

Last December, the NRP Policy Board agreed that the NRP would become the official coordinator of the 2003 Minneapolis & Saint Paul Home Tour. The decision was made to ensure continuation of the popular city living event that had been coordinated by the City of Minneapolis Office of Public Affairs since its launch in 1988. The annual event promotes city living and brings thousands of home enthusiasts together for a weekend of sharing home improvement ideas and new home ownership and rental opportunities.

The 2003 Minneapolis & Saint Paul Home Tour was a major success as more than 5,100 unique visitors made more than 27,000 visits to the 39 Minneapolis homes on the tour. These visits were made in only 11 hours—evidence that the Home Tour remains as popular as ever. In addition, the NRP made a special effort to increase private sponsorship, which resulted in a 100 percent increase over the 2002 tour and reduced the amount of public expenditures from previous tours. The NRP also used its extensive neighborhood network to recruit more than 110 volunteers to staff homes on the tour.

Because the NRP has invested nearly \$100 million in programs and projects aimed at improving the city's housing stock, the Home Tour represents the ultimate opportunity for showcasing these housing investments at work. Ten of the 39 homes on the 2003 tour had directly benefited from NRP investments.

Evaluations from tour visitors, sponsors and participating property owners indicated that last year's tour was one of the best run and most effective in many years. The NRP has already received numerous calls from property owners excited about nominating their home for inclusion on the 2004 Home Tour.

The NRP staff is committed to the future of our neighborhoods and city, and I am recommending that we continue the effort we began last year to make the Home Tour a premier showcase for city living. Last year's tour sponsorship paid for all of the direct costs for the tour and a significant portion of our staff time. I have included time for coordinating the 2004 Home Tour in our budget and am recommending the following resolution:

RESOLVED, the Minneapolis Neighborhood Revitalization Policy Board (Board) agrees that the NRP should be the coordinator for the 2004 Minneapolis & Saint Paul Home Tour; and

FURTHER RESOLVED, That the Board authorizes the Director to: (1) enter into any contracts or agreements needed to implement the 2004 Home Tour; (2) expend funds from the approved 2004 Administrative Budget for this purpose; (3) create the accounts and files needed to document the revenues received and the expenses incurred for the Home Tour; and (4) use the NRP name, logo and Web site to promote and advertise the Home Tour; and

FURTHER RESOLVED, That the Director shall provide a full report on the revenues and expenditures, attendance and other relevant matters to the Board by July 31, 2004.