

Memorandum

Date: June 15, 2004

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Subject: 2004 Minneapolis & St. Paul Home Tour

This year's Minneapolis & St. Paul Home Tour was conducted May 1 and 2 and was one of the most successful in the Tour's 17-year history. Neighborhoods and NRP have been emphasizing improvement of the city's housing stock since the program was initiated in 1991 and the Home Tour has been a major venue within which neighborhood and resident accomplishments could be presented.

NRP became the coordinating and organizing agency for the Tour last year when the Board agreed that this major marketing and promotional opportunity for city living and the benefits of Minneapolis neighborhoods should not be allowed to disappear. The City of Minneapolis supported the Tour for its first 15 years, with significant participation and assistance from NRP, but decided last fall that the costs involved were too great to justify their continued sponsorship.

When we assumed the responsibility for this activity we committed to covering as much of our direct costs as possible with sponsorships, streamlining the homeowner participation and volunteer process and increasing the exposure of the Tour. In this year's Tour we accomplished these goals. 96% of the direct expenses were covered by revenues from 13 public and private sponsors. In addition, we obtained more than \$7,000 in in-kind donations of promotional radio and television spots.

In 2004 we experienced a loss of revenue from our 2003 level (from \$49,500 to \$34,500) but we also reduced our direct costs by 21% (from \$46,523 to \$36,823). The reduction in revenues primarily occurred as a result of the absence of support from the City of St. Paul (\$8,500). NRP staff costs increased by only \$ 2,070 (to \$22,147).

The results: the number of unique visitors increased by 38% over the 2003 total while the number of visits increased by 18% even though the number of homes on the Tour was reduced by a similar percentage. The reduction in the number of homes occurred in St. Paul, where the City of St. Paul chose not to participate in the Tour and the homes were secured by individual neighborhood groups in the city.

This year we made a number of very significant changes: we switched publishers of the Home Tour Guide (and reduced our production, distribution and creative services cost by more than 50%), changed our approach to distributing sponsor materials and changed our outlets for distribution of the Home Tour Guides. We initiated a distribution partnership

with the Minneapolis Public Library system and plan to expand to include Hennepin County in next year's distribution network.

Website activity showed the impact of our distribution and promotion efforts and the total number of visitors to the Home Tour website more than doubled from last year. The responses to the surveys conducted of participating homeowners, visitors and sponsors were all overwhelmingly positive.

minneapolis & saint paul
HOME TOUR
2004



Summary report on the 2004 Minneapolis & Saint Paul Home Tour

Prepared by the Minneapolis Neighborhood Revitalization Program

June 14, 2004



2004 Minneapolis & Saint Paul Home Tour Highlights

Thanks to generous financial support from 13 public and private sponsors, the NRP was able to stage one of the best Home Tours in the event's 17-year history. Surveys of Home Tour visitors and homeowners alike were extremely positive. Some of the things that we accomplished include:

- Facilitated more than 47,000 visits by 10,000 visitors to the 50 Minneapolis and Saint Paul homes on the 2004 Home Tour;
- Distributed 165,000 copies of the 28-page Home Tour Guide;
- Produced a 30-second spot that was broadcast more than 200 times on major cable television networks like HGTV, TLC, A&E and Fox Sports Net;
- Produced a 30-minute Home Tour preview video that aired more than 80 times on the Metro Cable Network (MCN) and the Minneapolis Telecommunications Network (MTN);
- Aired more than 120 promotional radio spots on KBEM, KFAI and KMOJ;
- Printed and distributed 20,000 Home Tour post cards;
- Created a Home Tour Web site with links to all Home Tour sponsors – www.msphometour.com; and
- Received extensive print media coverage in most community newspapers and the Star Tribune.

Inside the Numbers

The tables below show both 2003 and 2004 Home Tour visitor numbers by city.

2004 Home Tour	Visitors	Number of Visits	Avg. number of visits
Minneapolis (37 homes)	8,082	37,163	4.62
Saint Paul (13 homes)	1,924	10,410	5.4
Totals (50 homes)	10,006	47,573	4.75

2003 Home Tour	Visitors	Number of Visits	Avg. number of visits
Minneapolis (39 homes)	5,109	27,282	5.34
Saint Paul (22 homes)	2,151	13,081	6.08
Totals (61 homes)	7,260	40,363	5.56

Increase in Minneapolis visitors from 2003 to 2004 = 2,973

Increase in Minneapolis total visits from 2003 to 2004 = 9,881

Increase in average number of visits per Minneapolis home = 304 (from 700 to 1004)

Increase in total HT visitors (both cities) from 2003 to 2004 = 2,746

Increase in total HT visits (both cities) from 2003 to 2004 = 7,210

Increase in average number of visits per all homes (both cities) = 289 (from 662 to 951)

Financials

Revenues:	
City of Minneapolis	\$8,500
Hennepin County	4,000
Center for Energy and Environment	4,000
Brighton Development Corporation	4,000
Angie's List	2,000
Fannie Mae Minnesota Partnership Office	2,000
Greater Metropolitan Housing Corporation (GMHC)	2,000
Minnesota Housing Finance Agency (MHFA)	2,000
Northeast Bank	2,000
Saint Paul Area Association of REALTORS	2,000
Standard Heating & Air Conditioning Co.	2,000
Total Revenue	\$34,500

Expenses:	
HT Guide production, distribution and creative services	\$11,128
Promotion/Advertising	7,994
Photographer for HT Guide	5,985
Staging supplies/Printing services/Home Tour Bags	4,479
Web site	1,200
Contract labor	1,960
Legal services	1,351
Orientation & reception events	2,249
Miscellaneous expenses	477
Total Expenses	\$36,823

In-kind donations:	
AMPERS radio – (KBEM, KFAI and KMOJ)	\$5,000
Time Warner Cable	2,200
Total In-kind donations	\$ 7,200

Indirect expenses:	
NRP Tour Coordinator	\$13,066
Other NRP staff	9,081
Total In-kind donations	\$22,147

Home Tour Web site

On March 31, 2004 the NRP began distributing postcards promoting the Minneapolis & Saint Paul Home Tour Web site located at www.msphometour.com. Below is an accounting of the unique Web site visitors for the five-week period leading up to and including Home Tour weekend of May 1-2, 2004. Several key events relevant to Home Tour promotion are noted with asterisks. The total number of visitors for this five-week period is more than double the total for the same period last year. The NRP has reserved the future rights to the Home Tour URL, which is still receiving hits at an average of 10-25 daily.

3/31/04	85	
4/1/04	33	
4/2/04	39	
4/3/04	17	
4/4/04	34	
4/5/04	77	
4/6/04	74	
4/7/04	60	
4/8/04	83	
4/9/04	96	<i>*Home Tour preview show begins airing on Metro Cable 6 and MTN</i>
4/10/04	121	
4/11/04	60	
4/12/04	147	
4/13/04	107	
4/14/04	126	
4/15/04	140	
4/16/04	159	<i>*Home Tour cable television spots begin airing</i>
4/17/04	86	
4/18/04	84	
4/19/04	300	
4/20/04	193	
4/21/04	180	
4/22/04	153	
4/23/04	168	<i>*Home Tour radio spots begin airing</i>
4/24/04	165	
4/25/04	129	
4/26/04	426	<i>*Several Community newspapers feature the Home Tour including Skyway News</i>
4/27/04	883	
4/28/04	3216	<i>*StarTribune Home & Garden section front page feature and Highland Villager front page feature</i>
4/29/04	1004	<i>*Minnesota Public Radio feature and Southwest Journal feature</i>
4/30/04	1190	
5/1/04	1293	
5/2/04	832	
5/3/04	194	
5/4/04	88	

35 Day Total = 12,042 unique visitors

Home Tour Promotion

Home Tour event promotion was done through a variety of mediums. They included: 230 highly targeted, 30-second cable television spots that aired during popular home improvement and food shows on cable television stations like the Home and Garden Television network (HGTV), The Learning Channel (TLC), the History channel, Arts and Entertainment channel (A&E) and the Food network; a 30-minute Home Tour preview show produced by the NRP and the Minneapolis Telecommunications Network (MTN) aired on the Metro Cable Network Channel (MCN) 6 more than 80 times during the three weeks immediately preceding Home Tour weekend; and 120 radio spots on KMOJ 89.9FM, KFAI Radio 90.3FM and KBEM Jazz 88FM in the two weeks preceding the Home Tour.

This year, the NRP also added two new promotional initiatives that proved very effective as well as beneficial to event sponsors. Perhaps the most important of these initiatives was the printing of 3,000 Home Tour bags that were filled with sponsor materials. The bags contained sponsor logos and were handed out to visitors when they acquired Home Tour passports during the weekend of the event. All but 300 of these bags were distributed—assuring that sponsor materials got into the hands of visitors much more effectively than when visitors had the opportunity to pick up the materials for themselves from sign-in tables at each of the homes. Sponsor feedback on the bags was overwhelmingly positive.

The other new promotional addition this year were 50 customized Home Tour Host postcards that enabled Home Tour hosts to invite friends, family and others to their homes for the tour. These postcards also included a description of the tour as well as identified sponsors.

Home Tour Guide production & distribution

The NRP made substantial improvements in Home Tour Guide distribution in 2004. Distribution information follows.

Method of delivery	Quantity	Zones
Star Tribune	44,482	1A, 2A, 2B, 4G, 4F, 7A, 7B, 7C, 7D, 6B (all Minneapolis subscribers)
Star Tribune	20,778	1B, 4A (western suburbs)
Highland Villager	46,000	St. Paul (south of Hwy 94 and north of West 7 th St.) & Longfellow neighborhoods in Minneapolis.
Dayton's Bluff community paper	7,000	
Minneapolis and Saint Paul Public Libraries	6,000	
NRP/ Neighborhood distribution	7,840	
Door-to-door delivery	25,000	
North News	6,100	
Northeaster	1,800	
TOTALS	165,000	

Home Tour Visitor Survey

Home Tour visitors were asked to complete a survey printed on the back of their passport and hand it in at their final stop on the tour. A copy of the survey and tabulated responses from the 1,235 completed surveys turned in at the 37 Minneapolis homes follows. **Note – not all respondents answered all of the questions. Respondents were also able to check more than one answer for some of the questions.*

How many Minneapolis homes did you visit?

1 home	2-5 homes	6-10 homes	11-15 homes	16-20 homes	21-25 homes	26 or more
115	485	442	121	29	13	2
10%	40%	37%	10%	2%	1%	0%

How many Saint Paul homes did you visit?

1 home	2-5 homes	6-10 homes	11-13 homes
38	152	35	3
17%	67%	15%	1%

How many Home Tours have you attended?

First tour	2-5	6-10	11 or more	Many or all
442	459	102	31	41
41%	43%	9%	3%	4%

Did the Home Tour meet your expectations?

Yes	1,022	99%
No	11	1%

Where did you get a Home Tour Guide? Check only one.

Inserted in the Star Tribune	444	36%
Inserted in neighborhood newspaper	258	21%
At the first home I/we visited	171	14%
Other	136	11%
At a Minneapolis Public Library location	111	9%
From www.msphometour.com	76	6%
At a Saint Paul Public Library location	39	3%

How did you hear about the Home Tour?

Article in the <i>Star Tribune</i>	499	38%
Other	322	25%
Article in neighborhood newspaper	269	21%
Show on public access television	97	7%
Cable television advertisement	41	3%
E-mail reminder from Home Tour organizers	29	2%
Radio advertisement	23	2%
Searching the World Wide Web	17	1%
Flyer posted in a local coffee shop	9	1%

Do you use the World Wide Web?

Frequently	752	64%
Occasionally	289	25%
Not at all	128	11%

Did you visit www.msphometour.com?

Yes	326	29%
No	809	71%

What kinds of homes do you most enjoy visiting?

Historically preserved homes	567	43%
Extensively remodeled homes	456	35%
Lofts	137	10%
New construction	85	6%
Other	79	6%

Your age:

24 or younger	33	3%
25 to 44	489	43%
45 to 64	500	44%
65 or older	106	9%

Volunteers

More than 400 volunteers helped staff the 50 homes on the 2004 Home Tour. While many of these volunteers were friends, family and neighbors of Home Tour hosts, 104 volunteers were recruited by NRP staff and Minneapolis neighborhood groups. Thank you letters were sent to all volunteers.

Media coverage

Attached to this report are clips showing the extent and kind of coverage the 2004 Minneapolis and Saint Paul Home Tour received.