

Date: August 16, 2004

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Subject: 2005 Minneapolis & Saint Paul Home Tour

Last November, the NRP Policy Board agreed that the NRP would be the coordinator of the 2004 Minneapolis & Saint Paul Home Tour. The NRP became the coordinating agency for the event in 2003 when the Board decided 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 had supported the Home Tour for its first 15 years, with significant participation and assistance from the NRP, but decided in 2003 that the costs involved were too great to justify their continued sponsorship. 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 2004 Minneapolis & Saint Paul Home Tour was a major success and one of the best ever. More than 10,000 visitors made more than 47,500 visits to the 50 Twin Cities homes on the tour. These visits were made in only 11 hours—evidence that the Home Tour remains as popular as ever.

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 2004, we accomplished these goals with 96 percent of the tour's direct expenses being 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, sponsorship revenues declined from our 2003 level (from \$49,500 to \$34,500), but we also reduced our direct costs by 21 percent (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 NRP also used its extensive neighborhood network to recruit 104 volunteers to staff homes on the tour.

Because the NRP has invested more than \$100 million in programs and projects aimed at improving the city's housing stock, the Home Tour represents the ultimate opportunity for showcasing the results of these housing investments. Nine of the 37 Minneapolis homes on the 2004 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 2005 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 in 2003 to make the Home Tour a premier showcase for city living. I have included time for coordinating the 2005 Home Tour in the budget I will be proposing to the Policy Board. We believe that by starting our Home Tour planning efforts earlier this year, we will be able to increase our sponsor revenues and cover staff costs. I am, therefore, recommending the following resolution:

**RESOLVED:** That the Minneapolis Neighborhood Revitalization Policy Board (Board) agrees that the NRP should be the coordinator for the 2005 Minneapolis & Saint Paul Home Tour; and,

**RESOLVED FURTHER:** That the Board authorizes the Director to: (1) enter into any contracts or agreements needed to implement the 2005 Home Tour; (2) expend funds from the approved 2005 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,

**RESOLVED FURTHER:** That the Director shall provide a full report on the revenues and expenditures, attendance and other relevant matters to the Board by July 31, 2005.