

MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: June 20, 2006

Subject: 2006 Minneapolis & Saint Paul Home Tour

The 2006 Minneapolis & Saint Paul Home Tour on May 6 and 7 marked the 19th consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 4 years after the City of Minneapolis decided that they no longer wanted to conduct this promotional effort. Neighborhoods and NRP have been emphasizing improvement of the city's housing stock since NRP was initiated in 1991 and the Home Tour has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity four years ago, we committed to covering as much of our direct costs as possible with sponsorships, streamlining the homeowner participation and volunteer process and increasing the marketing of the Tour. This year, with \$ 58,200 in sponsorship monies committed, we will cover all direct costs and more than 91% of the indirect costs for the NRP staff time that supported the Tour. Expenses and Revenue statements are attached. All costs for the Tour are included and only two of the costs are projected. The Revenue figures are divided between dollars that have already been received and invoices that have been sent out for payment.

Results:

The number of homes presented this year was deliberately reduced to 52 from last years 63 to make the Tour more manageable and limit our direct costs.

This year we also continued and expanded our efforts to have homeowners secure their own volunteers to staff their homes. The results were excellent. Friends, family members, neighbors and community organization volunteers were recruited by the property owners to staff their homes. This deliberate change has reduced the need for NRP recruited volunteers from more than 150 in 2003 to 60 last year and 3 this year. Only one home had to close because it was not staffed on Sunday and for the second consecutive year this home was sponsored by the City and its Community Planning and Economic Development department.

The number of visitors (approximately 4,000) declined from last year and the number of homes each person visited (according to returned passports) was about 1 home per participant less than last year. As a result of the reduction in the number of visitors and the lower average number of homes visited, the total number of visits exceeded 22,000 but was lower than in past years.

The mix of properties in this year's Tour contributed significantly to the reduced number of visitors and visits. In the past, interest in new developments and properties has been very high and visitors have been very supportive of their inclusion in the Tour. This year, the new developments and new construction projects were the ones that received the lowest numbers of visitors and the gap was very significant.

The owned homes on the Tour received an average of 463 visitors during the two days of the Tour. For the new properties sponsored by developers or for sale, the average number of visitors was only 89. Two other significant differences: 32% of the visitors to the new properties were from outside Minneapolis or Saint Paul (compared to 21.3% for the owned homes) and they visited an average of 8 properties (compared to 5.5 for the visitors of the owned homes).

A significant number of survey responders expressed disappointment with the number of newer homes on the Tour and concern that we were "becoming another Parade of Homes". One survey respondent indicated that they had set aside the entire afternoon on Saturday to attend "as many as 10 homes" but only visited 2 because of the number of new properties.

Other significant findings:

- The Tour met the expectations of more than 97% of the visitors.
- More than 20% of the visitors lived outside of Minneapolis and Saint Paul.
- Participants visited an average of 5.7 homes per participant.
- The Tour is viewed as "Very Well Run" and received an average rating of 4.6 out of a possible 5 points by respondents to the passport survey.
- The distribution system for the guides worked well: the Star Tribune, the libraries and City Pages (new this year) were the places that 61% of the visitors got Home Tour Guides.
- Advertising revenue increased significantly this year.
- 22% of the visitors returned their passport surveys.
- 32% of the respondents visited our Home Tour website.

Based on the results from this year's Tour, I am recommending that NRP coordinate another tour in 2007. To begin our planning for next year's 20th Anniversary Tour, I am recommending that the Policy Board adopt the following resolution:

RESOLVED, That the Minneapolis Neighborhood Revitalization Policy Board (Board) agrees that NRP should be the coordinator for the 2007 Minneapolis and 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 2007 Home Tour; (2) expend funds from the approved

2006 and 2007 Administrative Budgets as needed 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 website to promote and advertise the Tour; and

FURTHER RESOLVED, That the Director shall provide a full report on the revenues and expenditures, attendance and any other relevant matters to the Board by July 30, 2007.

Amount	Provider and Purpose
\$ 6,938.48	Scott Amundson (Photographer)
\$ 11,100.06	Margo Ashmore (Home Tour Coordination)
\$ 156.00	Asian Pages (Print Ad)
\$ 1,200.00	AMPERS (Independent Public Radio) (Radio Sponsorship messages)
\$ 164.13	Carsten Slostad (Homeowner Orientation #1)
\$ 8,710.00	City Pages (Rack Cards and Inserts of Guides)
\$ 500.00	Northside Neighborhood Housing Fair (Booth)
\$ 55.71	Cub Foods (Homeowner Orientation #2)
\$ 777.45	DI'S Printing (Home Tour Passports)
\$ 450.00	Hopewell Communications Inc.(Inserts for Daytons Bluff)
\$ 294.00	Latino Communications Network (Ad in La Prensa)
\$ 180.00	MN Premier Publications (Print Ad for SW Journal)
\$ 221.76	MN Spokesman -Recorder (Print Ad)
\$ 574.96	Northeaster & North News (Print Ads & Tour Reminder Postcards)
\$ 75.68	Officemax (Supplies for Homeowners)
\$ 900.00	US Postmaster (Postage for Reminder and Bus Tour Postcards)
\$ 216.00	Pulse of the Twin Cities (Ads)
\$ 42.80	Stacy Sorenson (Cell Phone charges for HT Area Coordinators)
\$ 120.66	Saint Paul Publishing Co. (Print Ad in Voice Newspaper)
\$ 325.00	South Community Education (Booth at Southside Comm Housing Fair)
\$ 108.00	Southside Pride (Print Ad)
\$ 8,269.50	Star Tribune (Insert and distribution of Guides)
\$ 230.00	Triangle Park Creative Inc. (Print Ad)
\$ 4,563.53	Triangle Park Creative Inc. (Ad and collateral material design and website support)
\$ 2,200.00	Twin Cities Public Television (TV Sponsorship messages)
\$ 60.00	Uptown Neighborhood News (Print Ad)
\$ 185.00	NRP Printing of Fact Sheets
\$ 500.00	<i>Homeowner "Thank You" Event (Projected)</i>
<u>\$ 9,861.73</u>	NRP Staff hours (Salaries & benefits)
 \$ 58,980.45	

2006 Home Tour Revenues

Received

Month	Day	Amount	Sponsor
03	23	\$ 2,000.00	CASTLE BUILDING & REMODELIN
03	29	\$ 8,500.00	CITY OF MINNEAPOLIS
03	30	\$ 750.00	OTOGAWA-ANSCHER DESIGN-BUILD
04	11	\$ 750.00	HOLTAN KITCHENS & REMODELIN
04	12	\$ 2,000.00	CENTER FOR ENERGY AND ENVIR
04	12	\$ 2,000.00	NE STATE BANK
04	27	\$ 4,000.00	MN DEPT OF COMMERCE
05	04	\$ 1,000.00	ANGIES LIST
05	04	\$ 750.00	AURORA REDESIGN
05	04	\$ 750.00	RETRO PLUS
05	23	\$ 2,000.00	AIA MINNESOTA
06	01	\$ 4,000.00	HENNEPIN COUNTY
06	08	<u>\$ 4,000.00</u>	BRIGHTON DEVELOPMENT CORP.
		\$ 32,500.00	

Billed

\$ 18,200.00	Saint Paul
\$ 2,000.00	Humboldt Greenway
\$ 2,000.00	3310 Nicollet
\$ 2,000.00	Standard Heating and Air Conditioning
\$ 750.00	Homes by Chase
<u>\$ 750.00</u>	M.W. Johnson
\$ 25,700.00	

Total Revenue \$ 58,200.00