

MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: May 17, 2007

Subject: Preliminary Results from the 2007 Minneapolis & Saint Paul Home Tour

The 2007 Minneapolis & Saint Paul Home Tour on April 28 and 29 marked the 20th consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 5 years and it has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity five years ago, we committed to covering as much of our direct costs as possible with sponsorships. Our preliminary review of the Tour expenses and revenues indicates that we will again achieve that goal.

This year's Tour contained 57 homes, including the Van Dusen Mansion and Eastcliff. It was, without a doubt, the best received and best attended Tour since we began coordinating this event. As a result of the feedback that we received last year about the homes on the Tour, we focused our efforts this year on getting homes that had been rehabbed or renovated. Last years participant surveys indicated a significant level of dissatisfaction with the composition of the properties on the Tour. The clear message was that the interest was in remodeled and rehabbed properties, not new construction. This was one of the most significant findings from last years survey results. Only 6 of the homes on this years Tour were new construction.

This year we also, for the first time, had a guided bus tour sponsored by Minneapolis Community Education and NRP. Although we had offered the opportunity for such a tour last year, we had too few interested participants to conduct the tour. This year the tour bus was completely filled and there was a significant waiting list. St. Paul has conducted unguided bus tours for the past three years.

The number of visitors (more than 5,300) in 2007 increased by 36% over the corresponding figure for 2006 and was 7% higher than the figure for 2005. Attendees visited almost 7 homes per person and the 36,686 visits represent an increase of 62% over the corresponding 2006 figure and 8% over 2005. Of the visitors, 27.4% were from outside Minneapolis and St. Paul in 2007. The corresponding figures for 2006 and 2005 were 22% and 27.8%, respectively.

Of the survey respondents, 97.6% indicated that the Tour met their expectations. The Tour was viewed as very well run by the visitors and received a rating of 4.6 out of 5.0. This is the same rating that the Tour received in 2005 and 2006.

A full report on the revenues and expenditures, attendance and other relevant matters will be provided to the Board by July 30, 2007.