

## MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: May 12, 2008

Subject: Results from the 2008 Minneapolis & Saint Paul Home Tour

The 2008 Minneapolis & Saint Paul Home Tour on April 26 and 27 marked the 21st consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 6 years and it has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity six years ago, we committed to covering as much of our direct costs as possible with sponsorships. Our review of the Tour expenses and revenues for this year indicates that we will more than achieve that goal. I am pleased to report that our 2008 results showed that we exceeded this goal by \$1,853.18. The Expense and Revenue reports for 2008 are attached for your information.

This year's Tour contained 50 homes, with "Green" and "Historic" sub tours. The Tour highlighted homes in the Lyndale, Field Regina Northrop, and Hawthorne neighborhoods in Minneapolis and Highland Park, Dayton's Bluff and the West Side neighborhoods in Saint Paul.

This year we again had over 40 residents who took a guided bus tour sponsored by Minneapolis Community Education and NRP. This is the second year that we have conducted such a tour and it has been very well received. Saint Paul has been doing a similar tour for four years.

The number of visitors (more than 3,900) was down 26.9% from the corresponding figure for 2007 but almost identical to the number of visitors in 2006. The snow on the ground on Saturday and the cold and blustery weather over the weekend helped keep the number of visitors down in 2008. It should also be remembered that the 2007 Tour had some major attractions (the Van Dusen mansion and Eastcliff) that brought visitors out. This year's attendees visited almost 7 homes per person and the 26,011 visits represented a decline of 29% from last year but an increase of 15.2% over the corresponding 2006 figure. Of the visitors, 25% were from outside Minneapolis and St. Paul in 2008. The corresponding figures for 2007 and 2006 were 27% and 22%, respectively.

Of the survey respondents, 99% indicated that the Tour met their expectations. This is the highest rating that the Tour has ever received. The Tour was viewed as very well run by the visitors and we received a number of very complimentary comments on the survey responses.

Visitors attended the Tour for many reasons but “To Get Remodeling Ideas” accounted for 30% of the reasons for attendance. Interestingly, “Exploring Purchasing a Home in Minneapolis or St. Paul” accounted for 3% of the reasons.

The focus on reaching out to past attendees as part of the marketing strategy paid off handsomely. Over 40% of the survey respondents indicated that they heard about the Tour from the mailing they received. This new focus has helped us reduce the Tours publicity, printing, distribution, and promotional expenses and improve our margins.

Based on the results from this year’s Tour, I am recommending that the Policy Board adopt the following resolution:

**RESOLVED**, That the Minneapolis Neighborhood Revitalization Program (NRP) Policy Board (Board) agrees that NRP should be the coordinator for the 2009 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 conduct the 2009 Home Tour; (2) expend funds from the approved 2008 and 2009 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, 2009.

2008 Minneapolis and Saint Paul Home Tour Results

2008 Home Tour Results																																								
Home Number	4/26 Saturday	4/27 Sunday	New	Home Total	New Non Mpls/St. Paul	Percent of New	Surveys Returned Completed	Surveys Returned Total	No. Visited	Responses	Mean	Expectations Yes	Expectations No	Expectations Total	Percent	Remodeling	Redecorating	Expansion	Learn More	Enjoy	Buying	Other	Nghd Paper	Daily Paper	Cable	Radio	MPR	Mailing	Family	Other	Mail	Total	Responses	Mean	Use Website Yes	Use Website No				
1	58	48	97	203	33	34.0%	2	4	43	4	10.8	2	0	2	100%	1	2			1				1																
2	108	131	125	364	31	24.8%	9	13	87	13	6.7	9	0	9	100%	7	5	3		2	7	1		2	5	2														
3	190	143	62	395	25	40.3%	11	15	179	15	11.9	10	0	10	100%	10	11	4		5	5	2		3	3															
4	61	58	13	132	5	38.5%	2	3	14	3	4.7	1	0	1	100%					2	2	1		1																
5	160	173	30	363	6	20.0%	2	13	62	13	4.8	2	0	2	100%	1	1			1	1																			
6	196	148	33	377	11	33.3%	2	15	114	15	7.6	2	0	2	100%					1	1	1																		
7	306	284	106	696	26	24.5%	9	17	80	17	4.7	8	0	8	100%	5	3	1		6	3	2	1		2															
8	199	199	41	439	12	29.3%	5	5	26	5	5.2	5	0	5	100%	4	2			1			1	3	3															
9	243	297	71	611	18	25.4%	17	31	224	30	7.5	15	1	16	94%	8	10	2		10	9	1	4		1	1	1													
10	18	28	16	62	5	31.3%	0	0																																
11	200	98	80	378	36	45.0%	12	27	98	27	3.6	11	0	11	100%	11	7	2		5	7	1		5	4	1		1	6	3										
12	67	75	36	178	12	33.3%	5	7	43	7	6.1	5	0	5	100%	4	3			4	4	1		1	2	2														
13	169	217	65	451	25	38.5%	2	20	142	20	7.1	2	0	2	100%	1	2	1		1	2			1		1														
14	78	93	90	261	35	38.9%	5	13	59	13	4.5	4	0	4	100%	3	1							1	1															
15	62	71	60	193	12	20.0%	10	15	143	15	9.5	9	0	9	100%	6	6	3		2	4			4	4															
16	169	142	79	390	7	8.9%	13	25	174	25	7.0	13	0	13	100%	12	8	4		4	7			4	4	2	2	1	7	2	1									
17	200	253	103	556	21	20.4%	31	36	236	36	6.6	31	0	31	100%	24	22	9		12	10	1	4	8	2	1		10	11											
18	329	255	240	824	25	10.4%	17	39	217	39	5.6	17	0	17	100%	12	9	5		7	5	1	1	7	5															
19	345	268	285	898	24	8.4%	14	37	157	37	4.2	10	0	10	100%	10	4	1		6	2		1	4	2	1														
20	100	120	19	239	5	26.3%	2	7	43	7	6.1	1	0	1	100%					1	1			1																
21	37	33	18	88	4	22.2%	1	5	53	5	10.6	1	0	1	100%					1	1																			
22	400	251	114	765	31	27.2%	15	55	378	55	6.9	14	0	14	100%	9	9	4		2	5		2		5	1	1		3	8	1									
23	266	230	79	575	20	25.3%	1	12	55	12	4.6	1	0	1	100%					1	1				1															
24	312	240	42	594	7	16.7%	16	20	189	20	9.5	15	0	15	100%	14	5			5	7	1	1	5	4															
25	396	231	98	725	10	10.2%	20	24	131	24	5.5	18	1	19	95%	18	9	8		6	11	2		6	2	2		5	6											
26	381	269	85	735	20	23.5%	17	34	236	34	6.9	16	0	16	100%	11	9	3		12	6			6	4	2		9	3											
27	187	115	112	414	34	30.4%	7	29	154	29	5.3	4	0	4	100%	4	3	2		5	4		1	2	2															
28	403	300	153	856	55	35.9%	33	9	302	42	7.2	33	0	33	100%	31	17	13		8	15	2	3	6	5	3		2	20	8	4									
29	317	263	74	654	23	31.1%	4	16	112	16	7.0	3	0	3	100%	3	3			2	1			2	1															
30	310	221	208	739	99	47.6%	19	74	398	74	5.4	18	1	19	95%	12	6	3		6	6	5	4	7	4															
31	146	124	65	335	10	15.4%	5	14	121	14	8.6	4	0	4	100%	4	4			2	2	2	2	1																
32	179	153	19	351	3	15.8%	6	12	98	12	8.2	4	0	4	100%	3	2	1		3	3		2	1	1		1													
33	281	215	70	566	5	7.1%	14	14	106	14	7.6	10	0	10	100%	10	10	3		9	4	1		2	3	1	1	1	7	2	4									
34	342	201	100	643	14	14.0%	5	20	159	20	8.0	4	0	4	100%	4	2	1		1	4			2																
35	235	177	71	483	8	11.3%	5	23	166	23	7.2	5	0	5	100%	5	4	2		2	2			2																
36	136	200	159	495	35	22.0%	8	28	177	28	6.3	7	0	7	100%	6	4	3		2	1			1	4															
37	261	278	133	672	23	17.3%	15	21	147	21	7.0	13	2	15	87%	8	4	3		6	7	1	4	1	4	1	1	2	8											
38	254	288	124	666	31	25.0%	11	25	96	25	3.8	11	0	11	100%	8	4	7		7	5	2		6		1														
39	268	259	67	594	14	20.9%	9	27	181	27	6.7	9	0	9	100%	6	1	3		3	6		2	2	2															
40	193	151	57	401	13	22.8%	8	24	132	24	5.5	7	0	7	100%	6	6	1		4	4	1	2	1	3															
41	70	71	52	193	18	34.6%	16	26	216	26	8.3	15	0	15	100%	12	11	4		6	6		1	5	7	2		6	3	1										
42	50	48	84	182	34	40.5%	15	16	102	16	6.4	10	0	10	100%	12	4	4		4	5	1		9	1	2	1		6	1	1									
43	48	45	21	114	8	38.1%	10	12	86	12	7.2	10	0	10	100%	9	3	3		5	6	1	1	4	1															
44	27	43	24	94	7	29.2%	0	2	4	2	2.0	0	0	0	NA																									
45	26	39	39	104	10	25.6%	2	14	81	14	5.8	2	0	2	100%	2		1		2	1		1																	
46	25	16	29	70	16	55.2%	0	8	35	8	4.4	0	0	0	NA																									
47	90	91	75	256	19	25.3%	0	2	16	2	8.0																													
48	86	102	38	226	9	23.7%	0	4	35	4	8.8																													
49	147	124	19	290	4	21.1%	11	24	132	24	5.5	11	0	11	100%	10	8	6		5	5	1		2	7	1		3												
50	86	127	61	274	22	36.1%	5	14	164	14	11.7	5	0	5	100%	4	4	1		3				1		1														
Mailed In	-	-	-	-	-	-	32	32	268	32	8.4	32	0	32	100%	23	18	5		17	15	4	6	15	9	1		17	5	3										
<b>Totals</b>	<b>9,217</b>	<b>8,006</b>	<b>3,941</b>	<b>21,164</b>	<b>980</b>	<b>24.9%</b>	<b>480</b>	<b>982</b>	<b>6,671</b>	<b>1,014</b>	<b>6.6</b>	<b>439</b>	<b>5</b>	<b>444</b>																										

# 2008 MPLS - ST PAUL HOME TOUR

Attachment B

Expenses and Revenue as of 5/8/2008

## EXPENDITURES

VENDOR	AMOUNT
AMPERS	1,200.00
AMUNDSON, SCOTT	7,332.53
ASHMORE, MARGO F.	16,025.00
C SLOSTAD - REIMB	159.96
CBS OUTDOOR	1,100.00
CLEVELAND NEIGHBORHOOD ASSOCIATION	500.00
COPIER EXPENSE - NRP	171.00
DI'S PRINT	729.53
DO-GOOD BIZ	1,118.84
HENNEPIN COUNTY	463.60
JERRY'S ENTERPRISE'S, INC.	58.55
METRO CABLE NETWORK	1,650.00
MN PUBLIC RADIO	2,520.00
OFFICEMAX	89.75
POSTMASTER-MINNEAPOLIS	1,700.00
S SORENSON - REIMB	21.43
SOUTH MINNEAPOLIS HOUSING FAIR	500.00
TRI PARK	9,761.63
NRP STAFF SUPPORT	<u>8,970.00</u>
<b>EXPENSES TO-DATE</b>	<b>54,071.82</b>
HOMEOWNER EVENT	700.00
ASHMORE, MARGO F.	<u>1,500.00</u>
<b>ADDITIONAL ESTIMATED EXPENSES</b>	<b>2,200.00</b>
<b>TOTAL ESTIMATED EXPENSES</b>	<b>56,271.82</b>

## REVENUE

SOURCE	AMOUNT
METRO HOMES INC	1,200.00
CENTER FOR ENERGY AND ENVIR	1,000.00
WELLS FARGO	1,000.00
OTOGAWA-ANSCHER DESIGN-BUIL	1,525.00
FIELD OUTDOOR SPACES, INC	1,200.00
SALA ARCHITECTS, INC	1,000.00
HOLTAN KITCHENS & REMODELIN	1,000.00
STREETER AND ASSOCIATES	1,525.00
NORTHEAST BANK	2,325.00
MN HOUSING FINANCE AGENCY	2,000.00
F & P REMODELING BY DESIGN	1,000.00
HENNEPIN COUNTY	2,325.00
RRR CONSTRUCTION CO	1,525.00
CPED MULTI-FAMILY	8,500.00
PHILLIP J LUND DESIGN & CON	1,200.00
CPED SINGLE-FAMILY	<u>8,500.00</u>
<b>REVENUE TO-DATE</b>	<b>36,825.00</b>
AIA MN	3,000.00
CASTLE BLDG & REMODELING	2,000.00
ANGIES LIST	300.00
MN ST ENERGY GRANT	1,000.00
CITY OF ST PAUL	<u>15,000.00</u>
<b>ADDITIONAL REVENUE DUE</b>	<b>21,300.00</b>
<b>TOTAL ESTIMATED REVENUE</b>	<b>58,125.00</b>