

MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: June 16, 2009

Subject: Results from the 2009 Minneapolis & Saint Paul Home Tour

The 2009 Minneapolis & Saint Paul Home Tour on April 25 and 26 marked the 22nd consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 7 years and it has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity seven years ago, we committed to covering as much of our direct and indirect costs as possible with sponsorships. Our review of the Tour expenses and revenues for this year indicates that we will again achieve that goal. I am pleased to report that our 2009 results showed that we will again cover all of our direct and indirect expenses with sponsor revenue and have \$ 1,472.28 remaining to help with next years Tour. The Expense and Revenue reports for 2009 are attached for your information.

This year's Tour contained 60 homes and continued our "Green" and "Historic" sub tours. The Tour highlighted homes in the Willard-Hay, Audubon Park, Stevens Square, Linden Hills and Lynnhurst neighborhoods in Minneapolis and Frogtown, Highland Park, Macalester-Groveland, and Dayton's Bluff areas in Saint Paul.

This year we again had over 40 residents who took third year that we have conducted such a tour and it has been very well received.

The number of visitors (more than 4,200) was up 8.5% from the corresponding figure for 2008. The weather was gray but excellent on Saturday and a little wet on Sunday but this years attendees visited 7.1 homes per person and the 30,047 visits represented an increase of 15.5% from last year. Of the visitors, 23% were from outside Minneapolis and St. Paul. This figure is very consistent with similar figures from previous years.

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” showed up on 65.8% of respondent’s surveys. Interestingly, “Exploring Purchasing a Home in Minneapolis or St. Paul” was listed on 7.8% of the surveys.

The focus on reaching out to past attendees as part of the marketing strategy paid off handsomely. Over 45% 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, and the continuing interest of sponsors and visitors in this event, 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 2010 Minneapolis and Saint Paul Home Tour; and

BE IT FURTHER RESOLVED, That the Board authorizes the Director to: (1) enter into any contracts or agreements needed to conduct the 2010 Home Tour; (2) expend funds from the approved 2009 and 2010 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

BE IT 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, 2010; and

BE IT FURTHER RESOLVED, That the Director explore and assess organizational options for continuing the Home Tour as an annual event after 2010 and report back his findings by July 30, 2010.

2009 Minneapolis-St-Paul HomeTour

Revenues as of
06-17-2009

Date Received	Name	Revenue Amount
1/5/2009	MHFA	\$ 1,000
4/1/2009	REHKAMP LARSON ARCHITECTS	\$ 1,000
4/1/2009	NORTHEAST BANK	\$ 2,325
4/1/2009	HENNEPIN COUNTY	\$ 2,325
4/1/2009	QTOGAWA-ANSCHER	\$ 2,325
4/1/2009	ECODEEP	\$ 1,000
4/1/2009	LAKE COUNTRY BUILDERS	\$ 1,525
4/1/2009	GMHC	\$ 500
4/1/2009	FAMILY HOUSING FUND	\$ 2,600
4/3/2009	MERRIGAN CONSTRUCTION	\$ 1,525
4/3/2009	SALA ARCHITECTS	\$ 1,000
5/15/2009	CITY OF MINNEAPOLIS	\$ 8,500
5/15/2009	HOMEWORKS REMODE	\$ 1,000
5/15/2009	CENTER FOR ENERGY & ENVIRONMENT	\$ 1,000
5/18/2009	AIA MINNESOTA	\$ 2,000
5/18/2009	SYLVESTRE CONSTRUCTION	\$ 2,325
5/18/2009	JONES DESIGN BUILD	\$ 1,200
5/18/2009	F&P PETERS	\$ 1,000
5/18/2009	UNIV OF MINNESOTA	\$ 1,525
5/18/2009	SICORA INC	\$ 1,200
6/19/2009	BUILDING ARTS LLC	\$ 1,000
6/19/2009	CASTLE BLDG & REMODELING	\$ 1,000
'Subtotal		\$ 38,875
	JENSEN CONSTRUCTION	\$ 1,200
	CITY OF ST. PAUL	\$ 15,000
	DAVID HEIDE DESIGN	\$ 1,200
	NEW SPACES	\$ 2,325
TOTAL.		\$ 58,600

2009 Minneapolis-St. Paul Home Tour
Expenses as of
6-17-09

Acctg Date	Name	Description	Expense Amount
04/02/09	AMUNDSON, SCOTT	Home Tour Photographer	\$ 7,763.85
12/30/08	ASHMORE, MARGO F.	Home Tour Coordinator Services	\$ 3,650.00
02/10/09	ASHMORE, MARGO F.	Home Tour Coordinator services	\$ 2,000.00
02/10/09	ASHMORE, MARGO F.	Home Tour Coordinator Services	\$ 250.00
03/03/09	ASHMORE, MARGO F.	Home Tour Coordinator Services	\$ 500.00
03/03/09	ASHMORE, MARGO F.	Home Tour coordinator Services	\$ 3,175.00
04/02/09	ASHIWORE, MARGO F.	Home Tour Coordinator services	\$ 3,762.50
05/05/09	ASHMORE, MARGO F.	Home Tour coordinator Services	\$ 3,012.50
04/21/09	BACHMAN'S, INC.	Plants for Homeowners	\$ 306.21
04/21/09	CBS OUTDOOR	Bus Enclosure Signs	\$ 1,200.00
04/02/09	DI'S PRINT	Printing for Home Tour	\$ 743.37
04/02/09	DO-GOOD BIZ	Mailing of Home Tour materials	\$ 1,562.29
04/02/09	DO-GOOD BIZ	Mailing of Home Tour materials	\$ 1,355.10
05/15/09	DO-GOOD BIZ	Mailing of Home Tour materials	\$ 75.00
	na HENNEPIN COUNTY	Printing for Home Tour	\$ 521.20
04/28/09	JERRY'S ENTERPRISE'S, INC.	Homeowner Event Food	\$ 72.63
05/15/09	JERRY'S ENTERPRISES, INC.	Homeowner Event Food	\$ 31.28
02/18/09	JR BROADCASTING, LLC	Home Tour Advertising on AM950	\$ 230.00
04/02/09	JR BROADCASTING, LLC	Home Tour Advertising on AM950	\$ 2,570.00
04/14/09	JR BROADCASTING, LLC	Home Tour Advertising on AM950	\$
05/15/09	JR BROADCASTING, LLC	Home Tour Advertising on AM950	\$ 2,305.00
02/10/09	METRO CABLE NETWORK	Home Tour Preview Show	\$ 500.00
04/23/09	METRO CABLE NETWORK	Home Tour Preview Show	\$ 1,650.00
02/09/09	NORTHSIDE MARKETING TASK FORCE	Northside Housing Fair	\$ 500.00
02/09/09	SOUTH MINNEAPOLIS HOUSING FAIR	South Minneapolis Housing Fair	\$ 500.00
04/21/09	SPRINT SOLUTIONS, INC.	Phones for Coordinators on 4/25-26	\$ 67.23
05/05/09	TRIANGLE PARK CREATIVE	Home Tour Guide	\$ 9,500.92
04/03/09	C SLOSTAD - OFFICEMAX	Home Tour Supplies	\$ 238.49
	na C SLOSTAD - FOOD & BEVERAGE	Homeowner Event 6/11/09	\$ 196.15
	na NRP	Misc In-Office Copying	\$ 400.00
	na NRP	Misc In-Office Postage	\$ 130.00
06/16/09	NRP INDIRECT	Staff Support of Tour Activities	\$ 7,464.00
TOTAL			\$ 57,127.72

2009 Minneapolis and Saint Paul Home Tour Results

2009 Home Tour Results																																					
				New Non Mpls/St.Paul			Surveys Returned			No. of Homes Visited				Expectations				Why Did You Go						Where Did You Hear About the Home Tour					Age		Use Website						
Home No.	4/25 Saturday	4/26 Sunday	New	Home Total	Total	Percent	Completed	Total	No. Visited	Responses	Mean	Yes	No	Total	Percent	Remodeling	Redecorating	Expansion	Learn More	Enjoy	Buying	Other	Nghd Paper	Daily Paper	Cable	Radio	Mailing	Family	Other	Mail	Total	Responses	Mean	Yes	No		
2	157	66	116	339	46	39.7%	9	16	127	16	7.9	9	0	9	100%	5	6	4	3	9	3	1	4	7	4			6	1	67%	470	9	52	1	6		
3	375	140	71	586	18	25.4%	20	28	163	28	5.8	20	0	20	100%	12	7	3	5	11	1	4	7	6			10	3	3	50%	935	18	52	8	9		
4	163	102	81	346	18	22.2%	1	11	155	11	14.1	1	0	1	100%					1				1						0%	46	1	46	1	0		
5	206	121	67	394	22	32.8%	10	11	91	11	8.3	10	0	10	100%	5	4	3	6	2		2	1	1			8	2	2	80%	429	10	43	1	8		
6	103	60	86	249	19	22.1%	14	19	170	19	8.9	10	1	11	91%	7	7	1	9	10	1	2	6	4	2		3	2	2	64%	462	10	46	4	8		
7	40	36	25	101	9	36.0%	6	13	76	13	5.8	5	0	5	100%	3	3		3	2		1	2	1	1		3	2		50%	328	5	66	0	6		
8	253	116	131	500	32	24.4%	13	49	275	49	5.6	13	0	13	100%	7	6	5		5	1	3	2	2	1		9	3		69%	632	13	49	8	4		
9	261	137	77	475	25	32.5%	3	4	30	4	7.5	3	0	3	100%	2	1	1	1	2		1	1				3	1	1	100%	106	3	35	1	2		
10	378	128	28	534	11	39.3%	4	8	45	8	5.6	4	0	4	100%	1	1	1	1	2		1	2	2			1	1		0%	228	4	57	1	1		
11	300	138	93	531	21	22.6%	9	13	125	13	9.6	9	0	9	100%	7	6	1	4	6		1	1	1	1		5	2		89%	561	9	62	1	6		
12	149	78	35	262	6	17.1%	6	15	88	15	5.9	6	0	6	100%	2	3		2	4		1	1				8			83%	312	5	62	1	5		
13	200	100	38	338	11	28.9%	0	9	79	9	8.8					5	5	1	6	4	1		1				4			50%	279	7	40	4	2		
14	315	121	29	465	5	17.2%	3	7	45	7	6.4	3	0	3	100%	3	3	2	3	2					2		1			33%	168	3	56	3	0		
15	85	60	23	168	6	26.1%	3	14	127	14	9.1	3	0	3	100%	3	3		2	3			1	2			2			0%	132	3	44	3	0		
16	117	42	34	193	2	5.9%	15	20	163	20	8.2	13	1	14	93%	13	9	3	5	8	1	1	8	4	1		2	5	4	13%	679	15	45	12	3		
17	147	98	82	327	13	15.9%	7	14	131	14	9.4	7	0	7	100%	2	4	5	2	3	5		2	2			6	2		86%	367	7	52	4	3		
18	146	70	122	338	15	12.3%	9	35	201	35	5.7	7	0	7	100%	5	2		2	2		4					5			56%	363	9	40	7	2		
19	226	123	227	576	27	11.9%	19	58	214	58	3.7	17	0	17	100%	16	11	2	4	6	2	2	4	2		12	4	6	63%	850	19	45	10	8			
20	155	139	97	391	14	14.4%	2	24	128	24	5.3	2	0	2	100%	2	2		2	2			2							0%	86	2	43	2	0		
21	146	69	59	274	6	10.2%	8	10	118	10	11.8	7	0	7	100%	5	3	1	1	1	1	2					5	2	3	63%	473	8	59	2	5		
22	55	26	9	90	1	11.1%	0	0																													
23	223	107	28	358	9	32.1%	2	6	64	6	10.7	2	0	2	100%	2			2											0%	50	2	25	2	0		
24	211	85	46	342	19	41.3%	1	8	52	8	6.5	1	0	1	100%												1			100%	52	1	52	0	1		
25	145	68	12	225	5	41.7%	1	12	100	12	8.3	0	0	0	0%					1										100%					1		
26	363	192	141	696	54	38.3%	14	33	263	33	8.0	11	0	11	100%	11	10	3	6	3	1		1	1	1		6	4	4	43%	594	12	50	4	8		
27	317	166	72	555	27	37.5%	13	28	130	28	4.6	13	0	13	100%	11	9		6	9		1	4							46%	722	13	56	4	8		
28	340	170	83	593	16	19.3%	18	40	168	40	4.2	15	0	15	100%	11	11	3	3	7				2	2		4	10	2	22%	782	17	46	3	14		
29	270	122	33	425	11	33.3%	12	18	185	18	10.3	12	0	12	100%	12	10		5	6	1	2	3	3		1	4	3	1	33%	523	12	44	7	3		
30	415	226	106	747	32	30.2%	40	44	277	44	6.3	39	0	39	100%	32	22	4	8	14			7	10	3		14	7	9	35%	1917	38	50	22	15		
31	405	261	100	766	28	28.0%	8	19	68	19	3.6	8	0	8	100%	5	3	3	3	4	2	1		1			2	4	2	25%	385	8	48	2	5		
32	397	253	70	720	19	27.1%	26	44	257	44	5.8	26	0	26	100%	24	16	11	8	10	1	2	9	8	1	1	11	5	2	42%	1416	26	54	10	13		
33	257	130	114	501	37	32.5%	7	19	181	19	9.5	7	0	7	100%	4	7	1	1	1				1	2			2	3	1	29%	399	7	57	2	5	
34	373	245	89	707	22	24.7%	12	17	123	17	7.2	11	0	11	100%	9	7	4	5	8	2	2	3	2			6	2	1	50%	562	11	51	5	4		
35	433	388	42	863	12	28.6%	12	24	294	24	12.3	11	0	11	100%	10	6	4	7	3	2		3	3	1	1		5	6	2	42%	430	9	48	3	9	
36	464	224	97	785	26	26.8%	2	12	99	14	7.1	2	0	2	100%	2	2		2				1					1			0%	83	2	42	2	0	
37	49	27	87	163	12	13.8%	14	23	93	23	4.0	11	1	12	92%	8	6	7		7			4	4	1		6	4	4	43%	442	9	49	4	8		
38	191	113	31	335	6	19.4%	3	15	136	15	9.1	3	0	3	100%	2	1		1												33%	101	2	51	1	1	
39	243	136	71	450	21	29.6%	17	21	151	21	7.2	16	0	16	100%	11	11	2	1	7	2	2	5	8			2	5	1	12%	731	14	52	7	10		
40	260	245	148	653	24	16.2%	16	52	375	52	7.2	13	0	13	100%	3	11	2	2	9	2		3	1		10	3	1	63%	684	12	57	9	6			
41	180	85	28	293	3	10.7%	5	11	71	11	6.5	5	0	5	100%	3			2	1	1		2							0%	160	4	40	3	0		
42	260	217	126	603	19	15.1%	5	27	155	27	5.7	5	0	5	100%	2	1		3	3	1	1					3	1	1	60%	248	5	50	1	4		
43	307	220	26	553	5	19.2%	8	24	179	24	7.5	7	0	7	100%	7	4	3	3	4					1	2		3	2	1	38%	225	8	28	6	2	
44	293	236	98	627	19	19.4%	11	31	179	31	5.8	10	0	10	NA	9	5	5	2	7				4	1		7			64%	525	10	53	5	4		
45	343	282	80	705	20	25.0%	19	28	139	28	5.0	19	0	19	100%	16	11		6	9	2	2	5	4				5	1	37%	847	18	47	9	10		
46	200	233	88	521	26	29.5%	11	33	388	33	11.8	9	0	9	100%	9	10	2	5	6	2		2	2	2		0			0%	372	9	41	6	5		
47	354	263	256	873	49	19.1%	22	41	359	41	8.8	22	0	22	100%	14	13	4	8	12	3	2	5	2	1		9	4	3	41%	1128	22	51	8	14		
48	160	117	41	318	10	24.4%	10	13	141	13	10.8	9	0	9	100%	4	2		2	2	2	3	1	1			3			40%	338	8	42	6	2		
49	44	57	49	150	7	14.3%	10	18	104	18	5.8	7	0	7	100%	7	8	3	7	4	1	2	2			1	1	3	2	2	30%	387	8	48	3	5	
50	58	63	41	162	13	31.7%	7	7	51	7	7.3	6	0	6	100%	4	4		2	3	1		1	1	2		1	4	1	14%	299	7	43	3	4		
51	110	116	23	249	5	21.7%	7	12	93	12	7.8	7	0	7	100%	4	2	2	5	5	2	1	1				4		3	57%	297	7	42	3	4		
52	45	48	10	103	1	10.0%	0	0																													