

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

