

## MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: May 18, 2010

Subject: Preliminary Results from the 2010 Minneapolis & Saint Paul Home Tour

The 2010 Minneapolis & Saint Paul Home Tour on April 24 and 25 marked the 23<sup>rd</sup> consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 8 years and it has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity eight 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 in 2010.

This year's Tour contained 53 homes, including 18 from Saint Paul. We again, as we have in the past, focused our efforts on presenting homes that had been rehabbed or renovated.

This year we also, for the first time, offered four pre tour workshops on topics that have been previously identified as of interest to home tour participants. We complemented those workshops with six "mini-workshops" and continued the guided bus tour sponsored by Minneapolis Community Education and NRP.

The number of visitors (more than 4,000) in 2010 was a slight decrease (4.6%) from the corresponding figure for 2009 but a 2.4% increase over the attendance figure for 2008. Attendees visited 6.8 homes per person for a total of 27,445 visits. The number of visits was down 8.6% from the 2009 total but 5.5% higher than the 2008 number. Of the visitors, 25.6% were from outside Minneapolis and St. Paul in 2010. The corresponding figures for 2009 and 2008 were 22.8% and 24.9%, respectively.

Forty seven percent (47%) of the visitors heard about the Tour from our direct mail campaign. This continues the increasing percentage of our visitors who hear about the Tour from the mailed Guide. The corresponding figures for 2009 and 2008 were 45% and 43% respectively.

The results from the returned participant surveys showed two major changes from past years:

- Perhaps the biggest change was in the number of visitors who indicated that they were considering buying a home in Minneapolis or Saint Paul. Only 4.7% of the visitors indicated that they were considering buying in the 2010 Tour versus 7.8% in 2009 and 7.5% in 2008.
- After increasing steadily from 41.5% in 2007 to 43% in 2008 and 45% in 2009, the percentage of Tour visitors who used the Tour website declined to only 34.7%.

Of the survey respondents, 99.6% indicated that the Tour met their expectations. This figure exceeded last year's record of 98.8%. The tallies for each home are attached for your information. A full report on the revenues and expenditures will be provided to the Board by July 30, 2010.

