

## MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: July 21, 2010

Subject: 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, I committed to the Board that we would cover 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 be able to cover all of our direct expenses and 40% of our indirect (NRP staff) expenses with sponsor revenue. The Expense and Revenue reports for 2010 are attached for your information.

This year's Tour contained 53 homes, including 18 from Saint Paul, and continued our efforts to highlight individual neighborhoods. The Tour highlighted homes in the Central, Bryn Mawr, Victory, Linden Hills, Northrop and Lynnhurst neighborhoods in Minneapolis and Dayton's Bluff and Payne Phalen areas in Saint Paul.

This year we again conducted a tour (emceed by Star Tribune senior reporter Steve Brandt) in partnership with Community Education that was very well received. In addition we initiated two new activities: pre tour hour workshops and professional consults as prizes for completing the Tour passport survey.

The number of visitors (more than 4,000) was a slight decrease (4.6%) from the corresponding figure for 2009 but a 2.4% increase over the attendance figure for 2008. The weather was gray and a little wet but this years attendees still visited 6.8 homes per person. The 27,445 visits were 8.6% fewer than the 2009 total but 5.5% higher than the 2008 number. Of the visitors, 25.6% were from outside Minneapolis and St. Paul. This figure is very consistent with similar figures from previous years (22.8% in 2009 and 24.9% in 2008).

Of the survey respondents, 99.6% indicated that the Tour met their expectations. This is the highest rating that the Tour has ever received and an excellent indicator of the quality of the Tour. The Tour has been more than capably coordinated by Margo Ashmore for the past four years. During her tenure visitors, homeowners and sponsors have continuously viewed the Tour as very well run.

This year's Tour had 29 paying sponsors. Of these sponsors, only 3 were public entities. In 2002, the year before NRP began coordinating the Tour, the Tour had 9 sponsors. Of those nine sponsors, only 2 were private companies. We have deliberately and successfully changed this event from an almost wholly publicly funded effort to a public/private partnership with significant private sector funding.

Visitors attend the Tour for many reasons but "To Get Remodeling Ideas" was the dominant reason in 2010. Interestingly, "Exploring Purchasing a Home in Minneapolis or St. Paul" was listed on only 4.7% of the visitor surveys. This is a very significant drop from the corresponding figures of 7.8% and 7.5% in 2009 and 2008, respectively.

The focus on reaching out to past attendees as part of the marketing strategy continues to pay off handsomely. Over 47% of the survey respondents indicated that they heard about the Tour from the mailed Tour Guide they received. This new focus has helped us reduce the Tour's publicity, printing, distribution, and promotional expenses and improve our margins. The corresponding figures for 2009 and 2008 were 45% and 43% respectively.

During the next year NRP will be exploring options for continuing this event after 2011. The subcommittee on the Future of the Home Tour is reviewing the history of the event, the results accomplished, the arguments for and against continuation and the most appropriate organizational location for the event, if it is continued.

Based on the results from this year's Tour, and the continuing interest of sponsors and visitors in the Minneapolis & Saint Paul Home 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 2011 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 2011 Home Tour; (2) expend funds from the approved 2010 and 2011 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, 2011.

**Minneapolis Saint Paul Home Tour  
Expenses as of 7/16/2010**

**EXHIBIT A**

<b>Vendor</b>	<b>Description</b>	<b>Paid</b>
LOVE 95	Radio Promo for 2010 Home Tour	\$5,000.00
Scott Amundson	Photo Services Home Tour	\$7,069.78
Margo Ashmore	Home Tour Coordinator Services	\$17,287.50
Do-Good Biz	Mailing Prep 2010 HT Guide	\$1,594.35
Do's Printing	Home Tour 2010 Passport Printi	\$745.99
Hennepin County Central Services	HC Quick Printing	\$351.10
Jerry's Enterprises, Inc.	Cub Foods /Home Tour	\$53.63
Linder's Greenhouses, Inc.	Home Tour Plants	\$141.94
Metro Cable Network	Advertising for 2010 MSP Home	\$1,650.00
MTN	Home Tour Video Production	\$3,100.00
Postmaster	NRP Postage Deposit	\$3,327.68
Pro Media, Inc.	2010 Home Tour Guide	\$7,729.20
South Minneapolis Housing Fair	Exhibit S.Side Housing Fair	\$500.00
Triangle Park Creative, Inc.	Home Tour Web Mgt	\$577.13
Willie B. Willis	NRP Admin Support Services	\$6,137.00
<b>Total Vendor Disbursements</b>		<b>\$55,265.30</b>
<b>Staff</b>	<b>Description</b>	<b>Reimbursed</b>
C. Slostad	Homeowner Kit Supplies	\$156.39
S. Sorenson	Workshop & Certificate Supplies	\$17.33
C. Slostad	Thank You Event Supplies	\$414.29
<b>Total Staff Reimbursements</b>		<b>\$588.01</b>
<b>Total NRP Staff Hours*</b>		<b>\$8,991.14</b>
<b>In-Office Copying and Postage</b>		<b>\$147.00</b>
<b>TOTAL PROJECTED EXPENSES</b>		<b>\$64,991.45</b>

**NRP STAFF HOURS**  
Total Hours - 225

\* NOTE - STAFF COSTS INCLUDE  
HOURLY CALCULATION FOR EACH  
STAFF MEMBER'S BENEFITS (E.G.  
HEALTH, DENTAL, PENSION, ETC.)

**Minneapolis Saint Paul Home Tour  
Revenue as of 7/16/2010**

**EXHIBIT B**

<b>Sponsor</b>	<b>Received</b>
AIA Minnesota	\$3,000.00
Castle Building and Remodeling, Inc.	\$2,325.00
Lake Country Builders	\$1,200.00
Jones Design Build	\$1,200.00
M A Peterson Designbuild, Inc.	\$2,325.00
Northeast Bank	\$1,825.00
Rehkamp-Larson Architects, Inc.	\$500.00
SALA Architects	\$2,000.00
Sylvestre Construction	\$1,000.00
Buck Brothers Construction, Inc.	\$900.00
Building Arts Sustainable Arch & Construction	\$500.00
Laurel Ulland Architecture	\$700.00
Plekkenpol Builders, Inc.	\$2,900.00
Quartersawn Design Build	\$1,000.00
Reuter Walton Construction, Inc.	\$500.00
Terra Firma Building & Remodeling	\$1,000.00
Christine Nelson Design	\$1,200.00
D & S Building Blocks, Inc.	\$700.00
U of MN Office of University Relations	\$1,500.00
Sicora, Inc.	\$1,000.00
DiGiacomo Homes & Renovation, Inc.	\$1,000.00
Hennepin County Medical Center	\$2,000.00
IKEA Twin Cities #212	\$2,000.00
City of St. Paul	\$15,000.00
Center for Energy and Environment	\$1,000.00
<b>Total Received</b>	<b>\$48,275.00</b>
<b>Sponsor</b>	<b>Due</b>
Knutson Custom Remodelers	\$700.00
Building Arts Sustainable Arch & Construction	\$500.00
City of Minneapolis - CPED	\$10,000.00
College City Design Build	\$1,900.00
<b>Total Due</b>	<b>\$13,100.00</b>
<b>Total Projected Revenue</b>	<b>\$61,375.00</b>