

MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: July 17, 2007

Subject: Results from the 2007 Minneapolis & Saint Paul Home Tour

The 2007 Minneapolis & Saint Paul Home Tour on April 28 and 29 marked the 20th consecutive year of this annual event to showcase city living. NRP has been coordinating the Tour for the past 5 years and it has been a major venue for presenting neighborhood and resident housing related accomplishments.

When NRP assumed responsibility for this activity five years ago, we committed to covering as much of our direct costs as possible with sponsorships. I am pleased to report that our 2007 results showed that we fell short of 100% of this goal by only \$ 218. The Expense and Revenue reports for 2007 are attached for your information.

This year's Tour contained 57 homes, including the Van Dusen Mansion and Eastcliff. It was, without a doubt, the best received and best attended Tour since we began coordinating this event. Attendance was at the highest level since 2004 and exceeded last year's numbers by 36%.

The feedback that we received last year about the Tour from the participants who responded to our passport survey indicated a great deal of dissatisfaction with the type of properties on the Tour and the number of new homes and condominiums. The clear message was that the interest was in remodeled and rehabbed properties, not new construction. As a result of that feedback we focused our efforts this year on getting homes for the Tour that had been rehabbed or renovated. Only 6 of the homes on this year's Tour were new construction.

This year we also, for the first time, had a guided bus tour sponsored by Minneapolis Community Education and NRP. Although we had offered the opportunity for such a tour last year, we had too few interested participants to conduct the tour. This year the tour bus was completely filled and there was a significant waiting list. St. Paul has conducted unguided bus tours for the past three years.

The number of visitors (more than 5,300) in 2007 increased by 36% over the corresponding figure for 2006 and was 7% higher than the figure for 2005. Attendees visited almost 7 homes per person and the 36,686 visits represent an increase of 62% over the corresponding 2006 figure and 8% over 2005. Of the visitors, 27.4% were from outside Minneapolis and St. Paul in 2007. The corresponding figures for 2005 and 2006 were 27.8% and 22%, respectively.

Of the survey respondents, 97.6% indicated that the Tour met their expectations. The Tour was viewed as very well run by the visitors and received a rating of 4.6 out of 5.0. This is the same rating that the Tour received in 2005 and 2006.

This year we also continued to have homeowners secure their own volunteers to staff their homes. The results, as in prior years, were excellent. Friends, family members, neighbors and community organizations provided enough volunteers that NRP, for the very first time, did not have to provide a single volunteer to any of the 57 homes on this year's Tour. In 2003 staffing the Tour required more than 150 volunteers.

Other significant findings:

- The Tour recorded the highest percentage of satisfaction of any Tour that NRP has coordinated. 99% of the participants responding to the passport survey indicated that the Tour met their expectations.
- More than 25 % of the visitors lived outside of Minneapolis and Saint Paul.
- The average number of homes visited increased by 25% over the 2006 total (from 5.7 to 6.8).
- The Tour continues to be viewed as "Very Well Run" and received an average rating of 4.6 out of a possible 5 by respondents to the survey.
- The direct mailing of the Guide to participants who had attended a prior Home Tour generated a lot of interest. The response far exceeded our expectations and has resulted in a major reassessment of our printing and distribution strategy.
- The number of surveys returned jumped by more than 52% from last years figure. The same gap showed up for the number of surveys completed.
- The NRP's indirect staff support for the Tour has been steadily reduced: from \$18,900 in 2004 to \$ 4,935 in 2007.
- 24% of the visitors returned their surveys. This was the highest figure in 4 years.
- Potential visitors accepted the new dates for the Tour (the last weekend in April) and the weather could not have been better.

Next year we already have plans for some major changes and I believe that we can more than break even on this community building and marketing activity.

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 2008 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 2008 Home Tour; (2) expend funds from the approved 2007 and 2008 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, 2008.

year	month	day	amount	sponsor
2007	03	22	2,000.00	WELLS FARGO
2007	03	23	1,200.00	LAKE COUNTRY BUILDERS LTD
2007	03	23	2,325.00	M A PETERSON DESIGNBUILD IN
2007	03	23	2,325.00	GREATER METRO HOUSING CORP
2007	03	23	1,000.00	HOLTAN KITCHENS & REMODELIN
2007	04	04	2,000.00	CASTLE BLDG & REMODELING
2007	04	05	500.00	ANGIES LIST
2007	04	05	2,325.00	NORTHEAST BANK
2007	05	03	1,525.00	OTOGAWA-ANSCHERL
2007	05	03	4,000.00	CEE
2007	05	03	4,000.00	HENNEPIN COUNTY
2007	05	03	1,000.00	F & P PETERS
2007	05	04	1,200.00	PHILIP LUND DESIGN
2007	05	09	1,525.00	COLLEGE CITY REMODELING
2007	06	07	2,325.00	STANDARD HEATING
2007	06	28	14,820.00	CITY OF ST PAUL 2007
2007	07	12	2,000.00	AIA MN
PAID			46,070.00	

amount	sponsor
2,000.00	MN HOUSING FINANCE
1,000.00	RETRO PLUS
2,000.00	MN STATE ENERGY OFFICE
8,500.00	CPED

DUE	13,500.00
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Total 59,570.00

year	month	day	amount	provider
2007	01	11	2,987.50	ASHMORE, MARGO F.
2007	03	08	3,475.00	ASHMORE, MARGO F.
2007	03	15	1,475.00	ASHMORE, MARGO F.
2007	03	22	300.00	ASHMORE, MARGO F.
2007	03	22	3,562.50	ASHMORE, MARGO F.
2007	05	02	2,500.00	ASHMORE, MARGO F.
2007	06	14	1,650.00	ASHMORE, MARGO F.
2007	05	09	4,900.00	CITY PAGES MEDIA INC
2007	01	17	500.00	CLEVELAND NEIGHBORHOOD ASSOC
2007	04	05	804.08	DI'S PRINT
2007	05	02	335.00	DO-GOOD BIZ
2007	05	02	300.00	DO-GOOD BIZ
2007	04	05	5,728.79	ECM PUBLISHERS INC
2007	05	16	579.00	HENNEPIN COUNTY CENTRAL SVCS
2007	06	14	450.00	HOPEWELL COMMUNICATIONS, INC
2007	05	09	1,200.00	INDEPENDENT PUBLIC RADIO
2007	05	09	27.46	JERRY'S ENTERPRISE'S, INC.
2007	04	05	1,650.00	METRO CABLE NETWORK
2007	05	16	2,400.00	MINNESOTA PUBLIC RADIO
2007	03	29	1,119.75	POSTMASTER-MINNEAPOLIS
2007	01	17	500.00	SOUTH COMMUNITY EDUCATION
2007	05	02	8,376.23	TRIANGLE PARK CREATIVE -
2007	04	28	281.08	C SLOSTAD
2007	03	29	7,284.60	AMUNDSON, SCOTT
2007	06	23	375.96	C SLOSTAD
2007	03	31	25.76	P MOUNTIN

PAID 52,787.71

DUE 7,000.00 STAR TRIBUNE

Direct	59,787.71
Indirect	<u>4,936.00</u> NRP Staff time
Total	64,723.71