

## HOUSE TOUR 2019 RECAP

### **Recap of October 19<sup>th</sup>, 2019 Tour:**

The Tour included 6 gorgeous homes as well as several impressive gardens. Homeowners were excited to participate and show off all their hard work. Two homes that underwent renovations also chose to share their process and resources with tour goers which was well received and appreciated. There was information on “Aging in Place” and renovating an older home to accommodate mobility issues and aging. Another home took advantage of tax credits for their home renovations through \*\*\*\*\*

The Pre tour talk took place at School #16 with Architects from SWBR, the firm responsible for the Schools new look. The Principal, Lisa Garrow, and a group of teachers were on hand after the talk to give those interested a tour of the new school. This was a huge hit and tours went on throughout the entire day. Feedback from the school was all positive and they would like to host more 19WCA events like this in the future. Much of the feedback we got on the speaker portion was that the talk was just too long and technical. The consensus was that 30 minutes tops for the Speaker. The Committee also suggested that if there isn't a great and relevant speaker that we do not have one every year as it is a lot of work to organize.

300 books were printed by Alpha Graphics. They were very accommodating to our shifting timelines due to our computer issues and even put a rush on the order once we got it to them.

#### Profit and Loss:

\$1060 was raised by Booklet Ads	(\$805 in 2017)
\$1236 was raised by donations from sponsors	(\$525 in 2017)
\$1573 was raised by pre sales of Tickets	(\$1,069 pre sale & day of in 2017)
\$1376 was raised by day of ticket sales	
<u>We had \$817 in total expenses.</u>	(\$576.92 in 2017)
<b>Our NET PROFIT is \$4,427.83</b>	(\$2,452.08 in 2017)

*\*there were in kind donations made by Committee Members that are not reflected in the Profit and Loss Statement and have not been listed in past years either. Some were one time expenses like replacing the missing House Tour Banners with new reusable yard signs. Approximately \$475 was spent on in-kind donations from Committee members.*

Mary Chao from the D&C wrote a feature on House Tour and One of our Homes was highlighted. The print copy came out that Saturday morning, Oct. 19<sup>th</sup>. There was an online version and Mary Chao Tweets of the article available on Wednesday. We took full advantage of the great publicity and spread the work online far and wide! It paid off!

The post tour survey garnered 105 responses.

%68 were new to the event

%61 lived outside the 19<sup>th</sup> Ward

The best sources of information about the tour were listed as 19<sup>th</sup> Ward publicity, Friends, Facebook and the D&C article

Ticket Sales breakdown:

95 online pre sale tickets

36 square/cash pre sale

95 day of event sales

**226 total tickets sold**

*(we comped 38 tickets to homeowners, merchants, POI)*

#### PUBLICITY:

This year we once again utilized our House Tour Facebook Page. People were engaged and liked the posts, sneak peaks, information and polls. We increased our followers and also directed people to the 19<sup>th</sup> WCA website. We did a better job of outreach to other online community / neighborhood associations and groups either via their websites or Facebook pages. By doing that we were able to reach a broader audience and in certain cases a younger demographic to promote our event as well as our neighborhood.

We will be compiling a cohesive list of all these community links for next time as well as sharing future 19WCA events.

We discussed using twitter (which we did minimally this year) as well as Instagram to further publicity in 2021.

Susan Hagen did a great press release and story pitch (which resulted in the Mary Chao article). We hope to use her PR skills again in the future.

Michael Phillips has also expressed interest in helping brainstorm publicity as well as having a contact on the Evan Dawson Show.

This year we held a raffle for 2 free tickets and collected 89 names and emails. We set up raffle / information tables at Beats at Brooks and the Westside Farmers Market. In addition to collecting names we handed out info on the Tour. This was a successful means of promoting the event. Some other things we felt were not successful were CCL event, CMOY voucher sales, and fliers around town.

#### VOLUNTEERS:

The Volunteer Coordinator was very organized and had all the spots filled and also took care of volunteers for publicity tables, volunteer to pack and deliver home owner supplies, headquarter volunteers and runners. This year we had 3 UofR student doing their community service with us. We had enough work for them early on but ran out of things for them to do by the end.

Volunteer Coordinators suggestions for improvement:

possibly do a pre-training for house volunteers before the event.

Reevaluate the “free booklets” for volunteers. One idea was that house volunteers can use their badges to get in and would receive a PDF version of the map or booklet.

There will be follow up with the volunteers to get their feedback and suggestions.

#### Home Owners Feedback:

- great publicity
- well organized
- great booklet and write ups
- liked the fresh flowers
- great event
- ran out of booties but was quickly resupplied
- issues with traffic flow at entrance and exit
- not all volunteers got free book and homeowners weren't notified
- didn't know so many people would be at the Friday pre tour

#### Issues out of our control and how we handled it:

2 houses pulled out within 2 weeks of the event. One due to fire and the other remodel wasn't done (this house was being remodeled due to a fire last year) . I think we did the best we could with this set back. John was able to put a Grey X over the homes in the book before it went to print. We also printed up inserts to the booklets on fire safety. The local fire Station provided fire safety info for us as well which we had at Headquarters.

Ads and Sponsor got a bumpy start when our committee member had to remove himself for health reasons. We scrambled a bit but in the end it all came together and we exceeded our goals!

There were some FB/ online issues which set our timeline back and stalled promotions and sales. Again, it all worked out and sales were amazing!

The biggest impact was having no office coverage and there being mixed messages directing people to the office and not being able to sell tickets at office. We managed to work this out by changing the voicemail message, retyping the promotional materials, and selling tickets at our houses for people who did not want to buy online. Not ideal but hopefully by 2021 there will be an office manager again.

The Booklet was very late to print because of computer crash and software compatibility issues. This was a freak accident but we did learn a valuable lesson about having multiple backups! We are looking to touch base with Zola and Jessie regarding the Google online storage for 19WCA.

#### **POSSIBLE HOMES FOR 2021:**

*(Joanne)*