

**Knoxville Neighborhood Conference 2017**  
Workshop 10-B: Creative Event Making  
Planning and Executing a Neighborhood Home Tour  
Presented by Sally Wilcox, North Hills



**What Are the Benefits of a Neighborhood Home Tour?**

- Brings neighbors together to work and have fun.
- Encourages all neighbors to beautify their own homes and gardens.
- Showcases the neighborhood to other Knoxville communities.
- Raises funds for neighborhood improvement.
- Provides opportunities for civic responsibility and leadership.

**Should my Neighborhood Hold a Home Tour?**

- Are neighbors curious about each other's homes?
- Does my neighborhood have something of interest to attract other Knoxville residents?
- Is there a neighborhood association or other group that can spearhead the project?
- Is there a need to raise funds?

## What Steps Should We Take?

- Form a committee and divide up responsibilities.
- Recruit homeowners to show their houses.
- Recruit volunteers to host and provide refreshments.
- Set up a budget based on realistic sales expectations.
- Publicize the event.
  - Set up an event page on Facebook and/or a group website.\*
  - Send emails on a neighborhood listserv to keep everyone informed.
  - Contact local newspapers and newsletters to arrange announcements and articles.
  - Contact local TV stations to arrange interviews.
- Design, print, and distribute flyers and signs.
- Design and print a ticket brochure.\*
- Sell tickets online and set up a ticket kiosk for day-of-event sales.
- Pray for good weather!



\*<https://www.facebook.com/events/352091735142722/> <http://northhillsgardenclub.wixsite.com/nhgc>

\*Ticket Brochure is attached.