



Dear 2020 Parade of Homes Remodelers,

First and foremost, our thoughts are with you, your employees and your families for safety and good health during this extremely challenging time of the COVID-19 pandemic. As you know, disruptions from the outbreak have wreaked havoc on all sectors of the economy and forced Americans nationwide to commit to social distancing for containment.

For more than 50 years, The Greater Iowa City Area Home Builders Association (HBA) has put on successful and widely attended Parade of Homes (POH) events. **Our Board of Directors – upon the recommendation of the Parade of Homes Committee – voted to move the 2020 Parade of Homes to August.** This decision stemmed from U.S. Centers for Disease Control and Prevention and the state of Iowa recommendations discouraging face-to-face gatherings of all sizes for the foreseeable future.

We understand you have many questions about how this will affect your parade home and homeowners. The committee is dedicated to helping your business navigate this difficult time, have been approved to offer numerous options and welcomes your input to attain strategies that work for everyone.

New Applicants: The Board of Directors has approved to accept new applications for The Remodelers Parade. All participants are required to submit their Entry Form, Homeowner's Participations Agreement and Remodeler's Parade Participation Agreement prior to the deadline. Details are outlined in the forms attached.

All of us at The Greater Iowa City Area HBA offer you and your employees best wishes and hope that you stay well. Please feel free to contact either of us to discuss how we can help with issues or concerns you may have. Let's keep the communication lines open as we move forward.

Sincerely,

Mitchell Manning,
Parade of Homes Chair
Sobaski Abbey Carpet & Floor
(319) 337-4054

Karyl Bohnsack,
Executive Officer
The Greater Iowa City Area Home Builders Association
(319) 351-5333

Remodelers Council of The Greater Iowa City Area Home Builders Association
23rd Annual Remodelers Parade
August 1 and 2, 2020
1st Weekend of the Parade of Homes
Saturday 10:00 am – 5:00 pm
Sunday Noon – 5:00 pm

For more than 23 years the Iowa City Area HBA Remodelers Council has proudly presented the Remodelers Parade to help area homeowners meet remodelers and see their work. For eleven years we have added the strength of the new-home Parade of Homes to our Remodelers Parade by having it with the Parade of Homes.

The Parade of Homes is the brand area families recognize and trust to provide the information they need to make smart decisions about their home. Admission continues to be strong.

The parade has grown in scope of projects and continues to generate interest from the community. The parade will focus on remodeling projects of any type that will appeal to the general public. Consider a kitchen, great room, family room, bath, master suite, deck, four season's porch or an entire house remodel or renovation. History has proven that larger more innovative projects generate more traffic. Remodeled projects in 2019 and 2020 are eligible for entry.

Only members of The Greater Iowa City Area HBA Remodelers Council are eligible to participate. The entry fee for new applications is \$850. Existing applicants that wish to swap a project due to the COVID-19 pandemic can do so free of charge. Existing applicants can also choose to be only on the Virtual Tour, new this year. The deadline for entries is June 5, 2020.

To enter or update your Remodelers Parade home application, complete all information enclosed in this packet. All questions should be directed to Karyl Bohnsack, HBA executive officer at 319-351-5333. The Remodelers Parade grows yearly and had high attendance in 2019. We showcase the excellent craftsmanship of our remodelers and look forward to an even bigger and better parade each year.

Brad Storck
2020 Remodelers Council Chair





Rules and Regulations

Registration process

New Applicants: The Board of Directors has approved to accept new applications for The Remodelers Parade. All participants are required to submit their entry form prior to the deadline. Included with the application is a blank Builder Page App and Magazine Excel Spreadsheet. Please complete and return it with your application. After we receive your entry, we will send you login instructions and a password to edit and add to your builder page online for the Parade Smart app. The deadline for completing your page is important and we ask that you make every effort to meet it. Check the HBA website or 2020 Membership Directory for a list of all subcontractors and material suppliers. Be sure to provide company names and contact information of all non-members.

New Applications:

Entry Form/Participation Agreement – A completed entry form, building permit (if applicable), insurance certificate, homeowner and builder participation agreements, Builder Page App and Magazine Excel spreadsheet and photos or renderings must be submitted by **June 5, 2020**. New Applications must also include a check payable to The Greater Iowa City Area Home Builders Association for \$850.

Photos – Before photos of the project or an elevation needs to be submitted with your materials. Make sure the quality of the photo is good. We understand that your project may not be photo ready at the time of entry in which case we will use a rendering. Contact Karyl if you need to request additional time.

Liability Insurance - A certificate of liability insurance must be attached to the entry forms due on or before **June 5, 2020**. You must have this certificate with your registration materials. **There will be no exceptions.** As a participant in the parade, you agree to contact the association if your insurance coverage has been changed, altered or modified in any way from the insurance coverage represented on the certificate previously submitted to the association at the time of registration. The remodeler agrees to indemnify, defend and hold the association harmless from damages resulting from the remodeler's breach of the requirements of this paragraph.

Directions - Submit your directions on the application and when creating your builder-page Excel spreadsheet.

Safety and parking requirements - All parade homes that are on main highways or arterial streets must include with their registration materials proof of parking arrangements for the general public during the parade.

Non-Members - You must be a member of the association to participate in the parade. Non-member subcontractors/suppliers will not be listed in the guidebook or on the app. Please encourage them to contact Karyl about membership. Also, **non-members may not display promotional items in or outside the home.** Please submit a list of all non-member companies that will be working on your homes. The HBA Membership Committee will invite them to consider membership with the association.

Building Permit/Code Inspection - **PLEASE READ THIS SECTION CAREFULLY!** All applicable building permits must be submitted with your entry. For safety reasons, all parade homes must pass building code requirements before the parade starts. All remodelers must supply the association with a copy of the final inspection certificate that indicates you passed the inspection for the home on or before **10 days prior**. Please refer to your jurisdiction for all applicable permits that may be needed.

Final Inspection – Association representatives will inspect your home one week before the Remodelers Parade begins. A copy of the checklist is included in this packet. Failure to have all items completed on this checklist will result in your home not being shown on the 2020 Remodelers Parade.

Withdrawing an Entry or Moving to Virtual Tour Only - Withdrawing an entry from the Remodelers Parade or switching it to only a Virtual Tour must be submitted in writing on or before **June 26, 2020**. No refunds will be issued on new applications.

Reservation of Rights and Waiver: The Greater Iowa City Area Home Builders Association reserves all rights to inspect Remodelers Parade homes (deadlines set forth in this document) and has the exclusive authority to exclude your home from the Remodelers Parade if you fail to meet the criteria set forth by the Remodelers Council Board of Directors, as determined by the association in its sole discretion. In consideration of the association granting the remodeler permission to participate in the parade and its accepting the application and non-refundable entry fee, the remodeler, and anyone entitled to act on its behalf, hereby waives and releases the association, its employees, officers, directors, organizers, sponsors, promoters, agents, volunteers, their representatives and successors and all other persons connected with the association, from any and all rights, claims, demands, suits, actions and causes of action, of any and every nature whatsoever that the remodeler may have including, but not limited to, claims for indemnification caused by participating in the Remodelers Parade or caused by any act or failure to act of the association, its employees, supervisors, organizers, sponsors, promoters, agents, volunteers and their representatives and successors, or any other person connected with the association. In signing this agreement, the remodeler acknowledges and represents that the remodeler has read the foregoing, understands it and signs it voluntarily as their own free act. No oral representations, statements or inducements, other than as written above, have been made.

Summary of Important Deadlines

New Application or Home Swap Information Due – June 5, 2020
Withdraw Parade Entry Without Penalty - June 26, 2020
Final Changes to Parade Page – July 6, 2020
Occupancy Permit - July 17, 2020
Final Inspection by Remodelers Council Members - July 20 – 24
Annual Tour of Parade Homes for Members – July 31, 2020
Return yard signs, directional signs and any unused booties - August 14, 2020

The 2020 Parade of Homes is Co-Sponsored By:



Guidelines

Cooperative Clients

Experience in similar promotions has shown that many homeowners are willing to parade their home. Satisfied clients are very proud of the work done in their homes. If you appeal to their pride and parade your professionalism, you should not have difficulty getting their permission. Providing "perks" can also help parade your appreciation. Do whatever it takes!

Site Preparation

The inside and outside of the home is a reflection on your project. Please have everything cleaned and ready for the weekend.

Isolate the areas

- Provide attractive ropes and standards
- Close doors to adjacent rooms or use professional signage
- No photography in or outside the home

Protect areas

- Use attractive vinyl or carpet runners to protect flooring
- Provide controlled access to your home to protect lawn areas
- Remove personal articles to ensure their safety (Special art pieces, collectables, antiques, breakables, etc.)
- Cover or use signage to protect furnishings and counters
- Have vacuum, broom and cleaning supplies available for staff

Staffing

- Have a person available to greet the public
- Have a representative to speak to potential clients and answer questions
- Have a guest register
- Have staff keep traffic within defined areas, keep the home neat and clean
- Have company brochures and literature available

Signage

- Use professional signage
- Promote your product and protect your client's home
- Display before and after photos

Promotion Suggestions

- Promote your product
- Mail to your client lists
- Advertise
- Tell associates, friends and family
- Use signs and banners
- Have company brochures and literature available
- Have sales representative/owner speak to potential clients and answer questions

Timeline

Entry deadline - Entries must be received before 5:00 pm on **June 5, 2020** with an \$850 entry fee.

Proofs mailed to Remodelers Council

You must return the proof of parade magazine page or cancel your entry in a timely manner to accommodate promotional schedules.

Checklist

- A completed typed entry form, building inspection report
- A check for \$850 payable to:
- The Greater Iowa City Area Home Builders Association
- Signed participation agreements and checklist
- A photo of the project or an elevation
- A certificate of liability insurance. HBA and Remodelers Council will be noted as additional insured

If any of the above information is missing, the entire application will be returned as unacceptable.

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This form must be filled out completely and returned before 5:00 pm on **June 5, 2020**, to the Greater Iowa City Area Home Builders Association Remodelers Council, P.O. Box 3396, Iowa City, Iowa 52244. The completed form must be accompanied by your check for \$850 for the entry fee for each entry in the Remodelers' Parade. Make checks payable to HBA of IC. Incomplete forms will be returned.

All participants in the Parade of Homes are required to submit an entry form. After we receive your entry, we will send you login instructions and a password to create your builder page online for the Parade Craze site/app. The deadline for completing your page will be sent as well and we ask that you make every effort to meet it. The file has a list of all sub-contractors and material suppliers. There is also a field for non-members, be sure to provide company names and contact information.

THIS FORM MUST BE TYPED OR PRINTED CLEARLY.

COMPANY NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
TELEPHONE: _____
WEBSITE: _____

CONTACT NAME: _____
EMAIL ADDRESS: _____
CELL: _____

REMODEL PARADE HOME ENTRY INFORMATION

NAME: _____
ADDRESS: _____
DIRECTIONS TO THE PARADE HOME: _____

TYPE OF PROJECT: _____

Mail Completed form with payment and Certificate of Liability Insurance to:
The Greater Iowa City Area Home Builders Association
P.O. Box 3396
Iowa City, Iowa 52244

All materials will become property of the Greater Iowa City Area Home Builders Association.

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Dear Homeowner Participating in the Remodelers Parade:

As Chair for The Greater Iowa City Area Home Builders Association Remodelers' Council, we would like to thank you for agreeing to display your home in the Remodelers Parade.

The Remodelers Parade represents a tremendous investment of time and talent by the HBA Remodelers Council to publish the parade program and advertise the event. It also requires a great deal of dollar investment to the remodeler, not just for the entry fee, but for the planning, staffing and merchandising of your home during the event. For most remodelers, it is the largest marketing effort for the entire year. The end result is to present your remodeled home, for you and your remodeler, at its very best throughout the weekend of the parade. Thanks again for your participation!

Brad Storck, Chair
Remodelers Council

Remodelers Parade Homeowner's Participation Agreement

The undersigned homeowner agrees to:

1. Make the home available during the entire event and allow for necessary time to set-up and clean up.
2. Make every effort to present the project at its best during the weekend.
3. Allow photographs to be used for publicity by The Greater Iowa City Area HBA Remodelers Council and/or the Remodeler.
4. Allow for the display of additional signage in his/her home during the event.
5. Remove personal property as agreed necessary by you and the remodeler.

The Remodeler Agrees to:

1. Maintain adequate staffing throughout the event's duration to ensure the homeowner's security.
2. Protect homeowner's property by sectioning off unavailable areas, protecting carpet and landscaping.
3. Maintain liability insurance on the property during the entire parade. A certificate of insurance to the prescribed limits will be kept on file at the HBA of Iowa City office.
4. Assist homeowner with suggestions on personal property to remove.
5. Take all appropriate actions to protect the homeowner and visitors from the risk of COVID-19 coronavirus.

Accepted the _____ day of _____, 20_____

Homeowner: _____

Address: _____

Phone: _____

Signature of Homeowner: _____

Remodeler's Name: _____

Address: _____

Phone: _____

Signature of Remodeler: _____

This agreement becomes part of the Remodelers Parade entry documents and should be attached to the entry form for a completed entry kept on file at the HBA of Iowa City office.

2020 Remodelers Parade Participation Agreement

I am currently a member in good standing* of the Remodelers Council of The Greater Iowa City Area Home Builders Association (HBA) and I wish to enter the 2020 Remodelers Parade. I hereby agree to abide by the following rules and regulations:

1. If the project is not complete or presents a safety hazard to the public by the opening date of the parade, I agree to remove the site sign and any directional signs in the area. Failure to comply with this clause will result in denial of participation privileges in the parade. The Remodelers Parade Committee will make the final decision as to whether the home is complete or safe.
2. My home entry will be open for public viewing during the entire parade.
3. A Remodelers Parade entry form, signed by me, will be returned to HBA of IC Remodelers Council by 5:00 pm **June 5, 2020**. If a signed entry form is not returned by this date, the HBA will make no attempt to contact me and any mistakes printed in the guide will be my responsibility.
4. I agree that all information on the parade forms will come from me and be my responsibility. No information is to be dispensed by any agent. I can be reached during business hours at the number listed at the end of this form.
5. I agree that damages due to errors or omissions concerning my project, the maps or my firm, in the parade publication or any related advertising or press releases, will be limited to a maximum of a refund of my parade entry fee. I agree to call errors to the attention of the Parade Committee through written communication.
6. The Remodelers' Parade is a very visible housing promotion. Remodelers are allowed the privilege of placing directional signs in strategic street locations to direct potential buyers to Parade homes. I agree to remove all directional signs within 24 hours of the completion of the Parade.
7. No changes in text can be made after **July 6, 2020**.
8. I agree to staff my project adequately during all hours of the Parade.
9. I agree to follow the recommended guidelines, rules and regulations as set forth by the Remodelers Parade Committee.
10. I agree to have a liability insurance policy in effect covering my project during the time of the promotion and will send a copy of the certificate of insurance with my entry form to the HBA of Iowa City office. The HBA of Iowa City Remodelers Council is to be noted as additional insured.
11. Any violation of the above rules will result in a one-year suspension from participation in the Remodelers Parade.
12. **PLEASE NOTE!** All information must be complete and submitted prior to the deadlines set forth. Entries will not be accepted unless 100 percent complete.

Signature of Remodeler: _____

Type or Print Remodeler's Name: _____

**A member in good standing means that your dues are paid by the entry deadline and you have no unanswered complaints on file.*

MANDATORY: Only the remodeler may sign this form. The form will be returned if not signed and complete.

2020 Greater Iowa City Area Parade of Homes Inspection Check List

In order to participate in the 2020 Parade of Homes, all builders must submit an occupancy permit to the Home Builders Association Executive Officer by July 17, 2020 as outlined in the builder packet. You may fax them to (319) 358-2443 or email Karyl@HBAofIC.org.

In addition, the committee will conduct final inspections on all homes, July 20 - 24, 2020. The association will be checking all items listed below to insure the home is 100 percent complete to meet final deadlines.

If items are not completed, homes may not be shown. Please review the checklist to ensure all items are 100 percent complete. Any homes that need a second inspection before the parade begins will be charged a \$500 reinspection fee.

Builder _____ Date _____

Home Address _____

	Complete	Incomplete
1. Driveway and sidewalks complete	<input type="checkbox"/>	<input type="checkbox"/>
2. Complete exterior finished (including painting)	<input type="checkbox"/>	<input type="checkbox"/>
3. Decks and porches completely finished	<input type="checkbox"/>	<input type="checkbox"/>
4. Interior and exterior staircases and railings complete	<input type="checkbox"/>	<input type="checkbox"/>
5. Sod must be laid in all front yards – Contact HBA office if needed	<input type="checkbox"/>	<input type="checkbox"/>
6. Hard surfaced flooring and carpeting installed and finished	<input type="checkbox"/>	<input type="checkbox"/>
7. Plumbing fixtures set	<input type="checkbox"/>	<input type="checkbox"/>
8. All heating & electrical complete	<input type="checkbox"/>	<input type="checkbox"/>
9. Cabinetry completed and installed with all hardware & countertops	<input type="checkbox"/>	<input type="checkbox"/>
10. Built-in appliances installed	<input type="checkbox"/>	<input type="checkbox"/>
11. Interior and exterior light fixtures in working order	<input type="checkbox"/>	<input type="checkbox"/>
12. Clear access to all entries	<input type="checkbox"/>	<input type="checkbox"/>
13. Finish carpentry and drywall complete	<input type="checkbox"/>	<input type="checkbox"/>
14. All rooms painted and cleaned	<input type="checkbox"/>	<input type="checkbox"/>
15. Nonmember signs removed	<input type="checkbox"/>	<input type="checkbox"/>
16. Talked to the builder about parking options	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Notes:

Inspector Sign-Off

IC Area HBA Parade Chair

Date

Date of Second Inspection (if needed)

IC Area HBA Executive Officer

Date

Date of Second Inspection (if needed)