



Dear Greater Iowa City Area Homes Builders,

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.

New Applicants: The Board of Directors has approved to accept new applications for The Parade or Homes. All participants are required to submit their entry form and application prior to the deadline. Details are outlined in the application and form 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

The Greater Iowa City Area Parade of Homes, put on by The Greater Iowa City Area Home Builders Association (HBA), is a highly recognized event hosting thousands of visitors who search for the latest in innovative building and decorating trends in residential construction. It's YOUR consumer brand. New construction and remodeling projects set the stage to market the best homes our builders and remodelers have to offer.

Where else can you hit your target market more successfully and directly and have the opportunity to interact with prospects and demonstrate the actual product? Other advertising mediums won't render the same marketing results as the face to face, hands-on experience and the new Virtual Tour available on the Parade of Homes website and Parade Smart app.

The Greater Iowa City Area HBA is comprised of developers, general and specialty contractors, suppliers and associates. During 2020 we'll celebrate our 60th anniversary as an association! Our members and their dedication make each and every Parade of Homes a special event.

As an association, we strive to work closely with the builders to ensure homes are complete and ready to showcase for the parade whether it be face to face or through the new virtual medium.

New Dates and times for the 2020 Parade of Homes are:

August 1 and 2
August 4 and 6
August 8 and 9
Saturdays: 10:00 am – 5:00 pm
Sundays: 12:00 Noon – 5:00 pm
Tuesday and Thursday: 5:30 pm – 8:30 pm

The Parade of Homes is a very important marketing vehicle for builders and trade partners of the association. It has been shown through studies and personal documentaries that the Parade of Homes piques the area's home-buying interests and is seen as an annual ritual for the HBA housing market.

Our parade is marketed with highly effective, targeted television and radio commercials placed on local television stations, regional cable networks and leading radio stations. High-impact ads are created for print newspapers and attention-grabbing posts for social media platforms. Parade amenities include: official guidebook, website, signs, booties, parade streamer flags, admission tickets, vouchers for your clients, posters, newsletter supplements, membership recruiting, advertising discounts and a digitally produced community and tour map through the Parade Smart app and the new Virtual Tour. The HBA's website has been designed to offer additional opportunities to promote your business and homes you plan to showcase.

This letter, rules and regulations, and entry form have been designed to provide details you will need to plan for the completion of your home and meet association deadlines. We stress the importance of reading and meeting these deadlines to avoid unnecessary delays.

The association looks forward to working with its members. Please do not hesitate to contact me if I can be of assistance.

Mitchell Manning
2020 Chair

IMPORTANT NOTE: *The Remodelers Council will host its Remodelers Parade the first weekend of the Parade of Homes. The Remodelers Parade and Parade of Homes will be a combined marketing effort. Remodeler's forms are sent separately.*

PARADE BUILDERS *we would appreciate it if you discouraged your realtors from duplicating the exact times and dates of the parade and holding open houses prior to the event. The spirit and the integrity of the parade are essential. We continue to build excellent promotional opportunities for you and encourage you to showcase your homes on the parade and be part of the HBA team.*

2020 Parade of Homes Committee

Mitchell Manning, Chair – Sobaski Abbey Carpet & Floor (319) 337-4054
Dan Robertson – Overhead Door Company (319) 338-9747
Aaron McGlynn – Cabinet Works (319) 530-8849
Jill Chambers – Technigraphics (319) 354-5950
Ryan Murphy – West Bank (319) 358-5645
Patty Hansche – Hills Bank Company (319) 358-6187
Dean Stockman – Hills Bank (319) 358-6161
Barbara Messer – Kitchens By Design (319) 337-3374
Katy Stutsman – McCreedy-Ruth Construction (319) 648-2166
Grace Mestad - PSC Distribution (319) 338-3601
GT Karr – Sueppel's Siding & Remodeling (319) 631-4342
Andy Martin – Martin Construction (319) 541-8453
Danny Brandt – Lite Window & Door (319) 626-2253
Gordon Viers – Alexander Lumber (319) 338-1113
Jason Wells – Vetter Culligan (319) 930-1896
Robin Sueppel – Urban Acres (319) 631-0522
Brook Easton – William Easton Design (319) 431-8660
Elaine Rayner – Gazette Communications (319) 339-3105
Ken Duncan – Ad Market (319) 631-5111
Michelle Moore, Staff Rep. – Home Builders Association (319) 351-5333
Karyl Bohnsack, Staff Rep. – Home Builders Association (319) 351-5333



2020 53rd ANNUAL PARADE OF HOMES ENTRY FORM

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

CONTACT NAME: _____
EMAIL ADDRESS: _____
CELL: _____

PARADE HOUSE ADDRESS: _____

SUBDIVISION: _____

DIRECTIONS TO THE PARADE HOME: _____

Entry Deadlines and Fees:

**June 5, 2020 New Application - \$1,800 per house, non-refundable + \$1,000
Deposit = \$2,800 Total**

Deposit - \$1,000 refundable deposit per home for all materials returned by August 14, 2020. The deposit also includes a \$500 reinspection fee that may need to be done by the Parade Committee to ensure homes are parade ready.

PLEASE INCLUDE ALL OF THE FOLLOWING INFORMATION WITH YOUR ENTRY:

- A pdf color rendering or high resolution photograph of the front elevation of the home for the Parade of Homes Guidebook, website and Parade Smart App. Email to Karyl@HBAofIC.org
- Entry Fee Payment, Including Deposit; \$2,800 total.

- Proof of Insurance. A certificate of liability insurance must be attached to your entry form.
- Signed and Dated Documents, Including Parade of Homes Entry Form, Builder and Participation Agreements.
- Builder Page Excel sheet for the Parade of Homes Guidebook, website and Parade Smart App. Email to Karyl@HBAofIC.org

Registration process

All participants in the Parade of Homes are required to submit an entry form for the Parade of Homes. After we receive your entry and the 2020 Parade Smart App has been created, we will send you login instructions and a password to edit your builder page online. The deadline for your builder page is important and we ask that you make every effort to complete your information in a timely fashion.

DEADLINE: Entry fees are due upon receipt of your application. All required information as well as the \$1,000 refundable deposit are also due at that time. All entry forms and information should be returned to Karyl:

IC Area HBA Office, 11 S. Gilbert Street, PO Box 3396, Iowa City, IA 52244

June 5, 2020 is the **deadline** to submit a Parade of Homes application.

NO REGISTRATIONS WILL BE ACCEPTED AFTER June 5, 2020.

Entry Deadlines and Fees:

June 5, 2020 New Application - \$1,800 per house, non-refundable, + \$1,000 deposit = \$2,800 total

Deposit - \$1,000 refundable deposit per home for all materials returned by August 14, 2020. The deposit also includes a \$500 reinspection fee that may need to be done by the Parade Committee to ensure homes are parade ready.

We understand and agree to the terms and conditions of the Builder Participation Agreement and Entry Form as set forth by this committee.

(Signature of Company Owner)

(Date)

The 2020 Parade of Homes is Co-Sponsored By:





**53rd ANNUAL PARADE OF HOMES
August 1, 2, 4, 6, 8 and 9, 2020**

BUILDER PARTICIPATION AGREEMENT

All participants in the Parade of Homes are required to submit an entry form for the Parade of Homes. After we receive your entry and the 2020 Parade Smart App has been created, we will send you instructions to create your builder page online. You will receive login instructions and a password to create your builder page. The deadline for your builder page is important and we ask that you make every effort to complete your information in a timely fashion.

A checklist is also attached. This must be read by the builder, signed and returned with your entry form to the HBA office.

The application is received contingent upon your continued HBA membership throughout the duration of the 2020 Parade of Homes. It will be voided if the builder membership is terminated before the parade begins **and all money paid will remain with the HBA.**

READ CAREFULLY AND SIGN THIS AGREEMENT

1. Dues - All dues owed to the HBA by the builder or the developer where the entry is located must be paid in full before this entry form is processed or the home can participate on the tour. The HBA will give notice of money owed and a 10-day grace period will follow.

2. Entry Form - Due date for new and existing applicants home swap is **June 5, 2020; Late entries are not accepted.** No exceptions to this rule.

3. Fees - Entry fees are non-refundable and due upon receipt of your registration form.

4. Sold Home *Amended* - If a home is sold before the Parade of Homes, and you no longer wish for the home to be shown on the parade, the builder must notify the HBA immediately and provide a purchase agreement proving the home is sold. The home can still be in the magazine and on the website, app and virtual tour.

5. Nonmembers - All subcontractors and material suppliers must be a member of the HBA to advertise, including being listed on the Parade Smart app. Contact Karyl or Michelle at the HBA office for a membership packet or to have them contact businesses with which you are working. The online form has the ability for you to write in all nonmembers. Nonmembers can also apply and pay online at www.NAHB.org/join and enter 52240 for the zip code.

6. 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. This information must be included with the registration materials due with your application.

7. New Construction - New Applications: Homes entered in the 2020 Parade of Homes must be new homes that have never been occupied but can include refurbished loft space or condominiums not occupied.

8. Directional signs - Signs are provided by the association for each home. Be sure to check with your local building department about signage in public right-of-ways. Builders are also responsible for taking these signs down one day after the tour closes and returning them to the HBA.

9. Parade Magazine Builder Page - Builder agrees HBA is not responsible for errors on their builder page if the entry was not proofed by the deadline. Online builder page setup of the Parade Smart app is due on or before **June 15, 2020**. Updates will be sent by *The Gazette* electronically after that. Please include your trade partners - they want the promotion.

10. Liability Insurance - A certificate of liability insurance must be attached to the entry forms on or before the due dates listed in item two above. You must have this certificate with your entry - no exceptions. Your participation in the parade will be a representation to the association that your insurance coverage has not 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. Contact the association immediately if your insurance changes prior to the parade date. **Builders must make sure your agents indicate the location of your parade home and that the insurance coverage is for the builder that submitted the entry. The builder agrees to indemnify, defend and hold harmless the association from damages.**

11. Building Code Inspection - For safety reasons, all Parade homes must pass building code requirements before the parade starts. All builders must supply the association with an occupancy permit for the home on or before **July 17, 2020**. This includes homes in Johnson County and surrounding areas. Please remember this is an extremely busy time for the inspectors. Be sure to get your occupancy permit scheduled in a timely manner.

12. Final Inspection - Members of the Parade Committee will inspect your home after an occupancy permit has been submitted to the association. The inspection of the home(s) will be the week of **July 20 - 24, 2020**. Builders must contact the HBA office once the occupancy permit has been received to schedule your appointment. The builder should be at the home, or make arrangements with the HBA office, and complete all checklist items.

Volunteers inspect parade homes to insure they are show ready. These representatives are not paid and are members of the Parade Committee. In order to avoid re-inspections, do not schedule your inspection until you have completed all items on the checklist. Refer to the checklist attached. The committee will determine if a reinspection is needed. If it is, the committee will recommend to the board of directors that the builder be assessed a fee of \$500 and the money will be taken from your parade deposit.

Failure to have all the items completed on the checklist may result in your home being excluded from the 2020 Parade of Homes and could prevent you from participating in the 2021 Parade of Homes.

NOTE: Incomplete items in the Parade homes will be photographed. The builder will have the opportunity to complete these items prior to 5 p.m. on July 24, 2020.

13. Withdrawing an Entry *Amended* -

* Withdrawing an entry from the Parade of Homes must be in writing.

* Notification **by June 26, 2020** - Withdraw without penalty – **entry can still appear in promotional materials and be on the Virtual Parade.**

* Notification **after June 26, 2020** - Withdrawing a home due to the sale of the parade home, the builder agrees to pay an additional \$1,000 after the June 26, 2020 deadline accompanied by a fully executed purchase agreement or not be eligible to submit a parade entry the following year. The website and app may show "Home Not Available for Viewing" and signs will be posted in the front yard of the parade home if the parade magazine has already gone to print. Homes that do not meet the final inspection deadlines will not be allowed to be in the parade this year and the following year.

* Automatic Withdrawal of Entry - Any entry that does not submit an occupancy permit by **July 17, 2020** **may not be promoted on the parade.** There are exceptions to this rule including but not limited to acts of God. Exceptions are at the full discretion of the Parade Committee.

14. Staffing - All homes that will be open to the public for the Parade must be unlocked and open during the specified times of the parade. The builder is responsible for making sure the home is **open one-half hour prior to the start of the parade** to allow the volunteers staffing the home time to set-up. Failure to have the home open will jeopardize participation in future HBA parades. Youth groups and other nonprofit groups will sell and punch tickets and greet visitors who are entering the homes. They are not responsible for staffing your homes and will not be responsible for closing them at the end of the day. **PLEASE MAKE SURE YOUR HOMES ARE STAFFED AND REPRESENTATIVES ARE ON TIME.**

15. Returning Parade Materials - All builders must return their parade materials by **August 14, 2020** to the association office. The deposit of \$1,000 will be returned to the builder after that time provided the builder satisfies the refund requirements of the association.

16. Parade Smart App and Virtual Tour - HBA will cover the cost of:

- Parade of Homes App
- Professional Photographs - Photo Appointment Cancellation: If a scheduled photography appointment isn't cancelled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, the builder agrees to pay a \$50 cancellation fee. This fee also applies if a builder, or associated representative, fails to show up to a scheduled appointment or if the home is not properly prepared or suitable for a photo shoot.
- Matterport 3D/VR Scan – An unbranded link will be provided to the builder for their use
- Single Property Website - [property website example](#)

17. Awards - Awards will be given for overall excellence. Building trade representatives from the State of Iowa will serve as judges. Judging will take place **July 30, 2020** with the awards presented at the Member Tour Breakfast on **July 31, 2020**.

Rights and Waiver - The Greater Iowa City Area Home Builders Association reserves all rights to inspect Parade Homes (deadlines set forth in this agreement) and has exclusive authority to exclude your home from the parade if you fail to meet the criteria set forth in this Parade of Homes Agreement and Entry Form, as determined by the association in its sole discretion. In consideration of the association granting the builder permission to participate in the parade and its accepting the application and nonrefundable entry fee, the builder and anyone entitled to act on its behalf releases the association during the parade and will indemnify, defend and hold harmless the HBA and its officers, directors, members, employees and volunteers against any claims, actions, expenses or liabilities for personal injury or property damage occurring at or directly relating to or resulting from the home.

I have read the Builder Agreement and agree to the terms set-forth herein.

Signed: _____

Date: _____

2020 Parade of Homes

Checklist

DO YOU HAVE EVERYTHING YOU NEED TO COMPLETE YOUR ENTRY? BEFORE YOU SUBMIT YOUR ENTRY, BE SURE TO REVIEW THIS CHECKLIST TO AVOID AN INCOMPLETE ENTRY.

New Applications:

- A pdf color rendering or high resolution photograph of the front elevation of the home for the Parade of Homes Guidebook, website and Parade Smart App. Email to Karyl@HBAofIC.org
- Entry Fee Payment, Including Deposit; \$2,800 total.
- Proof of Insurance. A certificate of liability insurance must be attached to your entry form.
- Signed and Dated Documents, Including Parade of Homes Entry Form, Builder and Participation Agreements.
- Builder Page Excel sheet for the Parade of Homes Guidebook, website and Parade Smart App. Email to Karyl@HBAofIC.org

Entry Form – Make sure the home information is complete including accurate spelling of the home address, subdivision name, website, phone number, email and company logo for the parade guidebook and Parade Smart App.

Builder Agreement- We must have your signature on this agreement.

Checklist – The reviewed checklist with signature from the builder is required. The deposit will be used only if a reinspection is needed or if parade materials are not returned to the HBA office.

Subcontractor List – Provide this information on the Builder Page Excel Sheet. There is also a field for nonmembers. Be sure to provide company names and contact information.

Deadlines

Entry Deadlines and Payment Due with Certificate of Insurance:

June 5, 2020 New Application - \$1,800 per house, non-refundable + \$1,000 Deposit = \$2,800

Withdraw Parade Entry Without Penalty – **June 26, 2020**

Final Changes to Parade Page – **July 6, 2020**

Occupancy Permit – **July 17, 2020**

Final Inspection – **July 20 - 24, 2020**

Annual Tour of Parade Homes for Members – **July 31, 2020**

Return yard signs, directional signs and any unused booties – **August 14, 2020**

We understand and agree to the terms and conditions of this Participation Agreement and Entry Forms

Signed: _____

Dated: _____



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)