



Dear 2021 Parade of Homes Remodelers,

The Iowa City Area HBA Parade of New & Remodeled 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 top-tier promotional opportunity. 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.

The Greater Iowa City Area HBA is comprised of developers, general and specialty contractors, suppliers and associates. 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 remodelers to ensure homes are complete and ready to showcase for the parade whether it be face to face or through the new virtual medium.

Dates and times for the 2021 Parade of Homes are different than during past years. With COVID-19 moving the school year back, the new dates avoid high school graduations.

The 2021 Parade of New & Remodeled Homes dates and times are:

June 12 and 13

June 15 and 17

June 19 and 20

Saturdays: 10:00 am – 5:00 pm

Sundays: 12:00 Noon – 5:00 pm

Tuesday and Thursday: 5:30 pm – 8:30 pm

The Remodelers Council will host its Remodelers Parade the second weekend of the Parade of Homes. The Remodelers Parade and Parade of Homes will be a combined marketing effort.

The Parade of Homes is a very important marketing vehicle for remodelers 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 magazine, 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 ParadeSmart App and the new in 2020 Virtual Tour. The HBA's website has been designed to offer additional opportunities to promote your business and homes you plan to showcase.

This application has 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 and penalties for future years.

NEW FOR 2021:

Builders Engaging Associate Members (BEAM) Award Members doing business with members is critical for our association. The HBA office will ask for a list of all subcontractors working on your home to determine the percentage of members you are engaging prior to the awards ceremony.

Live Remote Home – The Greater Iowa City Area HBA has made numerous advertising partnerships to benefit our members and association events. Two of these partnerships are with KZIA (Z102.9) and Townsquare Media (KHAK). Builders and Remodelers will have the opportunity to enter a raffle to have a live remote in the garage of their parade home. Look for more information in your parade packet.

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

Mitchell Manning and Jason Wells
2021 Parade of Homes Co-Chairs

VIRTUAL ONLY PARADE HOMES: We understand that some homeowners are not comfortable with the public walking through their house during this time of COVID-19, but the remodelers and subcontractors still want to showcase their craftsmanship. Therefore, we'll be offering the Virtual Only Parade of Homes again in 2021 with high quality photos and videos on the Virtual Parade of Homes builder pages. Virtual Only applications are due Feb. 28, 2021 with a fee of \$750 per remodel.

REMODELED HOMES FOR SALE: You may be interested in having your homes open the entire Parade. Please contact the HBA office and talk to Karyl about a different application if this is the case. Also, 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.



Remodelers Council of The Greater Iowa City Area Home Builders Association
24th Annual Remodelers Parade
June 19 and 20, 2021
2nd Weekend of the Parade of Homes
Saturday 10:00 am – 5:00 pm
Sunday Noon – 5:00 pm

For more than 24 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 10 years we have added the strength of the new-construction Parade of Homes to our Remodelers Parade by promoting it under the Parade of Homes umbrella.

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 2020 and 2021 are eligible for entry.

Only members of The Greater Iowa City Area HBA Remodelers Council are eligible to participate. The entry fee for applications is \$850, \$750 for a Virtual Only home. To enter, 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. We showcase the excellent craftsmanship of our remodelers and look forward to an even bigger and better parade each year.

Kevin McCreedy
2021 Remodelers Council Chair





Rules and Regulations

Registration process

All participants are required to submit their entry form prior to the deadline. After we receive your entry, we will send you login instructions and a password to create your builder page online for the ParadeSmart site/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 2021 Membership Directory for a list of all subcontractors and material suppliers. Be sure to provide company names and contact information of all non-members.

Entry Form/Participation Agreement – A completed entry form, building permit if applicable, insurance certificate, homeowner and builder participation agreements with a check payable to The Greater Iowa City Area Home Builders Association must be submitted by **Feb. 28, 2021**.

Photos – Before photos of the project or an elevation should 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 **Feb. 28, 2021**. 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 electronically when building your builder-page online.

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 magazine or 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 to the Remodelers Parade opening date**. 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 checklist will be provided after we receive your entry. Failure to have all items completed on this checklist will result in your home not being shown on the 2021 Remodelers Parade.

Withdrawing an Entry - Withdrawing an entry from the Remodelers Parade must be submitted in writing. No refunds will be issued.

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.

The 2021 Parade of Homes is Presented 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
- Use direct 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 **Feb. 28, 2021** with the **\$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 and building permit if applicable
- A check for **\$850, \$750** for Virtual Only, 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 with the HBA and Remodelers Council 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 **Feb. 28, 2021**, 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, \$750 for Virtual Only**, 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 ParadeSmart 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

HOMEOWNER 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 financial 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!

Kevin McCreedy
2021 Remodelers Council Chair

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 and videos 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.

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.

**2021 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 2021 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 Remodelers 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 **Feb. 28, 2021**. 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 to the Builder Magazine Parade Page can be made after **May 7, 2021**.
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.

Remodeler's Signature: _____

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.



2021 Iowa City Area HBA Parade of New & Remodeled Homes Live Radio Remote Form The Greater Iowa City Area Home Builders Association

Company Name: _____
Company Address: _____
Contact Name: _____
Contact Phone: _____
Contact Email: _____

Parade House Address: _____

New for 2021! Live Radio Remote Remodelers Parade Home

The Greater Iowa City Area Home Builders Association has made numerous advertising partnerships to benefit our members and association events. Two of these partnerships are with KZIA (Z102.9) and Townsquare Media (KHAK). Remodelers will have the opportunity to enter a raffle to have a two-hour live remote in the garage of your remodeled parade home.

One (1) remodeled home will be drawn the week of March 1, 2021 for a live radio remote on June 19, 2021 with 98.1 KHAK.

The remodeler will receive:

2-hour Live Remote including 2-4 Live Interviews with on-air personality on site
20 15-second Remote Promotional Commercials on-air and on-line
Social Media Sponsored Post starting June 7, 2021

20 Commercials

20+ Mentions

Total Investment if Drawn: \$2,500

By completing and returning this form with your 2021 Iowa City Area HBA Parade of New & Remodeled Parade of Homes Application Packet, you acknowledge that you are entering into a drawing to have a live radio remote in the garage of your remodeled parade home for the fee of \$2,500. The Live Remote offer is only valid for one (1) remodeled parade home, but you may enter one Live Remote Form for each remodeled parade home application.

The 2021 Iowa City Area HBA Parade of Homes is Presented by:

