



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 builders to ensure homes are complete and ready to showcase for the parade whether it be face to face or through the virtual medium.

The 2022 Parade of Homes dates and times are:

June 4 and 5
June 7 and 9
June 11 and 12
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 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 Parade App and the 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 and penalties for future years.

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.

Jason Wells
2022 Parade of Homes Chair

IMPORTANT NOTE: 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. Remodeler's forms are sent separately.

VIRTUAL ONLY PARADE HOMES: We understand that some homeowners are not comfortable with the public walking through their future house during this time of COVID-19, but the builders and subcontractors still want to showcase their craftsmanship. Therefore, we'll be offering the Virtual Only Parade of Homes again in 2022 with high quality photos and videos on the Virtual Parade of Homes builder pages.

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.



**2022 55th ANNUAL IOWA CITY AREA HBA
PARADE OF NEW & REMODELED HOMES ENTRY FORM**

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

CONTACT NAME: _____
 EMAIL ADDRESS: _____
 CELL: _____

PARADE HOUSE ADDRESS: _____

SUBDIVISION: _____

DIRECTIONS TO THE PARADE HOME: _____

Entry Deadlines and Fees:

Dec. 31, 2021 - \$1,800 per house, non-refundable + \$1,000 deposit = \$2,800

Jan. 14, 2022 - \$2,050 per house, non-refundable + \$1,000 deposit = \$3,050

Jan. 31, 2022 - \$2,300 per house, non-refundable + \$1,000 deposit = \$3,300

Feb. 28, 2022 - \$2,800 per house, non-refundable + \$1,000 deposit = \$3,800

Virtual Only Parade Home: No later than Feb. 28, 2022 - \$750 per house, non-refundable

Deposit - \$1,000 refundable deposit per home for all materials returned the week of June 20 – 24, 2022. 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:

- Renderings. A 3D.dwg CAD or pdf file with the floor plan and front elevation of the home you plan to feature. Make sure you have noted all changes, if any, on the plan. Email to Karyl@HBAofIC.org.
- Color Rendering Job Sheet. We realize all colors may not have been chosen yet. Please forward as soon as complete.

- Proof of Insurance. A certificate of liability insurance must be attached to your entry form.
- Entry Fee Payment, Including Deposit.
- Signed and Dated Documents, Including Parade of Homes Entry Form, Builder and Participation Agreements and Live Remote Form.

Registration process

All participants in the Parade of Homes are required to submit an entry form for the Parade of Homes. 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
Feb. 28, 2022 is the last chance deadline to submit a Parade of Homes application. NO REGISTRATIONS WILL BE ACCEPTED AFTER FEB. 28, 2022.

Entry Deadlines and Fees:

Dec. 31, 2021 - \$1,800 per house, non-refundable + \$1,000 deposit = \$2,800

Jan. 14, 2022 - \$2,050 per house, non-refundable + \$1,000 deposit = \$3,050

Jan. 31, 2022 - \$2,300 per house, non-refundable + \$1,000 deposit = \$3,300

Feb. 28, 2022 - \$2,800 per house, non-refundable + \$1,000 deposit = \$3,800

Virtual Only Parade Home: No later than Feb. 28, 2022 - \$750 per house, non-refundable

Deposit - \$1,000 refundable deposit per home for all materials returned the week of June 20 – 24, 2022. 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 2022 Iowa City Area HBA Parade of New & Remodeled Homes is Co-Sponsored By:





2022 Parade of Homes Committee

Jason Wells, Chair – Vetter Culligan (319) 930-1896
Mitchell Manning, Past Chair – Sobaski Abbey Carpet & Floor (319) 337-4054
Dan Robertson – Overhead Door Company (319) 338-9747
Byson Croy – Hills Bank (319) 358-6145
Robin Sueppel – Urban Acres (319) 631-0522
Aaron McGlynn – Cabinet Works (319) 530-8849
Jill Chambers - Technigraphics (319) 354-5950
Ryan Murphy – West Bank (319) 358-5645
Barbara Messer – Kitchens By Design (319) 337-3374
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
Amy McKelvy – Gazette Communications (319) 339-3105
Brook Easton – Easton Design (319) 431-8660
Teri VanDyke – Townsquare Media Cedar Rapids-Eastern Iowa (563) 343-0952
Michelle Moore – Greater IC Area HBA (319) 351-5333
Karyl Bohnsack – Greater IC Area Home Builders Association (319) 351-5333



55th ANNUAL GREATER IOWA CITY AREA HBA NEW & REMODELED PARADE OF HOMES June 4, 5, 7, 9, 11 & 12, 2022

BUILDER PARTICIPATION AGREEMENT

All participants in The Greater Iowa City Area HBA Parade of Homes are required to submit an entry form for the Parade of Homes. After we receive your entry and the 2022 Parade app has been created, we will send you instructions 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 2022 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 dates are **Dec. 31, 2021; Jan. 14, 2022; Jan. 31, 2022**, and the last opportunity to submit your registration form is **5 p.m., Feb. 28, 2022. 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. The last opportunity to register is **Feb. 28, 2022.** See item two above for all entry form due dates.
4. Sold Home - 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.
5. Nonmembers - All subcontractors and material suppliers must be a member of the HBA to advertise, including being listed on the Parade app. Contact Karyl 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 - All homes entered in the 2022 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 app is due on or before **April 1, 2022**. Updates will be sent by *The Gazette* electronically after that. Please include your trade partners - they want the publicity.

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. Builder/Participant agrees that they are responsible for insuring the site and maintaining it in a condition that is safe for entry of the general public. They further agree to provide The Greater IC Area HBA a certificate of insurance showing general liability limits of \$1,000,000 each occurrence and \$2,000,000 aggregate listing The Greater Iowa City Area Home Builders Association as an additional insured on a primary and non-contributory basis, and an umbrella policy with a \$1,000,000 limit.**

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 **May 20, 2022**. 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 **May 23 - 27, 2022**. 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 reinspections, 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 2022 Parade of Homes and could prevent you from participating in the 2023 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 June 2, 2022.

13. Withdrawing an Entry -

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

* Notification by **April 12, 2022** - Withdraw without penalty - entry will not appear in any promotional materials.

* Notification prior to the parade - Withdrawing a home due to the sale of the parade home, the builder agrees to pay an additional \$1,000 after the April 12, 2022 deadline accompanied by a fully executed purchase agreement or not be eligible to submit a parade entry the following year. The website 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 **May 20, 2022** **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 entered 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 **the week of June 20 – 24, 2022** 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 App - HBA will cover the cost of:

- Map App
- Enhanced Profile with links for social media (Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn and Houzz)
- Builder Contact Buttons (Email, Phone and Website links)
- 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.
- Virtual Parade of Homes link to Builder Page with video interview and 3D Matterport scan of home.

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 **June 2, 2022**, with the awards presented at the Member Tour Breakfast on **June 3, 2022.**

BEAM (Builders Engaging Members) Award – Members doing business with members is very important 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.

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: _____

2022 Greater Iowa City Area HBA 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.

Renderings – A 3D.dwg CAD or pdf file with the floor plan and front elevation of the home you plan to feature. Make sure you have noted all changes, if any, on the plan.

Color Rendering Job Sheet as close to complete as possible.

Insurance - A certificate of liability insurance must be attached to your entry form.

Entry Fee Payment - Submit your check with deposit to The Greater Iowa City Area Home Builders Association with your entry form. **Due Dates and Amounts: Dec. 31, 2021: \$1,800; Jan. 14, 2022: \$2,050; Jan. 31, 2022: \$2,300; Feb. 28, 2022: \$2,800; Virtual Only Parade Home: \$750 per home. A \$1,000 deposit on each home is required and due when you submit your application.** You may write one check for the entry and deposit.

Entry Form - Home information is complete including accurate spelling of the home address, subdivision name, website, phone number, email and company logo for the parade magazine, app and virtual tour.

Builder Agreement- We must have your signature on this agreement. Did you sign and return the builder 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 - This electronic file will be given to you for the Parade app. The file has a list of all subcontractors and material suppliers. 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:

Dec. 31, 2021 - \$1,800 per house, non-refundable + \$1,000 deposit = \$2,800

Jan. 14, 2022 - \$2,050 per house, non-refundable + \$1,000 deposit = \$3,050

Jan. 31, 2022 - \$2,300 per house, non-refundable + \$1,000 deposit = \$3,300

Feb. 28, 2022 - \$2,800 per house, non-refundable + \$1,000 deposit = \$3,800

Virtual Only Parade Home: No later than Feb. 28, 2022 - \$750 per house, non-refundable

Withdraw Parade Entry Without Penalty - **April 12, 2022**

Final Changes to Builder Magazine Parade Page – **May 7, 2022**

Occupancy Permit - **May 20, 2022**

Final Inspection - **May 23 - 27, 2022**

Annual Tour of Parade Homes for Members – **June 3, 2022**

Return yard signs, directional signs and any unused booties - **June 20 - 24, 2022**

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

Signed: _____

Dated: _____



**2022 Iowa City Area HBA Parade of New & Remodeled Homes
Exterior Color Rendering Job Sheet
The Greater Iowa City Area Home Builders Association**

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

Parade House Address: _____

Home Colors

Please call out colors with as much description as possible. (i.e.: warm gray, light tan, weathered wood, etc.)
 Pictures and examples of the product are ideal if you have them.

Windows
Soffit/Fascia
Stone
Lineal
Siding
Corner
Gutters
Garage Door
Front Door Trim
Brick Molding
Front Shutters
Roof
Please indicate N/A if this doesn't apply to your home.

Return completed Color Rendering Sheet with your application and floor plans. We understand that sometimes the colors have not been decided at the time of filing the application. Final colors are due by March 31, 2022.

The 2022 Iowa City Area HBA Parade of Homes is Co-Sponsored By:



2022 Iowa City Area HBA New & Remodeled Parade of Homes

Inspection Check List

In order to participate in the 2022 Iowa City Area HBA New & Remodeled Parade of Homes, all builders and remodelers must submit an occupancy permit to the Home Builders Association Executive Officer by May 20, 2022 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, May 23 – 27, 2022. 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 may 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)



2022 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: _____

Live Radio Remote 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). Builders will have the opportunity to enter a raffle to have a three-hour live remote in the garage of your parade home.

One (1) new home will be drawn the week of March 7, 2022, for a live radio remote on June 4, 2022 with Z102.9.

The builder will receive:

3-hour Live Remote including 2-4 live interviews, :60 seconds each

(35) :10 second pre-event/directional commercials

Option for Contest Giveaways 1 week before the opening of the Parade of Homes with 10 Live Mentions

Event Listing on kzia.com

Event pictures posted on KZIA social media channels

(30) :30 second pre-event commercials promoting Parade of Homes Event

Total Investment if Drawn: \$2,500 + Contest Giveaway option

By completing and returning this form with your 2022 Iowa City Area HBA Parade of New & Remodeled Parade of Homes Application Packet, you acknowledge that you are entering a drawing to have a live radio remote in the garage of your parade home for the fee of \$2,500. The Live Remote offer is only valid for one (1) new parade home, but you may enter one Live Remote Form for each parade home application.

The 2022 Iowa City Area HBA Parade of Homes is Co-Sponsored By:

