



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 55<sup>th</sup> 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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**New Entry Deadlines and Fees:**

**March 15, 2022 - \$1,800 per house, non-refundable + \$1,000 deposit = \$2,800**

**Virtual Only Parade Home: No later than March 15, 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**  
**March 15, 2022 is the last chance deadline** to submit a Parade of Homes application. **NO REGISTRATIONS WILL BE ACCEPTED AFTER MARCH 15, 2022.**

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

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(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  
Jill Chambers, Volunteer Coordinator - Technigraphics (319) 354-5950  
Melissa Schooley, IC Area HBA President – Great Western Bank  
GT Karr, IC Area HBA Past President – Sueppel’s Siding & Remodeling (319) 631-4342  
Kevin McCreedy, IC Area HBA 1<sup>st</sup> VP – McCreedy-Ruth Construction  
Andy Hodge, IC Area HBA 2<sup>nd</sup> VP – Hodge Construction  
Dan Robertson – Overhead Door Company (319) 338-9747  
Byson Croy – Hills Bank (319) 358-6145  
Robin Sueppel – Urban Acres (319) 631-0522  
Chris Campbell – Urban Acres  
Aaron McGlynn – Cabinet Works (319) 530-8849  
Ryan Murphy – West Bank (319) 358-5645  
Barbara Messer – Kitchens By Design (319) 337-3374  
Andy Martin – Martin Construction (319) 541-8453  
Danny Brandt – Lite Window & Door (319) 626-2253  
Gordon Viers – RP Lumber (319) 338-1113  
Amy McKelvy – Gazette Communications (319) 398-8351  
Ashleen Baker – Gazette Communications  
Brook Easton – Easton Design (319) 431-8660  
Teri VanDyke – Townsquare Media Cedar Rapids-Eastern Iowa (563) 343-0952  
Allison Mackin – The Watts Group (563) 380-8655  
Erika Holcomb – McCreedy-Ruth Construction (319) 750-8730  
Karyl Bohnsack – Greater IC Area Home Builders Association (319) 351-5333