



Parade of Homes

New Home Open House

Virtual Tours Online all year | In-Person one weekend | Projects/Products
September 19 & 20, 2020 – 10 am- 4 pm

The Lakeland Builders Association is excited to present new options for the 2020 annual Parade of Homes. With two years of fewer homes in the Parade and with the current Covid 19 pandemic, homeowners will remain cautious about having the public in their homes.

Therefore, the Parade Committee has put together new options to promote members and home building & remodeling:

1. HOMES- Virtual tour online & in-person tour

This option is for the builder who has a homeowner who would allow the public into their home with specific safety procedures in place and would also allow a photographer to enter their home for a session to create a digital 3-D tour of every room/space. The address of the home would only be displayed before and during the Parade event. These homes would be in or near Walworth County for a scattered-site, safe, in-person tour.
Safety details listed in contract.

2. HOMES- Virtual tour online only

This option is for the builder who has a homeowner who does not want the public in their home but does not object to a photographer entering their home for a session to create a digital 3-D tour. The home can be located nearly anywhere the photographer can drive within an hour. The address of the home would not be displayed at any time.

3. PROJECT(S)- Virtual tour online only

This option is for the builder who has a single, interior room or a single, exterior space like an outdoor kitchen or deck, landscaping or other exterior project/remodel. The homeowner does not object to a photographer entering their home for a session to create a digital 3-D tour or photo gallery (there are some limitations on exterior photography and 3D technology). The address of the home would not be displayed at any time.

4. FEATURED PRODUCT(S)- Photo and text online

This is an option for LBA members to promote the latest product(s) they offer. It is meant to educate online visitors about potential products for a repair, remodel or building a new home and the businesses that provide them.

LBA will maintain each participant's online presence, on the LBA website, for one year or until the next year's Parade event. Matterport 3D tours can be renewed annually, by the participant for future use.

LBA HISTORY OF SUCCESSFUL ONLINE ENGAGEMENT

LBA has documented history from past Parade and Expo events, of reaching and engaging 25,000 online viewers with specific demographics and up to 60,000 viewers with no specific target, within a 35-mile radius of Lake Geneva. LBA website traffic spikes during event promotion, too. The goal in the past was to convert online to in-person tickets.

THE NEW GOAL:

Push traffic online, in-person where possible, and to all participant websites, your virtual front door.

LAKELAND BUILDERS ASSOCIATION
2020 PARADE OF HOMES PARTICIPANT CONTRACT

ENTRY FEE – Homes

☐ **Virtual tour online & in-person tour: \$1,500**, payable by July 30, 2020. Additional entries by one company are \$750 each. A separate and complete contract package is required for each entry. See *Variance Request Form* for repeat homes, remodeled homes or homes with a building permit drawn prior to January 1, 2019. Current LBA membership required. See guidelines, rules and details for more information.

☐ **Virtual tour online only: \$1,000**, payable by July 30, 2020. Additional entries by one company are \$500 each. A separate and complete contract package is required for each entry. See *Variance Request Form* for repeat homes, remodeled homes or homes with a building permit drawn prior to January 1, 2019. Current LBA membership required. See guidelines, rules and details for more information.

ENTRY FEE – Projects (single interior room or exterior kitchen or deck)

☐ **Virtual tour online: \$500, each**, payable by July 30, 2020. A separate and complete contract package is required for each entry. See *Variance Request Form* for projects with a building permit drawn prior to January 1, 2019. Current LBA membership required. See guidelines, rules and details for more information.

ENTRY FEE – Featured Product (single product available to purchase at your company)

☐ **Photo and text online: \$150, each**, payable by July 30, 2020. A separate and complete contract package is required for each entry. Current LBA membership required. See guidelines, rules and details for more information.

MEMBERSHIP – Dues

☐ **3-in-1 Membership: \$500 annually** (save \$75, regular price \$575), includes benefits of Lakeland Builders Association, Wisconsin Builders Association & National Association of Home Builders with networking, free DSPS education credits, legal hotline, contract forms, product savings/rebate programs, industry representation in Madison and Washington DC for protection of business rights and more.

Company _____

Contact Person _____

Office Phone _____ Mobile Phone _____

E-mail _____

Website _____

PARADE HOME/PROJECT Street Address _____

PARADE HOME/PROJECT City _____

Parade home is: ☐ For Sale ☐ Occupied ☐ Model ☐ New Construction ☐ Remodel

Parade home is: ☐ Single Family Home ☐ Multi-Family (condo, townhome, etc.)

Continued on next page

Parade home will be: ☐ Virtual tour & in-home tour ☐ Virtual tour only

If in-home tour, phone number for visitors to call for entry: _____

Parade home Square Feet: Finished Main Levels _____ Lower Level, if finished _____

PARADE PROJECT is: _____

PARADE FEATURED PRODUCT is: _____

In-person tour supplies: ☐ **Hand Sanitizer \$15** (2-8oz) ☐ **Face Masks- \$60** (250) ☐ **Shoe Booties \$35** (250)

Select what you want ordered for single-use, in-person tours. You may also provide your own supplies.

Signature _____ Date _____

I have read and agree to the terms and will abide by the rules of this contract. Submit this page with previous page.

PAYMENT:

Registration \$ _____

Dues \$ _____

In-person supplies

Hand Sanitizer \$ _____

Facemasks \$ _____

Shoe Booties \$ _____

TOTAL DUE \$ _____

_____ ***Check Enclosed*** Make check payable to Lakeland Builders Association. Mail to 1560 N. Country Club Pkwy, Elkhorn, WI 53121

_____ ***Pay Online*** Go to <http://www.lakelandba.com/parade-registration> to pay online



LAKELAND BUILDERS ASSOCIATION

2020 PARADE CONTRACT GUIDELINES, RULES, & DETAILS

The LBA Parade Committee reserves the right to decline or prohibit any entry or accessory that does not match the character of the general Parade of Homes event. The LBA Board of Directors reserves the right to cancel the Parade of Homes if determined that there are not enough homes registered by July 30, 2020. LBA will follow local, State and National policies for in-person events.

Cancellation & Refunds

Once the contract is accepted, the fee is non-refundable. If the entire event is cancelled by the LBA Board of Directors, all fees will be returned. If only the in-person tour is cancelled by the LBA Board of Directors, \$500 will be returned to those participants who paid for both the virtual and in-person tour.

Participants

Active Builder members of Lakeland Builders Association (LBA) in good standing, may enter a home, project or product in the LBA Parade of Homes (POH). Only those home and project entries constructed and intended for use as permanent residences or part of a permanent residence are eligible. Home and project entries with a building permit pulled January 1, 2019 or after are eligible. Product entries should be a product currently used or offered by the applicant in their business.

Other homes which were started before January 1, 2019 can be entered with a Variance Request Form and will need approval from the POH Committee to participate. Homes previously entered in the LBA POH can be entered with a Variance Request Form and will need approval from the POH Committee to participate. Remodeled home entries can be entered with a Variance Request Form and will need approval from the POH Committee to participate.

Completion & Inspections

All entered Parade homes and projects must be completed no later than August 15, 2020. Homes will be inspected for completion prior to the virtual tour photography being scheduled. Inspection schedules will be available after July 30.

Peoples' Choice Contests

Online voting will take place for Peoples' Choice Awards in separate categories for homes and projects through September 2020. A winner will be announced for each and highlighted on their entry for the remainder of the year.

All Entries Include

Advertising, marketing and public relations that drive visitors online and to in-person events. *(Past LBA events have brought up to 60,000 online visitors and 200-400 in-person visitors in a single weekend.)*

HOMES, online virtual tour, receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- a. 3-D Matterport Virtual Tour of the entire home for one year with dollhouse floor plan, up to five (5) push pins (features) and highlight reels (photo filmstrip). *After the first year, hosting of Matterport material is an additional fee, paid directly to the photographer*
- b. finished square footage
- c. company contact information, logo and link to company website
- d. builder's photo, headshot
- e. directions to home if part of in-person tour
- f. home, company or Q & A text (*see below*).

HOMES, in-person tour, receive:

Materials for two-day, in-person tour including

- a. Directional signs & stakes
- b. POH number sign
- c. LBA POH table-top event signage, handouts of rules for home entry
- d. If ordered, hand sanitizer, masks, booties
- e. Sheets to tally number of attendees
- f. Exit survey cards
- g. Membership directories

IN-PERSON TOUR GUIDELINES

- Post signage and distribute LBA POH handout for requirements to enter homes that include self-health questionnaire. *Note: The questionnaire is a reminder for visitors to review and answer honestly themselves. It is not turned in, nor is any individual questioned by another.*
- Set up cleaning areas to frequently clean and disinfect between tours.
- Make hand sanitizer available and offer masks to visitors for one-time use and sales staff. *Note: Provide your own or order from LBA by July 30, 2020.*
- Offer booties at the entryway for visitors for one-time use, to cover their shoes. *Note: Provide your own or order from LBA by July 30, 2020.*
- Limit number of visitors in a house at one time to allow for proper social distancing.

In-Person Tour Guidelines, continued

- Provide phone number for visitors to call to confirm availability before entering.
- Establish waiting areas outside to maintain social distance; or ask attendees to wait in their vehicles until called.
- Consider establishing one-way paths through the Parade home.

Home/project, company or Q&A text – A 175-word description of the home/project or company is to be submitted. Or the builder may submit answers to any questions below, limited to 175 words. Your copy may be edited for grammar and space.

1. What advice would you give a homeowner?
2. What's your business philosophy?
3. What makes you different from other builders/companies?
4. What's your company biography?
5. Testimonials

PROJECTS, online receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- a. 3-D Matterport Virtual Tour of the entire project with dollhouse floor plan, up to five (5) push pins (features) and highlight reels (photo filmstrip). *After the first year, hosting of Matterport material is an additional fee, paid directly to the photographer*
- b. Company contact information, logo and link to company website
- c. Builder's photo, headshot
- d. Project, company or Q & A text (*see above*).

FEATURED PRODUCTS, online receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- a. Photo of featured product with description, up to 50 words.
- b. Company contact information, logo and link to company website

DUE Thurs, July 30, 2020:

- 1) Signed contract with Variance Request Form, if applicable
- 2) Entry fee paid by check or credit card
- 3) Order and payment for LBA hand sanitizer, masks, shoe booties
- 4) Current Certificate of Insurance
- 5) Copy of Building Permit
- 6) Proof of ownership or completed Homeowner Indemnification Form (in-person tour)

DUE Sat, Aug 15, 2020:

- 1) Color photo or rendering of finished home (hi-resolution)
- 2) Home/Project, company, or Q & A text
- 3) Featured product text
- 4) Written directions to house (in-person tour)
- 5) Phone number to call at Parade home for entry
- 6) Company logo (hi res)
- 7) Headshot photo of builder (hi-resolution)
- 8) Authorization for entry to gated community or private road for in-person tours.
- 9) Large Parade sign order (in-person tour)
- 10) Small Directional sign order (in-person tour)



Lakeland Builders Association
1560 Country Club Pkwy • Elkhorn, WI 53121
262-723-2908 • www.lakelandba.com • info@lakelandba.com

2020 PARADE OF HOMES CONTRACT VARIANCE REQUEST

Company _____

Parade Home Address _____

Contact _____ Date _____

Phone _____ Email _____

Check the variance you are requesting:

- 1) _____ **Extended Start Date:** Current regulation states building permit for Parade Home be dated January 1, 2019 or later. Requesting variance for permit issued before January 2019. Building Permit Issue Date _____
- 2) _____ **Parade Home Repeat** Current regulation does not allow a home to be in the Parade of Homes more than once. Requesting variance for home that has been featured in the _____ (year) Parade.
- 3) _____ **Remodeled Home:** Describe original size of home and what was remodeled, percentage of home updated and why home should be in the LBA Parade of Homes. Digital photos recommended with form.
- 4) _____ **Special Consideration.** Please describe:

The Parade of Homes Committee will determine if the home meets the standard held by the LBA Parade of Homes. An inspection may be completed in cooperation with the entrant by July 30, 2020. If a variance is not allowed, the entire entry fee will be returned. **The decision of the POH Committee is final.**

LBA Office Use Only. Recommendation:

Approved by _____ Date _____

**LAKELAND BUILDERS ASSOCIATION
2020 PARADE OF HOMES
HOMEOWNER RELEASE AND INDEMNIFICATION AGREEMENT**

THIS RELEASE AND INDEMNIFICATION AGREEMENT (“Agreement”), by and between LAKELAND BUILDERS ASSOCIATION, a nonprofit corporation, organized and existing under the laws of the State of Wisconsin, with its principal place of business located in Elkhorn, Wisconsin (“Lakeland Builders”), and the undersigned BUILDER/PARTICIPANT (“Builder/Participant”), and HOMEOWNER (“Homeowner”).

RECITALS

WHEREAS, it is the intention of Lakeland Builders to sponsor the Lakeland Builders Parade of Homes; and

WHEREAS, the undersigned Builder participant has requested participation in the Lakeland Builders Parade of Homes; and

WHEREAS, the undersigned Homeowner is the owner of the Parade Home entered in this year’s Lakeland Builders Parade of Homes and built by Builder participant; and

WHEREAS, it is the intention of the parties that any loss or damage sustained by Homeowner as a result of Builder participant’s participation in the Lakeland Builders Parade of Homes shall be the responsibility of Builder participant, except liability caused by intentional or reckless acts of Lakeland Builders.

WHEREAS, the Centers for Disease Control and Prevention (“CDC”) has stated “COVID-19 is a new disease and we are still learning how it spreads, the severity of illness it causes, and to what extent it may spread in the United States,”

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants set forth herein, the parties to this Agreement agree as follows:

1. The Recitals set forth above are incorporated herein and specifically made a part of this Agreement.
2. Homeowner does hereby, for themselves, their heirs, successors, and assigns, release and discharge Lakeland Builders from any and all liability, except for liability caused by its intentional or reckless acts, that may arise from its sponsorship of the Parade of Homes, from whatever cause such liability may arise.
3. Homeowner does hereby understand the risk of damage, theft, and injury, and does hereby agree to indemnify and hold harmless Lakeland Builders, its officers, agents and employees, from and against any and all liability, damage, loss, cost, and expense, except for liability caused by its intentional or reckless acts.
4. Homeowner does hereby agree to look solely to Builder/Participant for any and all liability, damage, loss, cost, and expense as a result of participation in the Lakeland Builders Parade of Homes, except for liability caused by Lakeland Builders intentional or reckless acts.

5. All participants acknowledge acceptance and assumption of the risk that COVID-19 will spread, even in ideal conditions. That risk may result from actions or inactions or negligence of anyone participating. By participating, all parties voluntarily agree to assume this risk, waiving any and all claims against the other whether in tort, contract or otherwise, arising out of or related to the disease, including, but not limited to potential exposure or transmission to the virus, and or violation of any state, local, or federal government guidelines, regulations, or laws as it pertains to same.
6. It is understood and agreed by the parties that if any of the provisions hereof should contravene or be invalid under the laws of the State of Wisconsin, or any other state, county, or other municipality with jurisdiction, such contravention or invalidity shall not invalidate the Agreement in entirety, but the Agreement shall thereafter be construed as if not containing the particular provision or provisions held to be invalid, and the rights and obligations of the parties shall be construed and enforced accordingly.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year set opposite their respective names.

LAKELAND BUILDERS ASSOCIATION, INC.:

Dated: _____

By: _____

BUILDER PARTICIPANT:

Dated: _____

By: _____

HOMEOWNER:

Dated: _____

By: _____

PARADE HOME ADDRESS:
