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**2022 People's Choice Award Winner - Coleman Custom Homes**

## 2023 Parade of Homes:

**Thursday, August 17 - Sunday, August 20, 2023**

**Thursday and Friday: 4:00 - 8:00 p.m.**

**Saturday and Sunday: 10:00 a.m. - 5:00 p.m.**

**(times/dates may be subject to change)**

The La Crosse Area Builders Association (LABA) shall sponsor and promote the 2023 La Crosse Area Builders Association Parade of Homes (POH).

The Parade of Homes has three stated purposes:

1. To promote an interest in:
  - A. Living and home ownership in the 5 surrounding counties that LABA serves (Trempealeau, Jackson, La Crosse, Vernon, and Monroe)
  - B. New homes
  - C. Remodeling
  - D. Responsible construction
2. To provide a unique marketing opportunity for builder and associate members and:
3. To raise funds to support the operating budget of LABA

**\*\*\*Entry Deadline is Wednesday, May 17, 2023\*\*\***

### Eligibility

- New homes, remodel projects, and project showcases completed in 2022 or 2023 are eligible for the Parade of Homes. If completed prior to 2022 please let us know, approval from the Parade of Homes Committee may be needed for eligibility.
- 2022 Parade Homes may be relisted if they have not been sold, and have not been lived in since being built.
- The business/individual entering the new home and/or remodel project must be a member of the La Crosse Area Builders Association. The business/individual will represent their area of expertise and will have the appropriate qualifications needed for the state in which the Parade Home/project is located.

# 2023 Parade of Homes®

## Fees

You must submit entry fee(s) and security deposit (via check or credit card) when turning in a COMPLETED contract to the LABA office. If submitting a check; checks shall be made payable to "LABA":

- ♦ **Entry Fee** The entry fee is cashed immediately:
  - **Entry of a New Home or commercial building - \$1,000**
  - **Entry of a Remodel Project or Project Showcase - \$500**
- ♦ **Special for 2023 & 2024**
  - **The Parade of Homes entry fee for a first time builder member is waived.**
  - **The fee for members who have not entered a home, remodel or commercial building in the past 10 years is waived. LABA members over the past 10 years must have concurrent membership.**
  - **If a builder enters into the Parade of Homes under the fee waiver encouragement program but does not complete the project nor showcase it, the member is subject to the full payment of the regular entry fee.**
- ♦ **Security Deposit**
  - **\$1,000 deposit for Builders entering a new home or commercial building under the fee waiver encouragement program**
  - **\$500 deposit for Builders entering a remodel under the fee waiver encouragement program**
  - **\$500 deposit for Associates and Builders entering a home, remodel or project and don't fall in the next bullet point**
  - **\$100 deposit for Builders in good standing for 10 years or more and have had a home in the Parade for 3 of the last 5 years.**

## LABA agrees to provide:

- Advertising for the Parade. (\$7,800 budgeted)
- Advance ticket sales outlets: Tickets are \$10 at ticket outlets and \$10 at Parade Homes (prices could change).
- Tickets for builders to sell at the door. Each builder with a home in the Parade receives six (6) free tickets per Parade Home. You may also purchase as many advance tickets as you like at the LABA member price of \$5 at the LABA office (price could change).
- House Supplies: A cash box containing \$50, tickets, hole punch (to punch out your house number when people arrive with tickets), yard signage, directional signs, flags, and shoe covers for use during the Parade. Parade items should be picked up Tuesday, August 15 or Wednesday, August 16 during LABA business hours (8:30 a.m. - 5 p.m.). All of these items (except used shoe covers) are to be returned by 5:00 p.m. on or before Monday, August 21, 2023.
- A full color, full page in the *Coulee Region Living* magazine for a new home. LABA has a standard format for these pages and uses the information you provide on the contract form for that page. (\$1,380 value)  
A full color, half page in the *Coulee Region Living* magazine for a remodel project or project. (\$885 value)
- **Awards:** People's choice, voting by attendees.
- Website: Your parade entry will have a page on [www.labaparadeofhomes.com](http://www.labaparadeofhomes.com) and will be listed until 60 days before the next Parade of Homes. The *Coulee Region Living* magazine will be on LABA's website and Facebook page as well as Coulee Region Women's website and Facebook page.
- 10 high quality professional photographs for new homes or commercial building. (\$450 value)  
Help with before and after photographs. 5 high quality professional photographs for remodels. (\$225 value)  
You will be able to purchase additional photos if interested. An heirloom photo album is available for purchase to both the homeowner and builder. Additional images are \$25 per image.

# Contract Information

## What You Provide

- Map to the home, business or project: You must submit a detailed map or give the LABA staff clear directions to your Parade home with your contract if it is not available on Google maps. The map is used to direct people to your home in the *Coulee Region Living* magazine.
- Builders and Associates must submit in writing to the committee any exceptions to the finished site requirements by **July 21, 2023**.
- Liability Release: This release signed by the homeowner(s) must be submitted to the LABA office by Wednesday, May 17, 2023, or within one week of the home selling.
- Photographs of the home: LABA staff member will make arrangements to take all photographs.
- Presence: Yourself or an adult representative on the premises during all Parade hours.
- House sitters: To assist with attendance, ticket sales, ticket punching, shoe cover restocking, etc, All sitters are to be at least 18 years of age and are responsible for accounting for all required visitors having a ticket. Any questions regarding ticket pricing or refunds are to be handled by LABA.
- Finished home: Interior and exterior on or before 8:00 a.m. on Wednesday, August 16, 2023, including all front driveways, walks, and sodded or seeded front lawns (*unless you have submitted an exception letter to the Parade Committee*). The Parade Committee may inspect the homes for completion and compliance starting Wednesday, August 16. If your home is occupied, please notify the homeowners prior to inspection.
- Descriptions of homes **must** accompany the contract, with word count between 125-175 words for new homes and 65-90 words for remodels or projects. A great description will capture the imagination of the reader.
- A photo of the builder to be published in the *Coulee Region Living* magazine is strongly recommended for new homes. 1/2 page entries may not have room for an additional photo.
- Supply Pick-up: between 8:30 a.m. and 5:00 p.m. on Tuesday, August 15 or Wednesday, August 16. The builder/associate is responsible for the cash box and must follow the rules posted thereon and will see that it is available to the house sitter each day at the opening hour of the Parade.
- Seating is required for the public to put on and take off their shoe coverings.
- Small table and chair is recommended for the house sitters.
- Supplies return: signage, cash box, hole punch, and other items provided at check-out time must be returned to LABA by 5:00 p.m. Monday, August 21, 2023 as well as a check for cash collected for all ticket sales. You may not use your security deposit to pay for ticket sales.

## Garage Space

Garage space in homes with builders'/associate's consent and approval for \$200. One car stall must be reserved for putting on booties. Builders will direct people to enter the home through the garage to maximize exposure for the garage renter if applicable. The builder will receive \$100 for each garage space rented. LABA will rent the space upon approval of the builder/associate. Garage users will contract directly with LABA. LABA will pay you the \$100 per rental space when returning the security deposit. The builder/associate will only allow the rental space if they can agree to give the renter full use of the space with no competing company or information in the garage. No food or beverages are allowed to be given away.

## Withdraw/Refund

The amount you receive back if you withdraw an entry is based on the work done on the entry to that point with a \$100 minimum professing fee. If you enter a home and there is a chance it will be withdrawn, please let LABA know so we can have the designer/photographer/videographer work on your home and page last. If you withdraw the home and your page has already been worked on, you must pay for the labor completed at that point. If you withdraw after the *Coulee Region Living* magazine goes to print or the photos and/or video have been taken, you will not receive any money back including your entry fee and security deposit.

## Providers of Products or Services in Your Parade Home

The LABA Board of Directors strongly encourages all builder participants to use fellow members as their suppliers and sub-contractors on Parade projects or encourage other vendors to join LABA. Only member businesses are allowed signage inside and/or outside the homes. The only exceptions are firms providing their product or services for free. Suppliers are allowed one sign per room per company, and signs are to be limited in size so as not to detract from the house. Interior signs should be no larger than 8 1/2" x 11", exterior signs no larger than 24"w x 18"h. An advertising fine up to \$525 will be assessed by the Parade Committee to the builder/associate for not complying. Projects may be shown furnished, partly furnished or unfurnished. Builders are responsible for communication with subs.

## Fines

Security deposits are refunded after the Parade Committee reviews the event and determines if any penalties apply. To ensure fairness to all builders and to maintain event quality, there are fines per entry of:

\$500 — failure to have the Parade Home finished & open during all Parade hours

\$525 — **for displaying non-member signage**

\$100 — returned checks for security deposit, entry fee or ticket sales

\$50 + the cost of all tickets and ticket sales if the cash box is not returned

Any other matters that come up shall be judged by the Parade Committee. At their discretion and based on the severity of the problem, a monetary fine may be imposed. All fines will be collected.

## Force Majeure

The La Crosse Area Builders Association shall have the right to reschedule or cancel the physical Parade of Homes if the La Crosse Area Builders Association is unable to perform any of its obligations under the Agreement because of a Force Majeure Event. A "Force Majeure Event" is any event beyond the control of the La Crosse Area Builders Association including, but not limited to: acts of God; fires; floods; wars; civil or military disturbances; acts of terrorism; sabotage; strikes; epidemics, outbreaks, or pandemics; riots; power failures; accidents; labor disputes; acts of civil or military authority; governmental actions or orders; or inability to obtain labor, material, equipment or transportation. The La Crosse Area Home Builders Association shall not be liable for any damages of any kind whatsoever suffered by the builder that result from the rescheduling or cancellation of the Parade of Homes as the result of a Force Majeure Event. The La Crosse Area Builders Association expends resources, and incurs costs and expenses planning and preparing for the Parade of Homes. The builder acknowledges and agrees that in the event that the physical Parade of Homes is cancelled as the result of a Force Majeure Event, the fees has been earned by the La Crosse Area Builders Association, and that it shall not be returned to the builder.

## Indemnification

Builder agrees to indemnify, hold harmless and defend the La Crosse Area Builders Association, their employees, the Parade of Homes Committee, and their respective members, officers, directors, agents, and employees ("indemnities") from and against all liabilities, damages, actions, losses, claims and expenses (including reasonable attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the exhibitor or its employees, agents contractors, or invitees.

## Other Requirements

- Any Parade Home can and will be photographed by authorized personnel and used to promote the Parade of Homes and/or all other LABA events without notice or written permission. These photographs will be available for the builder to use in your own promotional materials or advertising upon request.
- A rough-in inspection and final inspection of the Parade Home must be completed prior to the event by the appropriate inspector for the municipality. All needed corrections must be made before the start of the 2023 Parade of Homes.
- The final decision on all matters of general policy of the Parade of Homes shall be referred to the Chairperson of the Parade Committee for disposition with the committee and the LABA Board of Directors.
- POH Committee reserves the right to modify these rules as they see fit.



# 2023 CONTRACT

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Website: \_\_\_\_\_  
Office or Cell Phone: \_\_\_\_\_

## Parade House Information

Address of home: \_\_\_\_\_  
Subdivision: \_\_\_\_\_ City, State: \_\_\_\_\_ Total Finished Square Feet : \_\_\_\_\_

Estimated selling price: \$ \_\_\_\_\_ (Contract price with landscaping not including water, sewer or lot)

*\* Specific prices are used for judging purposes, and are not made public*

# of Bedrooms: \_\_\_\_\_ # of Baths: \_\_\_\_\_

This house is: For Sale \_\_\_\_\_ Sold, but will not be occupied for Parade \_\_\_\_\_ Occupied (a homeowner's liability release is required)

Are you willing to have a garage renter? (See 2023 Contract Information Packet pg. 3 for garage renter details)

YES (LABA to get): \_\_\_\_\_ YES (I will get): \_\_\_\_\_ NO: \_\_\_\_\_

Description of Home for use in the *Coulee Region Living* magazine:

**\*I have completed the "Subcontractors List" (reverse)**

**\*The LABA office will contact you to arrange for a photograph(s) of your Parade home. LABA and Hazel Media have full rights to all photographs and videos taken and retain the right to license the photos to third parties related to the build (ie-suppliers, contractors, etc.) and use the visuals for our marketing purposes.**

**\*I have explained the "Homeowner's Guide" to homeowners with dates and expectations. The Homeowner has signed the Release of Liability Form and I have returned the form to LABA.**

**\*I have read the 2023 Contract Information Packet and this contract, understand the Parade rules and regulations, and agree to abide by them and any subsequent rules and regulations established by the 2023 Parade of Homes® Committee.**

\_\_\_\_\_  
Builder/Associate Signature

\_\_\_\_\_  
Date

## Checklist for Contract Completion

To ensure your contract is complete all of the following must be submitted:

- |  |  |
|--|--|
| <input type="checkbox"/> A signed contract   | <input type="checkbox"/> <b>If the home is to be occupied:</b>   |
| <input type="checkbox"/> A digital copy of your logo   | <input type="checkbox"/> The "Homeowner Release of Liability" form signed by the homeowner   |
| <input type="checkbox"/> A photo of the builder to be used in <i>Coulee Region Living</i> magazine | <input type="checkbox"/> A copy of the homeowner's insurance showing they have coverage during the Parade dates (if the home will be shown in the in-person Parade). |
| <input type="checkbox"/> Company information   |  |
| <input type="checkbox"/> Detailed description of home  |  |
| <input type="checkbox"/> Entry fee payment   |  |
| <input type="checkbox"/> Security deposit payment  |  |
| <input type="checkbox"/> A valid certificate of insurance for your business                        |  |



# Subcontractor List

The La Crosse Area Builders Association's Parade of Homes is a member exclusive event. Please fill out each category with all sub-contractors you are using; be sure to include non-members. Write your company name if you provided the work for the home. If a non-member becomes a member before July 8, 2023 they will be listed in the *Coulee Region Living* magazine.

Appliances		Landscaping	
Architect/Draftsmen		Light Fixtures	
Asphalt		Lumber	
Audio/ Home Theater		Masonry	
Cabinets		Millwork	
Carpentry		Painter	
Central Vac		Paint Supplier	
Cleaning Service		Plumbing	
Closets		Plumbing Fixtures- Kitchen & Bath	
Concrete Flatwork		Portable Toilets	
Countertops		Realtor	
Disposal/ Dumpster Service		Roofer	
Dock		Security System	
Doors		Septic System	
Drywall Plaster/Sheetrock		Sheet Metal	
Electrician		Shower/Tub	
Excavation		Siding/Soffit	
Fencing		Steel Beams & Posts	
Financing		Stone	
Fire Protection		Surveyor/Engineer	
Fireplace		Tiling	
Fireplace Mantel		Title Company	
Flooring		Tree Cutting	
Framing		Trusses	
Foundation		Utilities	
Garage Door/ Opener		Water Softening	
Glass		Weather Stripping	
Gutters & Downspouts		Well	
Hot Tub/Pool		Window Treatments	
HVAC/Geothermal		Windows	
Insulation		Insulated Concrete Forms:	
Insurance		Other:	
Interior Design/Staging		Other:	
Internet/Phone/TV/ Service Provider		Other:	
Irrigation		Other:	



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## Homeowner Release of Liability

Complete & Turn in by: Wednesday, May 17, 2023

I/We \_\_\_\_\_ of \_\_\_\_\_  
(homeowners) (property address)  
hereby agree to provide \_\_\_\_\_ and the La Crosse Area Builders Association  
(contractor)

with a copy of my/our Homeowners Insurance showing that full coverage is in force on our property during the entire time our home is a part of the 2023 Parade of Homes®. We further hereby acknowledge that we have been approved to move into our home prior to the Parade of Homes dates, subject to the following rules:

- We agree to vacate the premises during the hours that the Parade of Homes is taking place:  

Thursday, August 17 and Friday, August 18	3:45 p.m. to 8:30 p.m.
Saturday, August 19 and Sunday, August 20	9:45 a.m. to 5:30 p.m.
- We understand that an inspection may be done of our home by a LABA member after Wednesday, August 16, 2023 to ensure the home is ready for the photos/video and the in-person show.
- All photos/videos taken for the Parade or after are the property of the LABA, Hazel Media and the contractor and may be used prior or in future marketing or advertising without further approval from the homeowner or the contractor. LABA and Hazel Media retain full copyrights to all visuals and the right to license the photos to third parties related to the build (ie-suppliers, contractors, etc.). You do have the option to purchase an heirloom photo album that includes the photos taken of your home.
- Homeowner is aware that there is a risk of theft involving persons attending this event. Homeowner accepts responsibility for preparing the property to minimize the likelihood of loss of personal property by hiding or removing any valuables, personal information, and medications.
- Homeowner agrees to defend, indemnify and hold harmless the La Crosse Area Builders Association, its directors, officers, employees, and the LABA Contractor Member from and against any claims, liabilities, losses, suit or expenses (including reasonable attorneys' fees) on account of personal injury, death, or damage to or loss of property arising from or in connection with the Parade of Homes. This release additionally applies to their heirs, legal representatives, and successors and anyone else claiming under them.

The La Crosse Area Builders Association acknowledges that we have had only one of the above mentioned problems in the last 20 years and do not expect to have any such problems in the 2023 Parade of Homes. However, LABA accepts no responsibility with regard to such items in the unlikely event that they should occur.

\_\_\_\_\_  
Homeowner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Homeowner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contractor

\_\_\_\_\_  
Date

\_\_\_\_\_  
LABA Representative

\_\_\_\_\_  
Date