



## Home Builders Association of Charlotte

### MEMORANDUM

From: Mark Baldwin  
Re: HomeArama 2009 Site Selection  
Date: December 3, 2008

HomeArama is one of the most important events that the Home Builders Association of Charlotte produces. The show is designed to stimulate interest in home building, remodeling, decorating and all the other products and services connected with our business. Over the last five years, the event averaged attendance of 27,000 visitors.

The Association has rescheduled the 2009 HomeArama site at Bromley to 2010. Therefore, we are offering the opportunity to other developers to participate in the 2009 event. Enclosed is a Questionnaire regarding a site or sites that you may wish to offer.

***Please complete the Questionnaire and return it to the HBAC office by December 15, 2008.***

We have also enclosed a Fact Sheet.

Several very important considerations for the Committee will be:

1. Can the developer offer any special financing for builders building in their development;
2. How many builders will the developer provide to participate in HomeArama if his/her site is selected; and;
3. Is there ample and suitable parking adjacent to the site?
4. HomeArama will take place from October 3, 2009 – October 18, 2009 (two weeks and three week-ends). Preview Night is October 2, 2009.

Deadline: We must have your completed Questionnaire by December 15, 2008. The Site Selection Committee will contact developers submitting sites shortly after that date.

Please contact Diane Virkler or Mark Baldwin at 704-376-8524 if you have any questions.

# HomeArama 2009

## Fact Sheet

A single site promotion of 6-10 homes on a cul-de-sac or closed road.

All homes will be completely furnished, decorated, and landscaped.

Site selection process is very important—must have good access and area for parking.

An exhibit tent area, concession area, and coach restrooms will be part of the site.

Developer provides power and water.

A well-done HomeArama promotion stimulates interest in the entire building industry—builders, suppliers, decorators, lenders, etc.

Special events are a large part of the HomeArama promotion. The HBAC produces an exclusive Preview Night presentation of the homes; as well as a Builder/Realtor Day, Ladies Night Out, and Chef's Day.

An admission fee will be charged each person attending.

Attendees will be given a Plan Book to keep. This book will be paid for by advertising.

HomeArama will last for two weeks and three weekends.

HomeArama is a community event with a portion of the proceeds going to the Levine Children's Hospital at Carolinas Medical Center.

A substantial advertising and promotion budget will be allocated to insure the success of the event. The budget includes radio, television, billboards, print and year long website advertising.

# Questionnaire

## HomeArama 2009 Site Selection

Site Price Range: \$\_\_\_\_\_. (Price range of homes development will support)

Name of Development\_\_\_\_\_

Location\_\_\_\_\_County\_\_\_\_\_

Number of lots yet to be sold\_\_\_\_\_

Do you currently have water and sewer service available? \_\_\_\_\_

Do you have 6-10 lots in one area (either in a row or across the street evenly divided) that will have all utilities and improvements? \_\_\_\_\_

Do you have a minimum of seven (7) acres or more adjoining these sites suitable for parking?  
\_\_\_\_\_

What is your lot price? \_\_\_\_\_

Have you been able to arrange any special financing for builders? \_\_\_\_\_

How many builders can you commit to building in your site?  
\_\_\_\_\_

Is there good access in and out of your development? \_\_\_\_\_

Do you agree to provide additional lots in your development to HomeArama Builders who get contracts as a direct result of their participation in HomeArama?

Additional comments:  
\_\_\_\_\_

Submitted by: Developer\_\_\_\_\_ Phone\_\_\_\_\_

Email\_\_\_\_\_

Signature\_\_\_\_\_

**Please send plat plan for proposed site showing available lots and subdivision restrictions. Indicate proposed parking area, concession area, tent location, and restroom placement and the zoning in existence.**