

Build in the NW NATURAL STREET of DREAMS®

Wine country tour edition

NEWBERG • SHERWOOD • MCMINNVILLE

JULY 23 – AUG. 14, 2022

**Build in the most-prestigious
artisan custom home
showcase in the region!**

Each summer, the NW Natural Street of Dreams showcases carefully-selected new homes with outstanding craftsmanship, innovative products, cutting-edge interior design and architecture and now for 2022 - sweeping country views in Oregon wine country!

NEW this year - the 2022 show format features two options for builders: a main site as well as bonus homes throughout wine country. The featured main hub location is located in Yamhill county in Newberg, Oregon: a six-lot site called Rose Pointe off Bell Road featuring 2-3 acre lots. A second option (new for the 2022 show!) is the opportunity to enter custom-built homes on other sites/properties within wine country! The Home Builders Association, producers of the show, will help surround you and your teams with marketing support, sponsors offering product discounts, incentives and a community of builders and contractors to assist you.

Build in the 2022 show to market your unique style and service, and generate clients for years to come.

Eligibility

Eligible Builders + Homes Highlights*

- All homes, regardless of site location, should be valued at **\$1 million or higher** and located primarily in Yamhill county with a focus on Sherwood, Newberg and McMinnville, Oregon. Smaller surrounding communities including nearby portions of Yamhill, Washington and Clackamas counties will be considered.
- Homes showcasing "wine country" features, including views and design concepts that fit the show vision are encouraged and welcomed to apply.

- All homes should be located within the NW Natural Gas service territory and should have primary space and water heat fueled by natural gas (geographic exceptions will be addressed on a case-by-case basis). Additional natural gas elements are outlined in the builder agreement.
- Construction timelines must meet the Street of Dreams timeline requirements as outlined in builder agreements, ready for show open by Wednesday, July 20 at NOON (VIP Block Party Event).
- Homes must receive an Energy Trust EPS (Energy Performance Score).
- The HBA's Street of Dreams Executive Committee has the final approval rights of all homes on the tour.

*An official handbook outlining all rules, procedures and timelines will be provided to builders upon application form submission. Builders must agree to the terms outlined in the Builder Agreement and Show policies handbook.

Why Participate?

- Showcase your talents and team at the premier artisan home tour in the region, aligning with the best-of-the best in the industry. Be known as an "Official NW Natural Street of Dreams Builder" in your marketing efforts for years to come!
- Network with show sponsors and receive incentives and new-to-market products for your home. Meet new suppliers to support your work year-round.
- Benefit from inclusion in a marketing + earned media campaign valued at approx. \$1 million plus. Marketing and promotions target home buyers of various price points, realtors, interior design lovers and prospective clients. Gain opportunities for live media interviews and organic news coverage.
- Builders receive exposure in the official NW Natural Street of Dreams Show Magazine published and distributed by Pamplin Media Group (approx. 40,000+).
- Receive logo and content features on the show website, social media channels, event mobile app and in the email marketing campaign targeting more than 45,000 dedicated consumers.
- Each home receives an exterior signage package, plus additional customer experience signage thoughtfully placed throughout the home, courtesy of the show.
- Builders are invited to partner in custom promotions and special events celebrating the 2022 Street of Dreams in wine country! Host and gain exclusive access to VIP hospitality during the show.
- Support a signature consumer event of the summer while building community with your peers!

Requirements

ENTRY REQUIREMENTS*

- Signed 2022 Builder Application Form submitted
- Approval and acceptance by the HBA Street of Dreams Executive Committee
- 2022 Signed Builder Agreement and Show Policies addendum
- Paid entry fee
- Certificate of Insurance naming HBA as additional insured (details will be provided).

*Builders must be current members or must join HBA if not already a member.

"Building in the NW Natural Street of Dreams has been an incredibly rewarding experience. In each of the shows, the exposure has been incredible. Furthermore, the sense of community and collaboration is far-reaching among the builders, HBA staff, and the developer. I would not have the company I have today without the launchpad of the NW Natural Street of Dreams. It was rewarding, pivotal, and life-changing; all in one!"

Brian Schmidt, Owner Brian Schmidt Builder

Main Site

- Open 7 days a week, 10 am-9pm
- 23 total days
- \$5,000 fee
- The featured main hub location is located in Yamhill county in Newberg, Oregon: a six-lot site called Rose Pointe off Bell Road featuring 2-3 acre lots.

Bonus Homes

- Open weekends (Fri-Sun), 10 am-6pm
- 12 total days
- \$7,500 fee
- A second option (new for the 2022 show!) is the opportunity to enter custom-built homes on other sites/properties within wine country!



NW NATURAL
STREET of DREAMS[®]

Presented by
Community Financial Corporation/Banner Bank
and Standard TV & Appliance



**For more information on this show contact Rachel Trice, CFEE
Chief Marketing Officer/SVP Strategic Partnerships**

Home Builders Association of Metro Portland 503-577-6400 cell | racheltr@hbapdx.org