



A Special New Year's Message from the  
Home Builders Association of Metro  
Denver

## **2011: Was a Year of Change and Promise**

As we end 2011 and look forward to 2012, we'd like to share highlights of the past 12 months and thank our members' for your enthusiasm and dedication to the Association and the home building industry.

### **ADVOCACY SUCCESSES**

The HBA's strong advocacy and political committee efforts produced significant successes and continual relationship building with local elected officials over the year. Our efforts resulted in:

- The deletion of the 2009 IRC residential sprinkler requirement in 10 jurisdictions, and a delayed effective date of January 2013 in 12 jurisdictions. No jurisdiction adopted the requirement effective immediately. This saved the industry thousands of dollars per home and significant turmoil, while paving the way for future successes on this issue.
- The adoption by the Town of Castle Rock of greatly reduced impact and utility fees, saving thousands of dollars per home.
- The repeal by the City of Longmont of their Inclusionary Housing Ordinance, saving tens of thousands of dollars per home.
- A compromise by Denver Water in adopting a lower than proposed tap fee increase, saving hundreds of dollars per home. Denver Water was also convinced to extend and expand their stub-in "bail out" rule, removing the potential forfeiture of thousands of dollars on not-yet activated taps.
- The adoption by Louisville of "scalable" impact fees, resulting in lowered fees.
- Assisting in the defeat of Dever Ballot Initiative 300, which would have had costly impacts on any member doing business in Denver, regardless of business address.
- The launch of 8 new local coordinating committees, providing members regular direct access to key municipal and county department heads as well as fellow members working in the same jurisdiction.

The Metro Housing Coalition (MHC), with an 80% success rate in key local elections, had a very busy year. MHC interviewed, educated, and supported candidates that demonstrated understanding of the home building industry and its ability to stimulate job growth. Particularly noteworthy among the successful elected officials the MHC supported were Denver Mayor Michael Hancock, Aurora Mayor Steve Hogan, Thornton Mayor Heidi Williams, Broomfield Mayor Patrick Quinn, Lakewood Mayor Bob Murphy and Arvada

Mayor Marc Williams.

### **PARADE OF HOMES**

The Parade of Homes has historically been one of Denver's most anticipated entertainment events of the summer. At the conclusion of its second year as a multi-site event, the Parade of Homes is a highly successful new home marketing opportunity, effectively engaging the local market with the HBA builder members and homes. Media and public relations for the 2011 Parade of Homes focused on print, TV and Internet exposure. The publicity began in February while the main campaign ran from July through Labor Day, resulting in a total of 138 stories and potential audience impressions of 23, 316,897. Based on a population of 1.3 million adults in metro Denver, each adult was potentially exposed to the Parade of Homes message 17.9 times.

### **EDUCATION & TRAINING**

With local, state and federal regulations continually changing, the HBA provided 50 education and training opportunities in 2011 for members to stay educated and informed. Five trainings alone were dedicated to the new OSHA 100% Fall Protection Regulations that went into effect the last quarter of 2011. Monthly classes were offered on energy codes and above-code energy efficient and green building. 2011 educational programming was rounded out with classes on social media, remodeling, storm water, business management, and more.

### **NETWORKING & EVENTS**

2011 produced so many quality networking opportunities and events for members. Highlighted events included Builder Product Expo, Annual HBA and HBF Golf Tournaments, Installation and Recognition Reception, and Parade of Homes Industry Night. Five After-hour Networking Events and numerous luncheons and outings provided face-to-face opportunities for builders, developers and associate members to meet, share and build strong business relationships.

### **HEADQUARTERS AND LEADERSHIP**

Efforts led by the HBA Board of Directors, staff and committees ensured our headquarters would remain at our current location. Bidding a retirement farewell to Roger Reinhardt, HBA's top executive for the last 27 years and welcoming Jeff Whiton as the new CEO were also big changes the HBA experienced this year. Jeff has built over 20,000 homes in Colorado as the head of Colorado operations for U.S. Home, Lennar and KB Home. He has been an HBA member since 1985.

### **PHILANTHROPY**

Through efforts of hundreds of Home Builders Foundation (HBF) volunteers, sponsors, companies and supporters, the HBF completed 33 projects in 2011. These projects involved the construction of ramps, widening of door frames, bathroom remodels, flooring replacements, and installation of grab bars and handrails all in an effort to help people continue living in their homes with freedom and dignity.

We wish you all a Happy New Year in 2012!