



## Door County Home Builders Association (DCHBA) Showcase Door County Virtual Home & Garden Tour (the Tour) Rules and Terms of Eligibility

PO Box 112 Sturgeon Bay, WI 54235 | [dchba.org](http://dchba.org) | [info@dchba.org](mailto:info@dchba.org)

**EVENT DETAILS:** DCHBA, represented by the Tour Committee, will present the Virtual Home & Garden Tour (The Tour) beginning in the spring of 2024 and will continue on a rolling basis featuring homes and projects completed in Door County by members of DCHBA. Entries will be added as they are completed and deemed eligible for inclusion by the Tour committee.

### I. General Terms & Eligibility

“DCHBA Member Applicant” – Applicant must be a current DCHBA member at the time of contract submission, and for the full duration of the applicant’s entry in the Virtual Showcase (12 months) and must not otherwise be deemed ineligible to participate by the Tour committee. The 12 months begins once your listing goes live on DCHBA’s website. In cases of non-renewal of membership dues, the former member will forfeit exposure time remaining on the participation contract. If membership dues are brought current, the Applicant’s project can be re-entered into the Tour through the original end date of the Tour contract.

Projects are subject to review by the Tour committee.

**Applicant** must have been the *primary contractor* of the entry from the time of commencement of construction.

**Applicant** that has an outstanding debt to DCHBA are not eligible to apply for entry into the Virtual Showcase.

“**Participant**” – An individual or company whose entry or entries have been approved for inclusion in the Tour, including sub-contractors.

**Entry Location** – Entries must be located in Door County.

**Matterport:** 3D image capture/virtual tour application.. See example here:  
<https://my.matterport.com/show/?m=RsKKA9cRJnj&play=1&ts=0>

**Matterport Tag:** Tags to call out features, provide additional details, and generally add context to different aspects of the Matterport Space. Visitors click a Tag to see what information it contains. Ideal for flooring, cabinetry, appliances, etc.

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### 2. Categories of Eligible Entries

- **New Home** – A home / residential unit / single-family condominium unit. Entry shall be no older than three years from completion or closing.
- **Home Improvement:** remodel, landscape, hardscape, other exterior improvements (new siding, windows), masonry, HVAC. Entry shall be no older than three years from completion.

All contractors and sub-contractors listed or featured in the Tour must be DCHBA members. Non-members may be used but will not be eligible for in-video tags, still photo features, or any advertising in the official Tour section of the DCHBA website.

Contracts for homes and projects will be accepted on a rolling basis.

### 3. Entry Fees

#### **New Home Package: \$750**

- Matterport tour, \$750 per home less than 3,000 total square feet
- 3,001 - 5000 square feet, \$925
- 5001+, \$925+ quoted individually
- 12 months of hosting of the Matterport tour with an option to renew for an additional fee.
- Includes up to five subcontractor tags (featured subs must be DCHBA members)
- Additional sub tags at \$10 each (featured subs must be DCHBA members)
- Includes still photos.
- A landing page in the Tour section of DCHBA's website that will include specs, DCHBA member subcontractors, etc. [View the Tour section here.](#)

#### **New Home Package if Participant supplies own Matterport: \$400**

- A landing page in the Tour section of DCHBA's website that will include specs, DCHBA member subcontractors, etc. [View the Tour section here.](#)
- Contractor needs to supply 5-20 still photos
- Matterport may include up to five subcontractor tags (featured subs must be DCHBA members)

#### **Home Improvement Package: \$300**

- Includes still photos of up to two rooms or outdoor work (landscaping, hardscaping, siding, windows, etc)
- A license to DCHBA and Participant to use and share photos for Tour promotion, 10 of which must be submitted to DCHBA for use on the participant's Tour page on the DCHBA website.
- Outdoor 1 minute video add-on \$100
- A landing page in the Tour section of DCHBA's website that will include specs, DCHBA member subcontractors, etc. [View the Tour section here.](#)

All packages include promotion in applicable markets including radio, news outlets, and at least monthly promotion on DCHBA's social media channels.



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### 4. Photography Session Requirements

The Participant must have a representative on-site during the photo shoot.

**Interior Completion Requirements** – Painting and staining, trim installed and doors hung, hard-surfaced flooring and carpeting installed, plumbing fixtures set, electrical hooked-up and working (for the tour), cabinetry completed and installed with hardware, and countertops installed, staircases and railings in place, and cleaning complete.

**Personal and Valuable Items** – Homes may be occupied or unoccupied. For occupied homes, it is recommended that valuable homeowner property be removed from view, and, to protect the homeowner's privacy, all personal photos be removed. It is better if the homeowners are not home during the photoshoot, however, if they are there, they must remain out of sight during the filming. The shoot may take over two hours, depending on the size of the home.

**Signage** – All signage must be removed from the exterior of the property before the Tour shoot. No interior signage is allowed.

**Parking & Exterior Aesthetics** – The following items are to be removed from the yard and driveway prior to the Tour shoot: vehicles, boats, trailers, tents, storage units, building materials, landscape materials, dumpsters, and portable toilets, etc.

### 5. Finished Video Footage

The finished video tour becomes property of Luke Collins Photography and is hosted on their server.

For purposes of the Tour, the video tour is accessed by the public through the special Tour section of DCHBA's website.

The Participant may also link the finished video tour to their company website.

Participant's video tours will remain on the photographer's server for one year as part of the original entry fee. At the end of the first year, the Participant may pay an additional fee of \$10.99 to have it remain on the server for an additional year. It would no longer be part of the DCHBA's Tour, but it would be available for viewing via a link from the Participant's website.



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### 6. Copyright of Home Plans

Participant represents and warrants to DCHBA that any house of the Participant which becomes a part of the Tour is the product of an original design and that either (a) Participant is the sole owner of such design and has exclusive rights, in and to the design as represented in the structure, and in the plans, specifications, drawings, advertising, and promotional materials for the house (together the "Design Materials"), or (b) participant has received written authority from the owner of the Design Materials to make use thereof in the manner contemplated by participant.

Participant further represents and warrants to the DCHBA that participant has not pledged, assigned, or encumbered it rights to the Design Materials and that the Design Materials do not violate any copyright, property, or common law rights of any third parties.

Participant hereby agrees to indemnify, defend and hold harmless Door County Home Builders Association, and its members, officers, and employees, from any and all claims by third parties, including, but not limited to, obligations, liabilities, cost and expenses, including actual attorney's fees, arising out of or related to Design Materials or inclusion of the house in the Virtual Showcase of Homes, including without limitation, copyright infringement, conversion, trademark infringement, unfair competition, and related claims.

### Decisions and Arbitrations

The Tour Committee and the DCHBA Board of Directors reserve the right to accept or deny any application. Questions regarding the eligibility of a home should be directed to the Tour Committee.

### 7. Submission and Acceptance Procedures

- Complete, sign, and return contract electronically
- DCHBA will contact you with approval or conditions
- Once approved, DCHBA will email you an invoice for the contract payment
- After payment is made, if a photography package is submitted, participant will contact Luke Collins Photography via email, [luke@lukecollinsphotography.com](mailto:luke@lukecollinsphotography.com) to schedule photography session.
- Luke Collins will send Matterport and photos to you and the DCHBA for verification of accuracy
- You will have 10 business days to approve the photography. If we don't hear from you we will post them as-is.
- Once you approve photography, contact [info@dchba.org](mailto:info@dchba.org) to initiate launch
- Contractor will receive a proof copy of the Showcase web page to review and approve.
- You will be notified by DCHBA when your project is live at See current listings here: <https://doorcountyhomebuilders.org/showcase/> Watch for Facebook posts that tag your business and feel free to share on your business and personal pages