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## MEMORANDUM

March 26, 2020

TO: CMHI Retailers  
CMHI Manufacturers  
Board of Directors

FROM: Jess Maxcy

SUBJECT: 2020/21 Home Exhibit Program

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For qualified CMHI members wishing to exhibit a home in a local fair, home and garden show or other appropriate venue, our Executive Committee has approved a program and funding for fiscal 2020/21 to support your efforts.

Attached are the requirements for this year's program (April 01, 2020 - March 31, 2021).

**All grant requests received by CMHI in writing by regular mail, fax or email on or after April 1, 2020 will be considered on a "First Come, First Served" basis. Verbal requests cannot be accepted.**

Requests **must include** the following:

- Name of venue i.e. "Kern County Fair", "Merced Home & Garden Show", etc.
- Show location
- Date & Duration of show
- Projected attendance
- Exhibit plans i.e. home size, manufacturer, etc.

Plan now for tomorrows sales.

**2020/21 Home Exhibit Program**  
April 01, 2020 - March 31, 2021

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For CMHI retailers wishing to exhibit a home in local fairs, home & garden shows or other appropriate venues (as **pre-approved** by CMHI), we have a program to support your efforts.

CMHI will issue up to 2 grants to qualified participants, to partially reimburse expenses incurred, for the display of a home in a **pre-approved** local venue subject to the following stipulations:

**I. Participant Eligibility**

- A. As of the opening date of the exhibit, both the manufacturer of the home to be exhibited and the retail business must have been a CMHI member in good standing for at least 12 consecutive months.
- B. If requested, retailer must agree to distribute CMHI literature.
- C. Grants will be considered on a "**First Come, First Served**" Basis. One for the Northern and one for the Southern regions of California.

The dividing line between North and South is the southern city limits of Visalia. The dividing line was established with more consideration given to state population than geography.

**II. Venue**

- A. The exhibit venue **must be pre-approved by CMHI**.
- B. As a consequence of budget limitations, grants are limited to one per venue.
- C. Venue must be in California. A model display on a retail sales center or m/home park space does not qualify for this program.

**III. Product Eligibility**

- A. Manufactured homes

B. Factory-built (modular) homes for which the manufacturer has paid per unit dues.

C. Park models for which the manufacturer has paid dues.

#### **IV. Grant Amount**

The maximum grant amount is determined annually (fiscal year), detailed in CMHI's budget and approved by its Executive Committee.

For fiscal year 2020/21, the maximum grant amounts are:

A. Multiple-section manufactured or factory-built home  
- \$10,000.00

B. Single-section manufactured or factory built home  
- \$3,500.00

C. Park models  
- \$2,000.00

#### **V. Reimbursement**

Reimbursement up to the grant amount will be made after the first day of the event.

To meet the requirements of our auditors, CMHI cannot issue reimbursement until we receive the following:

A. A signed copy of the contract for exhibit space.

B. An exterior photograph of the exhibit.

C. Receipts detailing exhibit expenses up to the grant amount. Examples of eligible expenses:

1. Freight to and from your sales center (not from the factory)
2. Set-up and take down
3. Landscaping
4. Furnishing the home
5. Cleaning the home during the exhibit
6. Permits

7. Photography

8. Advertising related directly to the exhibit

**VI. Caveat**

While we do not expect a decrease in forecasted revenues, in the event we experience one, this program may be adjusted or suspended.

Effective 04/01/20