



March
April
2021

OPENING DOORS

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CELEBRATE CINCO DE MAYO AT MABA'S NEW OFFICE!



CINCO DE MAYO CELEBRATION & OPEN HOUSE



**Wednesday, May 5th
2-6pm**

MABA Office
5936 Seminole Centre Ct.
Suite 203
Fitchburg, WI 53711

Tour MABA's newly remodeled office,
treat yourself to the taco bar & quench your
thirst with frozen margaritas and daiquiris!

FREE TO ATTEND! Visit member.maba.org/events/calendar/ to RSVP!

2021 BOARD OF DIRECTORS



MADISON AREA
BUILDERS ASSOCIATION

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GOLD SPONSOR



SILVER SPONSOR



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Keith Batenhorst

Drexel Building Supply

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Coyle Carpet One

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Chad Lawler

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Lisa Kratz

MARKETING MANAGER:

Katelyn Gladem

MEMBERSHIP DIRECTOR:

Peggy Meskan

WHAT'S NEW AT WBA?

BADGER CRAFTSMAN AWARDS ARE BACK



Not just for builders! Join the best in our industry by entering the 2021 Badger Craftsman Awards, presented by the Wisconsin Builders Association and Johnson Financial Group. The Badger Craftsman Awards offer recognition to members of the association for excellence in new home development, construction, and remodeling, while also highlighting our associate members' accomplishments. Take advantage of this opportunity to showcase your outstanding achievements!

Visit www.wisbuild.org/badgercraftsman to apply

WE CAN'T WAIT TO SEE YOU!

July 14: WBA Member Meeting Day | The Ridge Hotel, Lake Geneva

- Three meetings in one! Speakers TBA

July 14: 2021 Celebration of Housing | The Ridge Hotel, Lake Geneva

- Join us for a fun night (with two complimentary cocktail hours) and celebrate all the accomplishments of the housing industry!

July 15: WB Foundation Golf Outing | Geneva National Resort & Club, Trevino Course, Lake Geneva

- Your attendance will go towards promoting and supporting future WI builders



VISIT WWW.WISBUILD.ORG/WBA-EVENTS TO REGISTER

QUICK LEGISLATIVE RECAP

Bills Already Passed this Session:

- No state taxation of PPP loans; 2021 WI Act 1
- Immunity from COVID-19 related lawsuits except in case of reckless or wanton conduit, intentional misconduct; 2021 WI Act 4

Actively Working to Pass:

- Permit extension and guidance for occupancy permits allowed w/o some inspections
- Additional POWTS plan review positions at DSPS
- Easier approval of small commercial plan reviews
- State budget that does not increase cost of housing & encourages workforce housing





PARADE OF HOMES PLANBOOK ADS

Showcase your brand to 10,000+ Parade of Homes attendees in-person and online!



Quarter page, half page, full page,
& premium position ad placements available!

Contact Dena at dena@ntmediagroup.com for more information!
The Spring Parade planbook advertising deadline is April 15th.

OCTOBER 15-17 & 22-24, 2021



PARADE OF HOMES

TWO WEEKENDS
CHOOSE THE HOME
CHOOSE THE LOCATION
\$50K+ MARKETING SPEND
3,000 TICKETS SOLD IN 2020

Builders may enter up to 5 homes in the
2021 Fall Parade of Homes!

\$3,500 entry fee per home



CONTACT BUILDERS@MABA.ORG TO ENTER!



PARADE OF HOMES GARAGE RENTALS

JUNE 18-27, 2021

SPONSORING A GARAGE SPACE DURING THE MADISON AREA PARADE OF HOMES HAS MANY BENEFITS!

- Interact with thousands of consumers
- Low cost way to exhibit your brand at the Parade of Homes
- Show a builder support, rent stalls of your choice
- Flexibility- stalls may be staffed or unstaffed

\$500

PARADE HOME GARAGE STALL

\$750

PARADE HOME GARAGE STALL AT PREVIEW PARTY SITE*
2021 PREVIEW PARTY SITE IS WINDSOR GARDENS

Contact Chad Lawler to reserve a garage space today!
clawler@maba.org | (608) 288-1135

*Preview Party will be hosted in accordance with Dane County capacity limits



MADISON AREA BUILDERS ASSOCIATION



DISCLAIMER: The Right Angle is the official newsletter of the Madison Area Builders Association. The Madison Area Builders Association is a non-profit trade organization dedicated to promoting a positive business environment by uniting, serving, and representing all aspects of the building industry.

The Right Angle is published seven times per year. Notice of local, state, and national programs/events is a service to Association members. Such notices do not indicate Association endorsement or sponsorship unless specifically noted. The acceptance of advertising in The Right Angle does not indicate approval or endorsement of the advertiser or the advertiser's product by Association. Madison Area Builders Association makes no warranties and assumes no responsibility for completeness of the information contained herein.



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MADISON AREA BUILDERS ASSOCIATION

MEMBERSHIP RATE INCREASE IN 2022

MABA membership rates will not increase in 2021.

MABA membership rates will increase slightly in 2022 to offset increasing WBA membership rates and future MABA costs.



4th Annual SPORTING CLAYS CLASSIC

Thursday, April 29th
11:30am - 4pm

TEAM OF FOUR \$330 | INDIVIDUAL \$90



FLURRY STATION
DRAWINGS & PRIZES
GUN BOARD RAFFLE
LUNCH & HAPPY HOUR
SPONSORSHIPS AVAILABLE

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MABA TROPICAL TRIP

February 2022 at El Dorado Royale Resort in Riviera Maya, Mexico



Help MABA grow through membership, earn a free all-inclusive trip to a tropical destination!

Receive a free trip just by referring your industry friends and colleagues to join the Association!
Earn one (1) point for referring an Associate member and one and one-half (1.5) points for a Builder member.

Six Points in a Calendar Year = One Free Trip

The 2022 trip will be in late February to Riviera Maya, Mexico!
Point earning eligibility for the 2022 trip will end on November 30th, 2021.



Questions? Contact Peg Meskan at (608) 288-1136 or pmeskan@maba.org.



MADISON AREA BUILDERS ASSOCIATION

MABA TROPICAL VACATION LEADERBOARD

1) Ed Hoksbergen	Encore Homes	6
2) Joe Crary	Crary Construction	4.5
3) Jim Lampe	Dane Building Concepts	4
4) Brad Burrs	Urso Bros.	2
4) Angie Kieta	LP Building Solutions	2
4) Crystal Welsh	Coyle Carpet One	2
4) Jason DeNoble	Hart DeNoble Builders	2
4) Ken Nelson	Victory Homes of Wisconsin	2
4) Sarah Bennett	Alterra Design Homes	2
4) Shaun Scullion	Scullion Builders	2
4) Abe Degnan	Degnan Design-Build-Remodel	2
4) Danny Lowery	Tim O'Brien Homes	2

Current points are valid through **November 30th, 2021** for use towards the 2022 MABA Tropical Trip.



MABA MARCH MADNESS

MARCH 19TH, 2021 | HOSTED AT ELITE A/V & AUTOMATION





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Municipality Report

<i>Municipality</i>	<i>2021 Total</i>	<i>2020 Total</i>	<i>2021 Starts</i>	<i>2020 Starts</i>	<i>2021 Avg. Value</i>	<i>2020 Avg. Value</i>	<i>2021 Avg. Sq Ft</i>	<i>2020 Avg. Sq Ft</i>
Albion (T)	\$250,000		1		\$250,000		2,250	
Berry (T)	\$495,000		1		\$495,000		3,850	
Blue Mounds (T)		\$299,000		1		\$299,000		2,400
Bristol (T)		\$849,000		2		\$424,500		3,200
Burke (T)	\$400,000		1		\$400,000		3,000	
Cottage Grove (T)	\$1,341,000	\$350,000	3	1	\$447,000	\$350,000	3,467	2,800
Cross Plains (T)	\$1,072,000		2		\$536,000		3,437	
DeForest	\$2,566,000	\$2,173,000	8	4	\$320,750	\$543,250	2,476	3,829
Dunn (T)	\$720,000	\$715,000	2	1	\$360,000	\$715,000	3,050	3,500
Fitchburg	\$2,826,000	\$1,305,000	9	3	\$314,000	\$435,000	2,369	3,477
Madison	\$9,578,000	\$9,229,000	27	26	\$354,741	\$354,962	2,087	2,236
Marshall		\$510,000		3		\$170,000		1,753
McFarland	\$456,000	\$1,720,000	1	5	\$456,000	\$344,000	2,782	2,230
Middleton		\$2,799,000		6		\$466,500		2,972
Middleton (T)	\$2,586,000	\$967,000	3	2	\$862,000	\$483,500	3,732	3,625
Montrose (T)	\$420,000		1		\$420,000		3,300	
Mount Horeb		\$705,000		2		\$352,500		2,177
Oregon	\$526,000	\$1,393,000	1	4	\$526,000	\$348,250	3,458	2,529
Pleasant Springs (T)	\$536,000		1		\$536,000		4,300	
Roxbury (T)		\$420,000		1		\$420,000		3,100
Springfield (T)	\$599,000		1		\$599,000		3,850	
Stoughton	\$850,000		2		\$425,000		2,888	
Sun Prairie	\$5,750,000	\$5,197,000	15	15	\$383,333	\$346,467	2,723	2,640
Sun Prairie (T)		\$250,000		1		\$250,000		2,100
Verona	\$3,170,000	\$330,000	10	1	\$317,000	\$330,000	2,191	2,895
Verona (T)	\$2,175,000	\$826,000	2	1	\$1,087,500	\$826,000	7,950	5,800

Municipality	2021 Total	2020 Total	2021 Starts	2020 Starts	2021 Avg. Value	2020 Avg. Value	2021 Avg. Sq Ft	2020 Avg. Sq Ft
Wauwaukee	\$2,182,000	\$2,680,000	4	6	\$545,500	\$446,667	2,985	3,249
Westport (T)	\$2,789,000	\$1,463,000	4	2	\$697,250	\$731,500	3,797	4,415
Windsor (T)	\$6,321,000	\$2,415,000	13	7	\$486,231	\$345,000	2,621	2,505
York (T)	\$350,000		1		\$350,000		3,300	

Year to Year January Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2011	8,657,000	32	270,531	2,622
2012	8,891,000	33	269,424	2,816
2013	16,599,000	63	263,476	2,583
2014	16,226,000	55	295,018	2,856
2015	20,013,000	66	303,227	2,505
2016	19,131,000	67	285,537	2,395
2017	33,662,000	98	343,489	2,803
2018	39,133,000	107	365,728	2,711
2019	29,106,000	80	363,825	2,740
2020	36,595,000	94	389,308	2,705
2021	47,958,000	113	424,407	2,723

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2011	8,657,000	32	270,531	2,622
2012	8,891,000	33	269,424	2,816
2013	16,599,000	63	263,476	2,583
2014	16,226,000	55	295,018	2,856
2015	20,013,000	66	303,227	2,505
2016	19,131,000	67	285,537	2,395
2017	33,662,000	98	343,489	2,803
2018	39,133,000	107	365,728	2,711
2019	29,106,000	80	363,825	2,740
2020	36,595,000	94	389,308	2,705
2021	47,958,000	113	424,407	2,723

(T) = Township
 Prepared by MTD Marketing
 Contact: Dominic Collar 920-450-6131

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Single Family and Duplex Permits Issued

2021 Dane County February YTD Comparison

Municipality Report

<i>Municipality</i>	<i>2021 Total</i>	<i>2020 Total</i>	<i>2021 Starts</i>	<i>2020 Starts</i>	<i>2021 Avg. Value</i>	<i>2020 Avg. Value</i>	<i>2021 Avg. Sq Ft</i>	<i>2020 Avg. Sq Ft</i>
Albion (T)	\$250,000	\$250,000	1	1	\$250,000	\$250,000	2,250	2,100
Berry (T)	\$495,000		1		\$495,000		3,850	
Blue Mounds (T)		\$299,000		1		\$299,000		2,400
Bristol (T)	\$1,300,000	\$849,000	2	2	\$650,000	\$424,500	4,830	3,200
Burke (T)	\$400,000		1		\$400,000		3,000	
Cottage Grove (T)	\$1,341,000	\$350,000	3	1	\$447,000	\$350,000	3,467	2,800
Cross Plains (T)	\$1,072,000		2		\$536,000		3,437	
DeForest	\$6,335,000	\$4,476,000	20	8	\$316,750	\$559,500	2,306	4,225
Dunn (T)	\$1,476,000	\$715,000	4	1	\$369,000	\$715,000	3,063	3,500
Fitchburg	\$7,985,000	\$4,120,000	23	12	\$347,174	\$343,333	2,454	2,552
Madison	\$15,805,000	\$23,226,000	44	63	\$359,205	\$368,667	2,136	2,282
Marshall		\$510,000		3		\$170,000		1,753
McFarland	\$456,000	\$4,219,000	1	12	\$456,000	\$351,583	2,782	2,225
Middleton	\$2,801,000	\$3,199,000	5	7	\$560,200	\$457,000	2,999	2,982
Middleton (T)	\$4,623,000	\$2,286,000	6	5	\$770,500	\$457,200	4,374	3,470
Montrose (T)	\$420,000		1		\$420,000		3,300	
Mount Horeb		\$1,136,000		3		\$378,667		2,155
Oregon	\$1,245,000	\$2,338,000	3	7	\$415,000	\$334,000	2,590	2,632
Oregon (T)		\$1,125,000		1		\$1,125,000		7,300
Pleasant Springs (T)	\$1,326,000		3		\$442,000		3,550	
Roxbury (T)	\$460,000	\$420,000	1	1	\$460,000	\$420,000	3,200	3,100
Rutland (T)	\$450,000	\$240,000	1	1	\$450,000	\$240,000	3,550	2,100
Springfield (T)	\$599,000		1		\$599,000		3,850	
Stoughton	\$850,000	\$550,000	2	2	\$425,000	\$275,000	2,888	2,101
Sun Prairie	\$9,360,000	\$11,179,000	24	33	\$390,000	\$338,758	2,758	2,669
Sun Prairie (T)		\$250,000		1		\$250,000		2,100

Municipality	2021 Total	2020 Total	2021 Starts	2020 Starts	2021 Avg. Value	2020 Avg. Value	2021 Avg. Sq Ft	2020 Avg. Sq Ft
Verona	\$4,847,000	\$2,237,000	15	6	\$323,133	\$372,833	2,079	2,509
Verona (T)	\$2,175,000	\$1,336,000	2	2	\$1,087,500	\$668,000	7,950	4,575
Waunakee	\$7,494,000	\$6,717,000	18	16	\$416,333	\$419,813	2,512	2,997
Westport (T)	\$5,605,000	\$1,993,000	7	3	\$800,714	\$664,333	4,685	4,248
Windsor (T)	\$6,321,000	\$6,900,000	13	18	\$486,231	\$383,333	2,621	2,444
York (T)	\$350,000		1		\$350,000		3,300	

Year to Year February Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2011	10,826,000	47	230,340	2,280
2012	12,432,000	40	310,800	2,871
2013	16,108,000	65	247,815	2,358
2014	19,251,000	69	279,000	2,575
2015	28,183,000	88	320,261	2,683
2016	29,057,000	90	322,855	2,530
2017	32,221,000	101	319,019	2,485
2018	33,671,000	99	340,111	2,528
2019	29,143,774	84	346,949	2,675
2020	44,325,000	116	382,112	2,602
2021	37,883,000	92	411,771	2,694

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2011	19,483,000	79	246,620	2,418
2012	21,323,000	73	292,095	2,847
2013	32,707,000	128	255,523	2,468
2014	35,477,000	124	286,104	2,700
2015	48,196,000	154	312,961	2,606
2016	48,188,000	157	306,929	2,473
2017	65,883,000	199	331,070	2,642
2018	72,804,000	206	353,417	2,623
2019	58,249,774	164	355,181	2,707
2020	80,920,000	210	385,333	2,648
2021	85,841,000	205	418,736	2,710

**NEW
TEAM
MEMBER
WELCOME**



PEGGY MESKAN

Madison Area Builders Association would like to welcome its new Membership Director, Peggy Meskan!

Peggy was born and raised in Madison. She has spent 19 years of her career in association management working in event planning, membership recruitment and retention, fundraising, sponsorship development and sales, and management.

In her free time, Peggy enjoys cooking with her husband Scott, entertaining friends and family, spending time with her dogs, and traveling.

Peggy worked for MABA in the late nineties as the Event Coordinator and is looking forward to working with familiar faces from the past and new members!



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MABA Financial Statement Update

As of February 28th, 2021



CASH

Current Balance
\$216K



MEMBERSHIP

Year to Date
Membership Gain
5 Members



INVESTMENTS

Current Balance
\$2.07M



SPRING PARADE OF HOMES

40 Homes
29 Builders



BUILDING SALE

Sale Proceeds
\$810K



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