



*Sun, Sand, Water, and Propane—
The Perfect Mix for a*

Dream Home

While Jimmy Buffet and his legion of Parrothead fans may think a cheeseburger is needed in paradise, the 2008 HGTV Dream Home located north of Parrothead headquarters in Florida's Key West has all of the other ingredients needed for paradise—white sand, warm water, lots of fish just waiting to be caught, and, most important of all, propane to perfectly grill that cheeseburger.

The list of amenities in this year's 3500-sq-ft Dream Home includes a 45-kw Generac Power Systems generator, Wolf dual-fuel gas/convection range, Rinnai tankless water heaters, and, of course, a beachfront view from Plan-

tation Key at the northern end of Key West. It's propane in paradise. A 1000-gal. Trinity tank buried underground supplies the propane. AmeriGas Propane's local office installed the tank, gas lines, and is the fuel supplier.

This year's project was sponsored by the Propane Education & Research Council (PERC), and is one of several marketing and consumer education projects geared toward architects and builders as well as homeowners. As part of the project, PERC's Energy Guys commercials have been included on HGTV and HGTVPro website pages covering the Dream Home and at least four videos devoted to the installation of the water heater, underground

tank, and generator were posted on HGTVPro, which is geared toward building professionals. These can be seen on www.hgtvpro.com. HGTV also runs a weekly program, HGTVPro, on Saturday evenings. In December, it featured three-minute videos on the water heater and the Dream Home.

The video, which also can be viewed on PERC's website, www.propane-council.org, in its Marketing Resource Center (MaRC), is being promoted by PERC as a great sales tool for state associations and propane marketers, who can share it with builders at meetings and tradeshows. Copies of the video can be obtained from PERC.

The fully-furnished, three-bedroom,

three-and-a-half-bathroom home on Islamorada is HGTV's 11th Dream Home. HGTV, a division of Scripps Network, begins work on each Dream Home before the builders even finish the prior home. Since it began the promotion in 1997, the network has been showing off the completed home and its contents on the evening of Jan. 1. In the months preceding the Jan. 1 show, HGTV entices viewers with numerous updates on the project's status through brief videos it airs on TV and with drawings, photos, videos, and information on the contest on its website, www.hgtv.com. There is also a blog on the project. It has become one of cable TV's most watched shows and promotions.

Since the homes are built in vacation resort areas, the majority of them have used propane as a primary heating and cooking fuel. Among the more recent propane Dream Homes was the Lake Lure, N.C. 5000-sq-ft mountain "cabin" and 6200-sq-ft lakeside getaway at The Reserve at Lake Tyler, Texas in 2005. After building, decorating, and furnishing each home, HGTV then gives it away. The promotion has generated nearly 54 million entries since 2006.

Propane in Paradise

This year's home is in The Shore at Islamorada, a small, luxury development on Florida Bay's coastline. There are seven home designs for the 40-acre development, which will have eight homes with ocean views surrounding a central lawn area and pool when finished. The Dream Home custom design was built using the Albright plan designed by Dawson Wissmach Architects (Savannah, Ga.). The developer is The Shore Partners Inc. (Islamorada).

The value of the 2008 Dream Home Giveaway, including the home, a custom-built doghouse, and a GMC Yukon hybrid, is valued at \$2.2 million.

Propane was chosen as the fuel of choice for cooking, water heating, and the generator because of the size of the house and the type of kitchen appliances the builder wanted to install. In the video on installing the underground tank, Michael Uhre, vice president of The Shore Partners, explains a number of the house's construction and instal-

lation details, including using propane and the tankless water heaters. He points out that in the region there are two fuel choices—propane and electricity. Since the homebuyers targeted by the development prefer higher-end gas kitchen appliances, he explains, propane was their first choice. It also allowed them to install a propane-fueled generator, noting that propane is a clean-burning fuel that builders like to incorporate into their projects. "Building with propane is the way to go," Uhre states.

Kate Caskin, PERC's senior vice president, is also featured in this video, providing information on propane and its benefits as a residential energy choice. While she's being interviewed, the video also shows clips of the tank and plastic gas pipeline being installed.

The lot for this year's home was cleared early in 2007. After the foundation was dug and the work on the house began, the builders, working with AmeriGas' local Islamorada office, chose the site for the 1000-gal. Trinity tank. The tank work began in August, when the hole was dug and prepared for the underground tank on the home's north side about 25 feet from the house. The AmeriGas crew strapped the tank to a concrete slab and it was anchored as a safety precaution in case of flooding, according to district manager Frank Wortmann.

The host of the Dream Home TV show and the Internet videos is Jack Thomasson. In each video, which cover subjects ranging from the foundation work to building the home to resist

flooding and hurricane winds, Thomasson interviews contractors working on the project as well as representatives of the manufacturers of the appliances and equipment being installed. Many of the featured companies in the videos are project sponsors or partners, who are given an opportunity to provide information on their products or services as well as to provide "sponsored content" on the two websites.

Generac's Dan Giampetroni and Rinnai's Mike Murtaugh are interviewed on the videos covering the generator and tankless water heaters.

"Key West" Features

Named for a legendary Florida fishing guide, the Albright design incorporates local building features Key West is known for, including bright colors. The construction of the three floors and foundation were specially engineered to withstand hurricane winds and flooding. The lower level has a one-car garage, fishing room (and comes with fishing gear), entertainment room with French doors leading to a patio, a children's bedroom, wine closet, and powder room. The second floor has an open kitchen, great room with access to a large porch, sitting room, guest bedroom suite, powder room, and laundry room. On the upper level is the master bedroom suite and bathroom with a balcony.

The selection process for the 2009 location began in 2006; its location and the builder who submitted the project will be announced shortly after the 2008 home is given away. —Ann Rey

