Memorandum of Understanding
The Florida Home Builders Association
And
The American Rainwater Catchment Systems Association

1. Introduction

The purpose of this Memorandum of Understanding (MOU) is to establish guidelines for a partnership between the Florida Home Builders Association (FHBA) and the American Rainwater Catchment Systems Association (ARCSA) and build on each organization’s strength. As an outcome, FHBA and ARCSA will strive to develop and implement an integrated “expert-based” and “service-based” framework of operation for information-sharing and research within target localities in the United States and other countries to promote the sustainable use of rainwater.

The mission of FHBA is to create a climate in which the construction industry can prosper. The FHBA was founded to:

- Serve, advance, and protect the welfare of the home building industry and provide optimum housing for all;
- Advocate and encourage the constant improvement of home building techniques, practices, and standardization of building codes in Florida;
- Work to eliminate governmental orders improperly restricting the home building industry and to support beneficial opportunities; and
- Work with builders and trade partners to advance the home building industry.

ARCSA was founded to promote rainwater catchment systems throughout the world. Its membership, found throughout the world, is a diverse group of water enthusiasts including city, state, federal and international government officials, academics, homeowners, gardeners, manufacturers, suppliers, architects, landscape architects and consultants. ARCSA’s mission is to promote sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater and energy challenges throughout the world through workshops, conferences, publications, dialog and information-sharing.

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2. The Partnership

A. Mutual benefit can be derived from scholarly and professional interaction, co-operative research and other forms of professional collaboration.

B. ARCSA agrees to provide the following:
   a. Provide information to FHBA on ARCSA’s annual event to be placed on FHBA’s online calendar
   b. Place the Southeast Building Conference (SEBC) event, including dates, time, and location on the ARCSA online calendar with a link to www.SEBCshow.com
   c. Run SEBC web ad on www.arcsa.org for thirty (30) days leading up to SEBC
   d. Four (4) SEBC ads in the ARCSA newsletter to run April, May, June, and July
   e. Four (4) social media promotions to coincide with newsletter runs

C. FHBA agrees to provide the following:
   a. Provide information to ARCSA on SEBC’s event to be placed on ARCSA’s online calendar
   b. Place ARCSA’s annual event, including dates, time, and location on the FHBA online calendar with a link to the event
   c. Provide ARCSA with the following advertising opportunities:
      i. Four (4) footer ads in FHBA E-news leading up to ARCSA’s event
      ii. Three (3) social media promotions to coincide with FHBA E-news

3. Terms and Legal Effects

A. The terms of specific areas of co-operation shall be further considered and agreed upon in writing by the parties prior to the initiation of any particular activity.

B. Any specific program will be subject to mutual consent, availability of funds and approval of both parties.

C. The parties agree that this Memorandum of Understanding is not a formal legal agreement giving rise to any legal relationship, rights, duties or consequences, but it is only a definite expression and record of the purpose of the parties to which the parties are bound in honor only.

D. This Memorandum of Understanding shall remain in effect for a period of two (2) years from the date of signing and it may be renewed for a further two (2) years by the mutual agreement of both parties. The Memorandum can be terminated at any time by either party upon provision of six (6) months written notice to the other party. This Memorandum may be
amended or modified at any time by the mutual consent of the co-operating institutions.

SIGNED for and on behalf of

Florida Home Builders Association

[Signature]
Kimberly Scott
Title: CFO
https://www.fhba.com
Date: ________________________________

American Rainwater Catchment System Association

[Signature]
David Crawford
Title: President
https://www.arcsa.org/
Date: ________________________________

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