

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: September 19, 2019
FROM: Laura Fischer, General Manager
SUBJECT: Heber Fall Fiesta Update

INFORMATION ONLY:

The Fall Fiesta is moving forward and staff feels that we will be ready for the big event. The budget update is on the table below. Our fall fiesta website is GREAT! Check it out www.heberfallfiesta.com.

FISCAL IMPACT: See Budget Attachment

PARADE:

The Holt Group will submit the encroachment permit applications to Cal Trans and County of Imperial. We expect the permits within the next few weeks.

The parade entry forms have been completed and we are waiving the fee for schools and youth organizations. We expect to have at least 30 entries. The route has changed back this year and will start at Heber Avenue, run west on Hawk Avenue and end at Oak Avenue.

The parade starts at 3:00pm. We will have three judges for the parade. We will have three announcer stations in the parade. One on Hawk just west of Heber, one on Hawk just east of Dogwood and at the judge's stand on Palm. We will have some bleachers set up on Palm for spectators.

We need all of the Board of Directors to ride in the parade. We have signs with your name on them. We would like for you to ride in an HPUD vehicle or if you have another vehicle we will have the signs ready to place on any vehicle you ride in. We will have one electric vehicle available as well as trucks.

FIESTA:

This year we are using the theme "Day of the Dead" and decorating like the movie Coco. The seniors have been busy making tissue paper flowers. We will be focusing on having more vendors with activities for kids and more food, drinks and items for sale. Our vendor forms are on line and Diahna Garcia-Ruiz from Proyecto Heber is handling the fiesta vendors and will secure the health permits.

The kid activity booths are being constructed and set up by HPUD staff. We have 13 booths.

Loteria- Seniors (Ms. Estrada)	Chess/Checkers
Fish for Ducks	Ring Toss
Ping Pong Toss	Bean Bag Toss
Spin the Wheel	Photo Booth
Pinata	Bowling
Relay Racing (for kids)	Obstacle Course
Hay Ride (Pending Torrence Farm Implements)	

We are coordinating with the following non-profit or youth organizations to work the booths:

- Senior Lunch Program
- Heber ASB
- Southwest High School Band
- I.V. Desert Aquatics
- Soccer Team
- Dogwood Library (pending)
- Heber Little League
- Boys Scots of Heber
- SAL
- Dogwood 4H

We are looking for youth groups to man the booths. All they have to do is show up and work the booths starting at 4pm and cleaning up after 8pm. We will provide the booth and prizes. They just need to work the booth. In exchange, the HPUD will donate \$200 per organization, per booth. The organization must be non-profit or a youth group such as Little League, Church groups, 4-H, Boy Scouts. This helps the group make money with little planning and helps HPUD start a tradition of quality fall activity booths that can be used every year.

We will also have live music throughout the day. We have Mariachis playing most of the day and will be at the Alter from 6pm to 7pm. Once again, Graciela will be setting up the alter. We will also be engaging a band and are trying to get La Cachinba who will pay from 7pm-10pm. Additionally our MC and opening singer will be Maribel Puentes!

We will have dancers and some other performers from 4pm to 5pm.

Maribel Puentes from 5-7

Mariachis from 4-7 (walking around car show and other areas or on stage with Maribel)

Live Band from 7-10

DJ during all down time/breaks and from 10-midnight.

CHANGE FROM 5K RUN TO HAUNTED MAZE:

“Night of the Living Dead @ Heber”

This year we are not having our traditional 5K run/walk. Instead we will have the largest haunted maze in the Imperial Valley. It will cover 30,000 square feet and will be 900 lineal feet of scary haunts. We are constructing it at the storm water pump station on the southwest corner of Tito Park. HPUD will be constructing the maze and the Southwest High School Band will be working the haunt and will be charging \$5 per person. They will keep the profit from the haunted maze to help with their fundraising activities. They are raising money to perform in Chicago this year.

The maze will feature several scary scenes from your favorite movies such as: It, La Llorona, Friday the 13th, Halloween, Conjuring, ‘Night of the Living Dead’, Werewolves, Spiders, Ghosts and Monsters. Not for the faint of heart!

Fall Fiesta 2019

REVENUE	BUDGET	RECEIVED / ACTUAL	VARIANCE
HPUD FY 19-20 Budget	35,000.00	35,000.00	0.00
Parks 16,000			0.00
Water 8,000			0.00
Sewer 8,000			0.00
Trash 3,000			0.00
Sponsors	2500.00		(2500.00)
El Toro -			0.00
Ormat			0.00
THG			0.00
Imperial Center			0.00
Gibson & Schaefer			0.00
Pyramid Construction			0.00
Sun Community			0.00
Kennedy's Market			0.00
In Kind - Keep List (ICSO Reserves) (THG traffic plans) (Torrences Hay Ride)			0.00
Parade Entries	60.00		(60.00)
TOTAL	\$ 37,560.00	\$35,000.00	(2560.00)

EXPENSES	BUDGET	PAID / ACTUAL	TOTAL REMAINING
Salaries - Temp PT	5,000.00		5,000.00
Parade - Fiesta - Night of the Living Dead Haunted Maze			-
Trophies for Parade	200.00		200.00
Maze Construction & Costumes	3,000.00		3,000.00
Fiesta Booth Construction Candy and Prizes	2,500.00		2,500.00
Sound System	2,830.00		2,830.00
Lights / tables / chairs / tents	6,060.00		6,060.00
Photo Booth @ 4 hours 'Party Booth'	410.00		410.00
Donations for (15 each) non-profits and youth group booths	3,000.00		3,000.00
Restrooms	520.00		520.00
Barricades (estimate - usually donated)	500.00		500.00
Generator Rental (estimate)	500.00		500.00
Security at Park Wed-Monday	1,550.00		1,550.00
Music: Maribel Puentes			-
Mariachi @200 per hour from 4-8	800.00		800.00
Adelante Norteno @ 250 per hour from 7-10	750.00		750.00
Maribel Puentes	75.00		75.00
Marketing			
HPUD BOD Hats - Employee Shirts	600.00		600.00
Food For Volunteers @ Proyecto Heber Booth	540.00		540.00
Marketing/advertising Parade/IVPress 570 / Billboards 2500	4,000.00		4,000.00
Website development	1,600.00		1,600.00
Banners	800.00		800.00
Insurance	600.00		600.00
TOTALS	\$35,835.00	\$0.00	\$35,835.00



Heber Fall Fiesta

"Day of the Dead" Saturday, Oct. 26th Tito Huerta Park Schedule of Events

3:00 pm	Parade on Hawk Ave.
4:00 pm	Fiesta — Games & Food
4:00 pm	Proyecto Heber Car Show
6:00 pm	Day of the Dead Alter
6:00 pm	Night of the Living Dead @
8:00 pm	Heber — Haunted Maze
5:00 pm 10pm	Entertainment Lineup
8:30 pm	FREE Movie - Coco



Heber's Haunted Maze

NIGHT OF THE LIVING DEAD



@HEBER

Tito Huerta Park @ Heber
Saturday, Oct. 26th
Starts @ Dark!



Heber Public Utility District Fall Fiesta Parade Saturday, October 26, 2019 at 3:00 pm

Please fill out the following information to enter the Heber Public Utility District Fall Fiesta Parade

Company/Organization Name: _____

Would you like your entry to be judged? Yes (Circle yes or your entry will NOT be judged).

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ eMail: _____

Your signature on this form indicates that you 1.) Agree to the Parade Rules 2.) Will abide by those rules and the decision of the Heber Public Utility District Fall Fiesta Parade Committee and The Heber Public Utility District Board of Directors 3.) The organizations and their volunteers, employees, contractors and agents are released from any and all responsibility for loss, damage or injury to any person or property relating in any way to participation in the Heber Public Utility District Fall Fiesta Parade.

Signature (Parent or Guardian if entrant is under 18)

Parade Script:

The Heber Public Utility District reserves the right to edit your parade script.

The following questions provide a sample of the type of information to use in your script.

How many years have you or your organization been in business? Describe your decorations, costumes and props.
Do you have any unique stories about your entry or how it was chosen or developed? How does your entry relate to the theme 'Day of the Dead'? Describe any unusual points of interest about your group, its history or its participants.
List any recent honors or awards your group has received.

FEE SCHEDULE

All entries must pay a small fee of \$20 dollars upon submission of Parade Entry Form. Official School Groups: Drill Team, Band, Official Clubs, and Classroom Groups will have the fee waived.

-----OFFICE USE ONLY-----

Paid Processed by _____

Fall Fiesta Parade Official Rules & Regulations Parade Theme is ~ Day of the Dead from the Movie "Coco"



Heber Public Utility District
1078 Dogwood Road, Suite 103 - Heber, CA 92249
Phone (760) 482-2440 / Fax (760) 353-9951 / email: heber@heber.ca.gov
Website: www.heberfallfiesta.com or www.heber.ca.gov





Heber Public Utility District Fall Fiesta Parade

Saturday, October 26, 2019 at 3:00 pm

Saturday, Oct. 26th 3:00 pm

TO ENTER: Complete and return the attached form PRIOR to October 21, 2019. Late entries must be approved by the Parade Committee prior to acceptance in the parade. Parade orders and staging information will be sent to accepted entries prior to the parade. No entries will be accepted after October 21, 2019. **Completed forms may be faxed to (760) 353-9511, delivered or mailed to HPUD 1078 Dogwood Rd., Suite 103, Heber, CA 92249, or E-Mailed to heber@heber.ca.gov.**

ENTRY FEE: All entries will be charged a fee of \$20 dollars. Official school groups (Band/Drill Team/Clubs) will have their entry fee waived.

INSURANCE: All entries must have insurance coverage and proof that Heber Public Utility District is named additionally insured. Call Laura at 760-336-1572 for more information.

FLOATS: May carry only the name of the sponsoring firm or organization in addition to the theme wording – “Day of the Dead”. NO other themes will be accepted. To be eligible for judging, floats must be in position by 2:30pm, October 26, 2019.

ENTRY TROPHIES: All winners will be announced at “Tito” Huerta Park at 5:00pm. Trophies will be presented at that time, or may be picked up at the Heber Public Utility District office during normal business hours.

BANDS/DRILL TEAMS: Bands and Drill Teams will be judged on their performance during the parade and as performed before the judge’s stand, which will be located on the corner of Palm Avenue and Hawk Avenue.

JUDGING: Decisions of the judges will be final.

GENERAL RULES: The Heber Public Utility District reserves the right to refuse any entry to the parade.

- ❖ Forward motion must be maintained at all times.
- ❖ No 3 wheelers allowed.
- ❖ No loud noises or explosions allowed.

Classification of Entry (Please Circle)

Mobile Entry (FLOAT)	Walking Entry	Equestrian Entry
High School BAND	Middle School BAND	Elementary School BAND
High School DRILL TEAM	Middle School DRILL TEAM	Elementary DRILL TEAM

Each division will be presented with a trophy for the top 3 entries.

Only those entries that choose to be judged will be eligible to win a trophy or award. Incomplete Forms will not be accepted.

No entries accepted after October 21, 2019.



Heber Public Utility District
 1078 Dogwood Road, Suite 103 - Heber, CA 92249
 Phone (760) 482-2440 / Fax (760) 353-9951 / email: heber@heber.ca.gov
 Website: www.heberfallfiesta.com or www.heber.ca.gov



Parade Pick Up Area
and Bus Parking.

Heber Public Utility District



2019 Fall Fiesta Parade Saturday, Oct. 26th Line Up at 2pm - Start at 3pm

Parade END
Corner of Hawk
and Oak Ave.

Transportation
**STAGING for
PICKUP** on
Correll Road.

Judge's Stand

Parade Start
Corner of Heber and
Hawk

LINE UP at 2PM
START TIME at
3PM

**STAGING for
DROP OFF** on
Heber Ave. south
from Hawk to 7th St.

Heber Fall Fiesta

HEBER PUBLIC UTILITY DISTRICT

Celebrate The

Day of the Dead

Saturday, October 26, 2019

Tito Huerta Park 4pm - Midnight

For More Information Call:
Laura Fischer at 760-336-1572
HPUD at 760-482-2440
www.heberfallfiesta.com
www.heber.ca.gov

Highway 86

Heber Avenue

Dogwood Rd.

S Dogwood Rd.

THE HOLT GROUP, INC. PROJECT ENGINEER
 CALCULATED/DESIGNED BY
 CHECKED BY
 DATE
 REVISIONS
 DATE
 REVISIONS

TRAFFIC CONTROL LEGEND

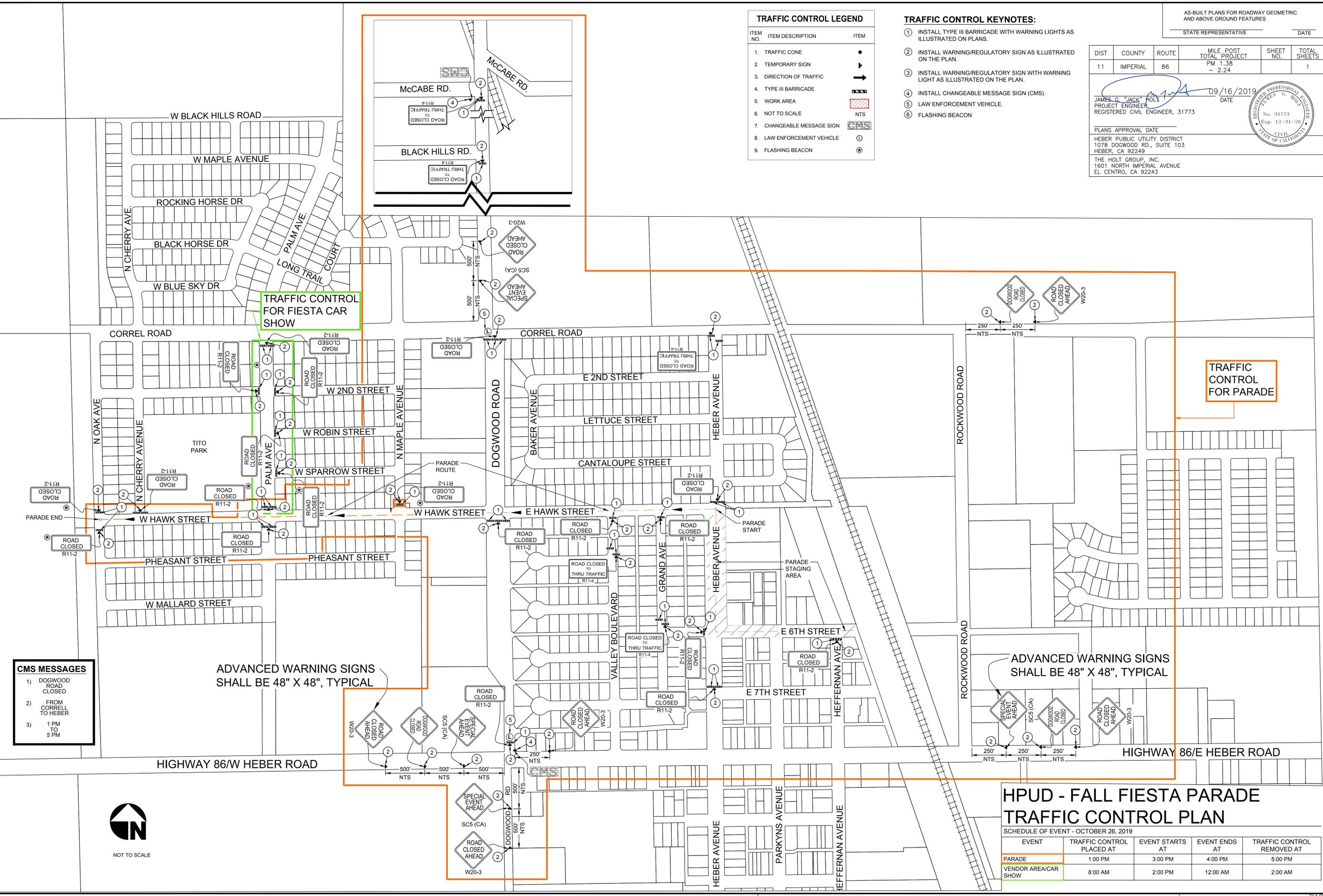
ITEM NO.	ITEM DESCRIPTION	ITEM
1.	TRAFFIC CONE	•
2.	TEMPORARY SIGN	T
3.	DIRECTION OF TRAFFIC	→
4.	TYPE III BARRICADE	▬
5.	WORK AREA	▨
6.	NOT TO SCALE	NTS
7.	CHANGEABLE MESSAGE SIGN	CMS
8.	LAW ENFORCEMENT VEHICLE	Ⓛ
9.	FLASHING BEACON	Ⓢ

- TRAFFIC CONTROL KEYNOTES:**
- INSTALL TYPE III BARRICADE WITH WARNING LIGHTS AS ILLUSTRATED ON PLANS.
 - INSTALL WARNING/REGULATORY SIGN AS ILLUSTRATED ON THE PLAN.
 - INSTALL WARNING/REGULATORY SIGN WITH WARNING LIGHT AS ILLUSTRATED ON THE PLAN.
 - INSTALL CHANGEABLE MESSAGE SIGN (CMS).
 - LAW ENFORCEMENT VEHICLE.
 - FLASHING BEACON.

AS-BUILT PLANS FOR ROADWAY GEOMETRIC AND ABOVE GROUND FEATURES
 STATE REPRESENTATIVE _____ DATE _____

DIST	COUNTY	ROUTE	MILE POST TOTAL PROJECT	SHEET NO.	TOTAL SHEETS
11	IMPERIAL	86	PM 1.38 - 2.24	1	1

DATE: 09/16/2019
 PROJECT ENGINEER: JAMES G. "JACK" HOLT
 REGISTERED CIVIL ENGINEER, 31773
 PLANS APPROVAL DATE: _____
 HEBER PUBLIC UTILITY DISTRICT
 1078 DOGWOOD RD., SUITE 103
 HEBER, CA 92249
 THE HOLT GROUP, INC.
 1601 NORTH IMPERIAL AVENUE
 EL CENTRO, CA 92243



TRAFFIC CONTROL FOR FIESTA CAR SHOW

TRAFFIC CONTROL FOR PARADE

CMS MESSAGES

- DOGWOOD ROAD CLOSED
- FROM CORRELL TO HEBER
- 1 PM TO 5 PM

ADVANCED WARNING SIGNS SHALL BE 48" X 48", TYPICAL

ADVANCED WARNING SIGNS SHALL BE 48" X 48", TYPICAL



HPUD - FALL FIESTA PARADE TRAFFIC CONTROL PLAN

SCHEDULE OF EVENT - OCTOBER 26, 2019

EVENT	TRAFFIC CONTROL PLACED AT	EVENT STARTS AT	EVENT ENDS AT	TRAFFIC CONTROL REMOVED AT
PARADE	1:00 PM	3:00 PM	4:00 PM	5:00 PM
VENDOR AREA/CAR SHOW	8:00 AM	2:00 PM	12:00 AM	2:00 AM



HEBER PUBLIC UTILITY DISTRICT

Fall Fiesta

October 26, 2019 ~ 4:00pm to Midnight
"TITO" HUERTA PARK,
1165 PALM AVE, HEBER CA

Dear Vendor/Supporter,

The Heber Public Utility District is celebrating fall with an evening of fun at our Annual Fall Fiesta. Our Fall Fiesta theme Day of the Dead from the Disney movie "Coco" planned for Saturday, October 26, 2019. The Parade starts at 3:00pm at the corner of Heber and Hawk Avenues. The parade ends at Tito Huerta Park where our 'Day of the Dead' Fall Fiesta will be held. The Fall Fiesta will be held at Tito Park from 4:00pm to MIDnight. We are looking for vendors who want to participate in a community based event to further their fund raising efforts. We anticipate a large crowd due to the parade ending at Tito Park where the Fiesta will be held.

All food booths are encouraged to incorporate the "Day of the Dead" theme. The Heber Public Utility District is partnering with Proyecto Heber, a non-profit organization supporting the community of Heber, to organize the Fall Fiesta. Proyecto Heber will manage the sign ups and health permits for the vendor booths, and car show.

Booth Details

- Each vendor booth space is 15' x 15' - if you require additional booth space it must be purchased. Event space is limited so the booth space requirement will be strictly enforced.
- **There is no electricity available at the site** - vendors must provide their own electrical power. Quiet or silent generators and propane heaters are permitted for heating purposed but will be used at the discretion and responsibility of the vendor using them.
- No equipment will be provided - vendors must provide their own equipment (tents, tables, chairs, grills, stoves, cooking equipment, utensils, etc)
- Vendors are responsible for all costs, labor, materials, equipment, tenting, supplies and any other items necessary for participation in the event.
- It is recommended that each vendor bring a trash receptacle and garbage bags as well as ample cash change for sales.
- Food vendors must submit a completed Imperial County Health Department Food Permit application to Proyecto Heber or Heber Public Utility District prior to October 9, 2019. Proyecto Heber will submit the completed Health Department Food Permit Applications to the County.
- The Food Permit must be displayed on the booth and be visible to the public during the event.
- We encourage you to decorate your booth! Be creative! Our Theme is Day of the Dead from the movie "Coco"!
- No outside entertainment within booths (Bands, Karaoke, Singers, Radio, etc)
- The Heber Public Utility District reserves the right to assign vendor spaces and will do our best to meet any special needs or requirements.
- **Proyecto Heber reserves the right to sell and serve all carne asada.** Food vendors may sell all other Mexican food with the exception of carne asada.

Set-Up

- Vendor can setup anytime after 8:00am – vehicles may be brought into the event space during setup.
VEHICLES MUST BE REMOVED BY 2:00PM
- Event space must be cleared by 2:00 PM of vehicles; vehicles must be off of Hawk and Palm Avenues.
- Vendors must be open and ready for Health Department inspection by 3:00 PM.
- Vendors may be open and ready to sell food/products or distribute information by 4:00 PM.
- You can close your booth after 10pm. You can carry your supplies out, but **ABSOLUTELY NO VEHICLES** in the park until after Midnight.
- Vendors will be responsible for cleanup within their assigned space and will be expected to do so immediately.
- We anticipate a good crowd as early as 3:00 PM and encourage vendors to be up and ready for these potential customers.

Costs & Application Information

Fees vary depending on your organization and the purpose of hosting the booth. The fee's are generally:

- \$65 – For Profit Organizations selling food, products or other items. If you are selling items you **MUST** have enough food or product to last the entire event time (8 hours!) This fee includes the \$15 for the County Health Permit.
- \$50 – For Individuals and Organizations providing information only (no selling)
- \$30 – For Non-Profit Organizations. Must show proof of Non-Profit status.



HEBER PUBLIC UTILITY DISTRICT

Fall Fiesta

October 26, 2019 ~ 4:00PM TO MIDNIGHT
"TITO" HUERTA PARK,
1165 PALM AVE, HEBER CA

Entry fee must be received at the time of application. No credit can be extended. All checks must be made payable to Proyecto Heber. No refunds will be made to those vendors who cancel.

Food Vendor applications are subject to approval. **No carne asada can be sold at this event, except by Proyecto Heber.** Entries will be processed on a first-come first-served basis and no space will be held without application and entry fee being submitted by **October 9, 2019.**

_____ Selling Food, Products or Other Items _____ Informational Booth

Vendor Information

Business/Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Please provide a description of the exact item(s) to be sold or distributed:

Remember:

- Food Vendors must complete the Imperial County Health Department Food Permit application (attached) with the complete fee and submit it to Proyecto Heber at P.O. Box D, Heber, CA 92249 ~ (760) 455-1790 or to Heber Public Utility District 1078 Dogwood Rd, Suite 103. Heber, CA 92249. All applications must be submitted no later than October 9, 2019.
- Food Vendor applications are subject to approval. Entries will be processed on a first-come first-served basis and no space will be held without application and entry fee being submitted by October 9, 2019.
- If you are selling items you **MUST** have enough food or product to last the entire event time (8 hours!)

The vendor signing this application hereby acknowledges they have read, understand and agree to all of the Heber Public Utility District Fall Fiesta Vendor Procedures and Rules, including the Health Department rules and regulations, and agrees to abide by the procedures and rules if space is assigned to participate. The Vendor certifies that all information contained in this application is true and correct.

My team members and I agree to be photographed and/or filmed/videoed by Heber Public Utility District and/or Proyecto Heber and other media which may be used for publicity and/or publications. The below named company, individual or organization and all related individuals shall indemnify and hold harmless the Heber Public Utility District, and all related persons and entities including owners, directors, management personnel, employees, contractors, volunteers, agents, representatives, and attorney from and against any and all claims, demands, actions, liabilities, damages, losses, costs, and expenses (including attorney fees, court costs, and any other professional fees), or judgments arising out of, or in connection with any claim, demand or action made by any third party, if such are sustained as a direct or indirect consequences of participation in the Heber Public Utility District Fall Fiesta held in Heber, California.

Signature: _____ Date: _____

For More Information call Diahna Garcia-Ruiz at (760) 455-1790 or Email Heber@heber.ca.gov



Heber Public Utility District

Fund Raising Game Booth

Saturday, October 26, 2019

Please fill out the following information to Fund Raise at the Heber Public Utility District Fall Fiesta

Who is Eligible:

To be eligible to fund raise at the Heber Fall Fiesta game booths, you must either have a non-profit status, or represent a youth group or organization.

Your Group's Commitment:

You must commit to having at least one adult at the Fiesta game booth from 4pm to 8:30pm on Saturday, October 26th. You must commit to having the game booth running during the Fiesta carnival hours from 4pm – 8:30pm.

Organization Name: _____

Is your Organization a Non-Profit? YES NO

If yes, please provide your non-profit number _____

All Organizations, please provide a short statement on the services your organization provides to the youth of Imperial Valley.

After you have fulfilled your commitment, HPUD will issue a check for \$200, made payable to the Organization. Checks will be mailed within two weeks from the date of the Fiesta. Please provide the contact information below:

Mailing Address: _____

City: _____ **State:** ____ **Zip Code:** _____ **eMail:** _____

Your signature on this form indicates that you 1.) Agree to commit your organization to operate a game booth at the Fiesta from 4pm to 8:30pm. 2.) Will abide by those rules and the decision of the Heber Public Utility District Fall Fiesta Committee and The Heber Public Utility District Board of Directors. 3.) The organizations and their volunteers, employees, contractors and agents are released from any and all responsibility for loss, damage or injury to any person or property relating in any way to participation in the Heber Public Utility District Fall Fiesta.

Organization Representative

-----OFFICE USE ONLY-----

Eligible Not Eligible Processed by _____

Check mailed to Organization on: _____

Proyecto Heber

6th
Annual
2019

Car Show



Tito Huerta Park
October 26, 2019
4pm to Midnight



For More Information Call:
Miguel (760) 996 -1341 * Diahna (760) 455 -1790
Olivia (760) 540 -2080