

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** November 15, 2018  
**FROM:** Laura Fischer, General Manager  
**SUBJECT:** Heber Fall Fiesta Update

**INFORMATION ONLY:**

The Fall Fiesta was a success! There was a record number of people attending the event. The budget update is below.

### Fall Fiesta 2018

REVENUE	BUDGET	RECEIVED / ACTUAL	ADDITIONAL REVENUE
HPUD FY 17-18 Budget	35,000.00	35,000.00	0.00
Sponsors	1500.00	2,150.00	650.00
Race Proceeds	160.00	297.00	137.00
Parade Entries	80.00	40.00	(40.00)
<b>TOTALS</b>	<b>\$36,740.00</b>	<b>\$37,487.00</b>	<b>\$747.00</b>

EXPENSES	BUDGET	PAID / ACTUAL	TOTAL REMAINING
Salaries - Temp PT	0.00	0.00	-
Parade - Run - Street Fair			-
Trophies, Medals & Bibs	600.00	64.37	535.63
5K Run Construction / Materials	200.00	135.00	65.00
Fiesta Booth Construction / Prizes / Parade	1,750.00	3,087.84	(1,337.84)
Music: Mariachi 280 - Band 440	700.00	720.00	(20.00)
Sound System	800.00	500.00	300.00
T-Shirts (Run Only) - NONE in 2018	0.00		-
Lights / tables / chairs	3,500.00	2,960.00	540.00
Donations for (15 each) non-profits and youth group booths	3,000.00	3,000.00	-
Food For Volunteers	200.00	200.00	-
Restrooms (800) Barracades were donated	160.00	800.00	(640.00)
Marketing/advertising Parade/IVPress 570	8,570.00	8,570.00	-
Website development	3,460.00	3,510.00	(50.00)
Banners & Print Material & Advertisement	250.00	722.00	(472.00)
Insurance	900.00	635.00	265.00
<b>TOTALS</b>	<b>\$24,090.00</b>	<b>\$24,904.21</b>	<b>-\$814.21</b>

**FIESTA:**

This year our theme “Day of the Dead” was well received. We had 45 booths, 18 food vendors, 15 carnival booths, 7 informational booths, and 5 booths selling items.

**Things We Loved About the Fiesta:**

- Theme – May consider keeping the theme
- Attendance – Great turn out from Heber
- Music / Dance Floor – the Band, Maribel Puentes, Mariachis, and DJ were wonderful.
- Tables / Chairs / Lights – Well worth the expense
- Vendors – The number was sufficient, the food/drinks were delicious and I believe they made some money
- Booths – The kids loved them, and all of the scheduled volunteers showed up and worked the event!
- Parade – The parade was ‘ok’ but it was too slow. We had 24 entries and our judges and announcers were excellent.
- Alter – The Day of the Dead alter was beautiful and well received.
- Interactive Voting – This was fun and could be built up for more participation.

**Issues with Fiesta:****Vendors:**

- Vendors driving and parking in park during the race event in same location. (Although we didn’t have any broken sprinklers!)
- Not enough HPUD personnel or volunteers to get vendors set up in place and to ensure they followed the rules.
- Not enough room between vendors for people to walk. We need to open the area up for more walking room.

**Electrical:**

- Vendors plugged into our electrical outlets without permission and fried a ground fault interrupter. We were unable to replace it that night and consequently some lights were not working and some booths that should have electricity were without.
- The lights over the seating area were a tripping hazard and should have been set up differently.

**Scheduling:**

- The mariachi’s were one hour late, so they did not perform on stage until after the Memorial Walk.
- The Memorial Alter/Walk should be earlier in the evening and constructed in a different location. It should be built to last until November 2<sup>nd</sup> and have public access.

**Parking:**

- We need to have someone (staff or hired) to ensure vehicles are not parked in the middle of the streets. Several residents complained to the ICSO and we had to request people move their vehicles and a tow truck was called.

- We should set up more public parking areas. The vacant lots on Correll were used and the lot at the south end of Palm was also used.

#### Staffing Levels:

- We need to hire extra help the day of the event. Even with all of our staff working on this event for several days leading up to the event and the day of the event, we still needed additional staff for:
  - Parking
  - Keeping vendors out of the park
  - Helping set up booths when vendors show up early in the day
  - Clean Up
  - Barricades

#### Dog Costume Contest:

- If we do this again, we need to do it earlier. Most of the dogs were 'dog tired' and went home.

#### Talent Show:

- This was not successful and I forgot to make the awards for the one entry. We will take it to the Polynesian Dancers next door.

#### Parade:

- The new parade location and time drew a larger than usual crowd. It was well organized, but was a bit behind schedule as the HHS band equipment trailer had some mechanical issues. The parade moved very slowly as most of the groups stopped to perform in front of the judge's stand for several minutes.

#### 5K Run and Memorial Walk:

- Our 5K run was the same day as the local mud run so we knew we wouldn't get a lot of participation. We only had about 30 runners. Next year, we need to run early and not on the same day as other events.
- The Memorial Walk really didn't happen. The audience visited the altar and the Mariachi's sang, but most of the people didn't walk the track. It was new and people didn't understand the walk. This will need to be reconsidered.

Over all, I thought it was a good event that successfully brought the community of Heber together for great food and family friendly activities. There are plenty of areas we need to work on, but many areas that were done well and enjoyed by the community.

I want to thank the Board of Directors for their support, attendance and for taking the stage when needed; the HPUD staff for working so hard to ensure the event was successful and all of our community volunteers.

Respectfully Submitted,

Laura Fischer,  
General Manager