

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: October 17, 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. Check out www.heberfallfiesta.com.

FISCAL IMPACT: See Budget Attachment

PARADE:

Encroachment Permit from the County is in. We are waiting for the permit from Cal Trans.

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 13booths.

Loteria- Seniors (Ms. Estrada)

Fish for Ducks

Ping Pong Toss

Spin the Wheel

Pinata

Relay Racing (for kids)

Hay Ride (Pending Torrence Farm Implements)

Chess/Checkers

Ring Toss

Bean Bag Toss

Photo Booth

Bowling

Obstacle Course

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 Altar from 6pm to 7pm. Once again, Graciela will be setting up the altar. We have engaged the same band as last year, Aliado Norteno that will play from 7 to 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	162.76	37.24
Maze Construction & Costumes	3,500.00	3,000.00	500.00
Fiesta Booth Construction Candy and Prizes 2500	2,500.00	2,000.00	500.00
Sound System ADDED FOG MACHINE	2,830.00	1,415.00	1,415.00
Lights / tables / chairs / tents	6,160.00		6,160.00
Photo Booth @ 4 hours 'Party Booth'	410.00	180.00	230.00
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)	0.00		-
Generator Rental (estimate)	500.00		500.00
Security at Park Wed-Monday	1,550.00		1,550.00
Music:			-
Mariachi @200 per hour from 6-8 from 4-6 @ 300 per hour	1,000.00		1,000.00
Adelante Norteno @ 250 per hour from 7-10	750.00	200.00	550.00
Maribel Puentes	75.00		75.00
Marketing			
HPUD BOD Hats - Employee Shirts	250.00		250.00
Food For Volunteers @ Proyecto Heber Booth	540.00		540.00
Marketing/advertising Parade/IVPress 570 / Billboards 2500	3,000.00		3,000.00
Website development	1,600.00		1,600.00
Banners	800.00		800.00
Insurance	783.00		783.00
TOTALS	\$34,968.00	\$6,957.76	\$28,010.24