

# Heber Public Utility District

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** August 17, 2017

**FROM:** Laura Fischer, General Manager

**SUBJECT:** Calendar of Events – September to November 2017

**ISSUE:**

Shall the Board of Directors approve the calendar of events for September to November 2017 as presented?

**GENERAL MANAGER'S RECOMMENDATION:**

It is recommended that the Board of Directors approve the calendar of events for September through November 2017 as presented.

**FISCAL IMPACT:**

NONE. All activities on calendar are included in the FY 2017-18 budget.

**DISCUSSION:**

HPUD Board has determined that they want to continue to hold community events in our parks and recreation department. We have scheduled several events for the fall and have presented to the Board a calendar and a business plan for the 2<sup>nd</sup> annual parade, street fair and run. This event is scheduled to be held on October 28, 2017.

**CONCLUSION:**

Staff recommends that the Board of Directors approve the calendar of events for September through November 2017 as presented.

Respectfully Submitted,

Laura Fischer,  
General Manager

Attachment: Event Calendar for September - November 2017  
Business Plan for the 2<sup>nd</sup> Annual Parade, Street Fair and Run

## Heber Public Utility District Calendar of Events

August 2017						
Sun	Mon	Tue	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2017						
Sun	Mon	Tue	Wed	Thurs	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 2017						
Sun	Mon	Tue	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November 2017						
Sun	Mon	Tue	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Date	Event Name
11-Aug	Summer Splash / Movie Night
17-Aug	HPUD Board Meeting
4-Sep	Labor Day Holiday
8-Sep	Movie Night and Water Slides
21-Sep	HPUD Board Meeting
13-Oct	Movie Night
14-Oct	Car Show
19-Oct	HPUD Board Meeting
21-Oct	Clean Up Day
28-Oct	2nd Annual Parade, Street Fair & Run
10-Nov	Veteran's Day
17-Nov	Movie Night
16-Nov	HPUD Board Meeting
23-Nov	Thanksgiving Holiday
24-Nov	Day After Thanksgiving
	Water Treatment Plant Project completion ceremony will be held on a Friday in September as that is the only day of the week that Senator Hueso will be able to attend.

One Friday in September depending on Senator Hueso's schedule

# HEBER PUBLIC UTILITY DISTRICT 2<sup>ND</sup> ANNUAL PARADE, STREET FAIR & RUN October 28, 2017

Draft Presented to HPUD Board 8/17/17

## OVERVIEW

The Heber Public Utility District (HPUD) held a parade and street fair during the 85<sup>th</sup> Anniversary event in 2016. During the 2017-18 budget approval process it was decided that HPUD should hold a parade and street fair in 2017. The date of Saturday, October 28<sup>th</sup> has been selected.

### The Objective

To Promote the HPUD

- Demonstrate how HPUD makes it possible for Heber to grow and prosper.
- Promote Heber as a great place to live, work and play.
- Develop a culture of community and encourage pride in Heber.
- Events should reflect Heber's identity and unique culture.

### The Opportunity

The celebration of the Heber Public Utility District's 2<sup>nd</sup> Annual Parade. It is the Heber Public Utility District's desire to plan and implement the 2<sup>nd</sup> Annual Parade.

- Marketing Heber
- Marketing HPUD
- Partnering with community members of all ages and demographics.

### The Solution

Marketing our 2<sup>nd</sup> annual parade and street fair events to ensure HPUD and Heber are shown as the best place to live, work and play.

- Identify HPUD's services we provide to community, and how we are the foundation for success
- Explain each service and how we ensure health, safety and quality of life here in Heber.
- How HPUD helps to identify Heber as a community with a promise of growth and prosperity.

## OUR PLAN

- Work with community partners such as schools, county, commercial businesses, new development, residents
- History of Heber and growth to today and future for our families.

## Rationale

Letting the Imperial Valley know that Heber Public Utility District is ready, willing and able to support their business and families by providing a safe, friendly, and culturally diverse community. Enrich the lives of those who live work and play in Heber and welcome new businesses and families into our community.

- Gather community input as to what we can do to improve the quality of life in Heber.
- Provide good governance to our customers as we protect their community.
- Market opportunities for businesses to relocate here and for families to move here.
- Align with mission of HPUD to provide services at economical rates.
- Current resources available to businesses and families.

## Execution Strategy

Our execution strategy incorporates marketing HPUD and Heber through community events and activities celebrating HPUD. The successful execution will be guided by staff, assisted by board members, and community members, who will develop events that engages the community including all age and income groups. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

## Resources

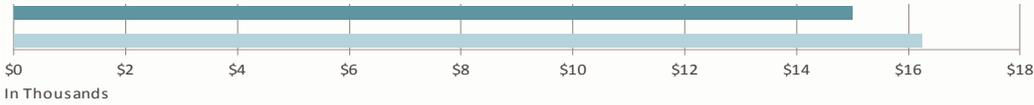
The HPUD would need to fund the majority of the cost to implement the 2<sup>nd</sup> Annual Parade, Street Fair and Run. Sponsors for section of the parade will be sought, however there is no guarantee that outside funds will be available. The HPUD budgeted \$15,000 in the Parks and Recreation Fund for FY 2017-18 to support the parade, street fair and run. These funds are included in the budget below. Staff has budgeted a total of \$1,250 in donations for parade section sponsors.

The budget below shows the proposed itemized expenditures for the event.

# 2nd Annual Parade and Street Fair Event Budget

## HPUD Budget for October and November Events

■ FY RECEIVED / ACTUAL ■ FY PLEDGED ■ FY -1 BUDGET



REVENUE	FY -1 BUDGET	FY PLEDGED	FY RECEIVED / ACTUAL	FY TOTAL
<b>HPUD FY 17-18 Budget</b>	15,000.00	0.00	15,000.00	15000.00
Donations to Heber Community Foundation	0.00	0.00	-	0.00
Parade Sponsors	1250.00	0.00		0.00
Scaroni Family -		0.00		0.00
El Toro -		0.00		0.00
Ormat		0.00		0.00
THG		0.00		0.00
Imperial Center		0.00		0.00
Gibson & Schaefer		0.00		0.00
Pyramid Construction		0.00		0.00
Sun Community		0.00		0.00
Kennedy's Market		0.00		0.00
Other?		0.00		
Donations to HPUD	0.00	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00	0.00
<b>TOTALS</b>	<b>\$16,250.00</b>	<b>\$0.00</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>

### EXPENSES

Budgeted Received



EXPENSES	FY -1 BUDGET	FY Estimated Cost	FY PAID / ACTUAL	FY TOTAL Budget	FY TOTAL REMAINING
Salaries - Temp PT	0.00	0.00	0.00	0.00	-
Parade - Costume Run - Street Fair	10,000.00			6,550.00	3,450.00
Trophies, Medals & Bibs		500.00			
Sound System		750.00			
T-Shirts		1,500.00			
Decorations for Grand Marshall Float etc.		200.00			
Tents (2 vendors)		1,800.00			
Food For Volunteers		300.00			
Restrooms, Barracades,		1,500.00			
Marketing/advertising Parade	3,500.00			3,500.00	-
Banners & Print Material & Advertisement		3,000.00	0.00	3,000.00	
Insurance	1,500.00	1,500.00	0.00	1,500.00	-
<b>TOTALS</b>	<b>\$15,000.00</b>	<b>\$11,050.00</b>	<b>\$0.00</b>	<b>\$14,550.00</b>	<b>3,450.00</b>

## Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Naming Event	We need to come up with a good name for our event and plan on continuing it over the years. If we continue holding the event on the last Saturday in October, it could be any of the following:  Fall Festival * Octoberfest * Halloween Themed  Or like last year a water theme * Tap In To Heber
Marketing	I will engage Conveyor to prepare a flyer that can be placed on various social media as well as the newspaper.
Fundraising for Sponsor of Events	We will ask for sponsors for the parade. We have several banners that can be used again if we secure the same sponsors.
All donations go to Heber Community Foundation	Businesses and individuals making donations or paying for these events, will want to donate to a tax deductible charity. We should partner with the Heber Community Foundation and all funds received should stay with the HCF.
Partners	We need partners to make this work. For example: Heber School District, County of Imperial, Heber Community Foundation. These partners will help us to organize and implement each event and are not just monetary support. Example schools will let us use facilities if needed, County will issues permits for free and provide sheriff department security and fire department support at events for free, IVEDC, Imperial Center, Heber Community Foundation could be our funding partner so donations don't go through HPUD.
Rules for Implementing Activities	Any business and or nonprofit can participate in the event. They can sell food and or other items as long as they have the proper permits. This will open up the event to more vendors and attract more people
Parade – Activities in Park to be held along with the run/walk event on October 28, 2017	Parade through the town of Heber including school children, bands, others. Street Fair should have a variety of vendors, music and activities for kids.
Exercise Activity – Run / Walk to be held the same day as the parade.	Run through Heber. This could be a costume run with an award for best time and costume. We need to decide if we want to have obstacles and/or mud. We can accommodate this on our property between Maple/Dogwood.

## Volunteer – Staff Resources Needed

For Heber Public Utility District to meet project milestones, we must have volunteers and staff hours available on schedule.