

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: November 18, 2021

FROM: Laura Fischer, General Manager

SUBJECT: Heber Fall Fiesta Update

INFORMATION ONLY:

The Fall Fiesta was a grant success! Thank you to the Board, and the amazing HPUD staff for working so hard to make this great community event possible and so popular and enjoyable for everyone.

FISCAL IMPACT:

The Board included funding for the Fall Fiesta in the 2021-22 budget. They approved the Fall Fiesta budget in the amount of \$35,000. The budget document below is as of November 9th. Staff has made every effort to include all of the revenues and expenditures from the fiesta. We will provide you with a complete fall fiesta budget in December with final number, but this is very up to date.

| Fall Fiesta 2021 | | Updated as of November 10, 2021 Not Final | |
|--|---------------------|---|--------------------|
| REVENUE | | | |
| | BUDGET | ACTUAL | VARIANCE |
| HPUD FY 21-22 Budget | | | 0.00 |
| Parks | 7,000.00 | 7,000.00 | 0.00 |
| Water | 14,000.00 | 14,000.00 | 0.00 |
| Sewer | 14,000.00 | 14,000.00 | 0.00 |
| Trash | | | |
| Community Benefit Program (annual donation from CR&R) | 2,000.00 | 2,000.00 | 0.00 |
| Sponsors | 2,500.00 | 2,500.00 | 0.00 |
| TOTAL | \$ 39,500.00 | \$39,500.00 | 0.00 |
| EXPENSES | | | |
| | BUDGET | ACTUAL | VARIANCE |
| Salaries - Temp PT | 6,000.00 | 6,493.04 | 493.04 |
| Parade - Fiesta - Night of the Living Dead Haunted Maze | | | - |
| Trophies for Parade | 200.00 | 395.32 | 195.32 |
| Maze Construction & Costumes (combined with items below) | 5,000.00 | 3,374.02 | (1,625.98) |
| Fiesta Booth Construction Candy and Prizes | 2,000.00 | 1,674.07 | (325.93) |
| Sound System , Stage, parade speakers | 4,000.00 | 1,750.00 | (2,250.00) |
| Lights / tables / chairs / tents | 7,000.00 | 4,096.70 | (2,903.30) |
| Photo Booth @ 4 hours 'Party Booth' | 410.00 | 500.00 | 90.00 |
| Donations for (16 each) non-profits and youth group booths | 3,000.00 | 3,080.00 | 80.00 |
| Restrooms | 520.00 | 844.95 | 324.95 |
| Barricades (estimate - usually donated) | 0.00 | | - |
| Security at Park -Needed extra days & repairs from wing | 3,500.00 | 3,008.00 | (492.00) |
| Music: | | | - |
| Mariachi @200 per hour from 6-8 from 4-6 @ 300 per hour | 750.00 | 750.00 | - |
| Aliados del Nort @ 250 per hour from 7-10 | 750.00 | 750.00 | - |
| Maribel Puentes | 100.00 | | (100.00) |
| Marketing | | | - |
| HPUD BOD Hats - Employee Shirts | 100.00 | 60.00 | (40.00) |
| Food For Volunteers @ Proyecto Heber Booth | 540.00 | 336.00 | (204.00) |
| Marketing/Radio 432 /IVPress 570 / Billboards 2500 | 2,500.00 | 1,800.00 | (700.00) |
| Website development | 200.00 | | (200.00) |
| Banners | 500.00 | 710.00 | 210.00 |
| Insurance | 783.00 | 828.00 | 45.00 |
| TOTALS | \$37,853.00 | \$30,450.10 | -\$7,402.90 |

PARADE:

Thanks to Vianka Villa for managing the parade. It was perfect with bands, floats, drill teams and many, many kids! Thanks to our judges and announcers:

- Luis Plancarte, County Supervisor
- Tomas Olivas, El Centro City Council Member
- Jack and Francis Terrazas, Past County Supervisor
- Maria Pienado, Central Union School District Trustee
- Juan Cruz, Superintendent of Heber School District
- Joe Montenegro, Community Member
- George and Fumi Galvan, The Holt Group

FIESTA:

Once again we are had a very successful “Day of the Dead” event, but this year we kept our Alter open until after November 2nd. We also added a COVID Memorial and set up a flower covered section with 29 flowers representing the 29 people from Heber who died of COVID. Our thanks to Father David who blessed the alter.

The kid activity booths are being constructed and set up by HPUD staff and they were beautiful we had 15 booths including the Loteria, and hay ride.

- | | |
|------------------------|---|
| Loteria- Seniors | Chess/Checkers |
| Fish for Ducks | Ring Toss |
| Ping Pong Toss | Bean Bag Toss |
| Spin the Wheel | Photo Booth |
| Pinata | Bowling |
| Plinko | Spooky Ball Toss |
| Ring Toss over Bottles | Hay Ride (Pending Torrence Farm Implements) |

We will also had live music throughout the even. Our MC is Maribel Puentes was fabulous and got the party going and kept it going!. Our DJ, J2 Entertainment was great and everyone loved his music and vibe. Mariachi Aurora and Jose Martinez performed on stage and at the alter followed by Aliado Norteno who rocked the party until staff had to pull the plug around midnight!

Thanks to our sponsors for the Event!

- The Holt Group - \$1,000
- Sun Community Federal Credit Union - \$250
- Braga Fresh Farms - \$250
- Clinicas de Salud del Pueblo - \$250
- Walker and Driskill - \$250
- CR&R - \$500

Once again, I want to thank the team that worked on this event. It takes a lot of time and energy, but they did a fantastic job.

Adriana, Liz, Raquel, Vianka, Alexis, Francisco, Guillermo, Edoardo, Gustavo, Matt, Cande, Marco, Daniel and Emilio.

Thanks to the Board of Directors for your support by including this event in your goals, budget and by attending and being present and enjoying this amazing community.

Respectfully Submitted,

Laura Fischer,
General Manager