

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** November 9, 2022

**FROM:** Moises Cardenas, Office Manager

**SUBJECT:** Heber Fall Fiesta Update

**INFORMATION ONLY:** THE FALL FIESTA WAS A HUGE SUCCESS. Thank you to the Board, and the phenomenal HPUD staff for working extremely hard to make this event possible and extremely popular.

### **PARADE:**

Our parade was perfect with many different entries!

Thank you to our judges and announcers:

- Luis Plancarte, County Supervisor
- Belen Leon, Air Pollution Control District Officer
- Lucy Hendry, ICOE Trustee
- Tomas Oliva, City of El Centro Councilmember
- Juan Molina, Community Member
- County Employee for Behavioral Health



### **MEDIA COVERAGE:**

Imperial County Supervisor Luis Plancarte mentioned in his Supervisor Comments at their November 1<sup>st</sup> meeting that stated how successful the Fall Fiesta has become in recent years. He enjoyed the Fiesta, and he is excited to see what Heber has next.

Both the Desert Review and the Imperial Valley Press wrote articles regarding the Fall Fiesta. Imperial Valley Press wrote an article on November 1<sup>st</sup> and October 19<sup>th</sup>. And the link to the Desert Review is found below.

[https://www.thedesertreview.com/news/local/heber-celebrates-fall-fiesta-2022-with-new-haunted-maze-mariachi/article\\_638c3846-58a9-11ed-bf74-f7364191a61b.html](https://www.thedesertreview.com/news/local/heber-celebrates-fall-fiesta-2022-with-new-haunted-maze-mariachi/article_638c3846-58a9-11ed-bf74-f7364191a61b.html)

# Fall Fiesta a hit for HPUD, Proyecto Heber and community **Heber Public Utility to host annual Dia de los Muertos event**



STAFF REPORT

HEBER — The Heber Public Utility District will hold its annual Heber Fall Fiesta on Saturday, Oct. 29. The event will start at 4 p.m. and continue until 11 p.m. at Margarito "Tito" Huerta Jr. Park, located at 1165 S. Palm Avenue in Heber and will include live mariachi musicians, free carnival games, car show, a beer garden and great food.

The "Dia de los Muertos" themed event features a parade on Hawk Avenue, starting at Heber Avenue, and ending at Tito Huerta Park. The parade starts at 5 p.m. The Heber Public Utility District (HPUD) has partnered with our local nonprofit organization, Proyecto Heber, who will be hosting a car show with car clubs from all over the Imperial Valley, Mexicali, San Diego, and Coachella.



PHOTOS COURTESY OF PROYECTO HEBER, HPUD, AND YVONNE ANGULO

STAFF REPORT

HEBER — The Heber Public Utility District held its annual Fall Fiesta on Saturday, October 29, at Margarito "Tito" Huerta Jr. Park in Heber.

The Dia de los Muertos-themed event featured a parade on Hawk Avenue ending at Tito Huerta Park. Children enjoyed free carnival games, hay rides, snow cones, candy and great food, according to a press release. Heber Public Utility District (HPUD) provided live entertainment from our local Master of Ceremonies Ms. Maribel Puentes, Mariachi Aurora de Calexico, Sheriff's Athletic League (SAL) Polynesian Dance group, and Aliado Norteno.

HPUD General Manager, Lisa Fischer, said the Fall Fiesta event "is important to the Heber Public Utility District's goal to expand our parks and recreation services, and grow Heber's community pride." "It's Heber's biggest party," Tony Sandवाल, HPUD

board member and Heber Elementary School District board member, said at the event.

Proyecto Heber put on a fantastic car show with car clubs from all over the Imperial Valley, Mexicali, and San Diego showing off their prize cars, trucks, and bicycles, according to the press release.

Some of HPUD's outstanding prize winning entries for the parade were the Holtville High School Band of Pride, Heber Hawks Drumline, Meadows Knights Drill Team, Drumline and Cheer Squad, McCabe School Band, and the Imperial County Sheriff's Color Guard.

In addition, once again HPUD teamed up with the Southwest High School "The Marching Eagles" Band to create the biggest Haunted Maze in the Valley, where "The Night of the Living Dead @ Heber" took brave souls through tunnels of fear where scared by many undead creatures. All proceeds from the

Haunted Maze went directly to The Marching Eagles of Southwest High School.

HPUD is also still sponsoring an authentic Dia De Los Muertos altar. The altar is open to the public every night through Tuesday, November 2. The Dia De Los Muertos altar is located at the Heber Little League Field at Margarito "Tito" Huerta Jr. Park, 1165 N. Palm Avenue, in Heber.

Ms. Fischer also wanted to thank HPUD employees who worked long and hard to make the event a success, according to the release. HPUD gives a special thank you to event sponsors and volunteers, including The Holt Group, CR&R, Immercare, Bingham Equipment, Alphasite Logistics, and AmeriCorp.

For any questions or additional information, please contact Laura Fischer at the Heber Public Utility Office at (760) 482-2440. The HPUD office is located at 1078 Dogwood Road, Suite 103, in Heber

Once again, the HPUD has teamed up with Southwest High School Band and Orchestra to create the biggest haunted maze in the Imperial Valley, "The Night of the Living Dead @ Heber" will lead participants through tunnels of fear, where they may encounter many undead creatures like Pennywise the clown, Jason, Freddy, and a few "undead zombie friends." Our haunted maze will lead participants through Hawkins and the Upside Down World, and dare



ABOVE: The Southwest High School Eagles Marching Band performed at the Heber Fall Fiesta at Margarito "Tito" Huerta Jr. Park, in Heber on October 30, 2021.

LEFT: Event attendees walk around the various booths and vendors at the Heber Fall Fiesta at Margarito "Tito" Huerta Jr. Park, in Heber on October 30, 2021.

PHOTOS COURTESY HEBER PUBLIC UTILITY DISTRICT

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## **FIESTA:**

The Fiesta was amazing with all the live entertainment that performed for the huge crowds at the Fiesta. Maribel Puentes helped keep the party going. Our DJ was fantastic this year as well and kept the party environment going. Our live entertainment did an wonderful job with performances from Mariachi Aurora and Aliado Norteno.

Thank you to our volunteers that helped get the carnival games going again this year, without them many children would not have been able to enjoy so many games.

- Chess/Checkers
- Plinko
- Football Toss
- Photo Booth

- Hayride
- Fish for Ducks
- Cornhole (Bean Bag Toss)
- Bowling

## **ALTAR DE MUERTOS OFRENDA:**

Thank you to our Finance Manager Adriana Amezcua for organizing the Day of the Dead ofrenda. The flowers, altar, and ambiance were perfect for the occasion. A special thank you to Deacon Sergio Hernandez from Our Lady of Guadalupe, El Centro for giving an Altar Blessing! Sadly, the Altar De Muertos Ofrenda was taken down a day early because of weather lifting up the tent and blowing objects away. Regardless it was a beautiful Altar with many people going after the Fall Fiesta to enjoy it!

## **NIGHT OF THE LIVING DEAD HAUNTED MAZE:**

A very special thank you to Southwest High School Band for having another successful Night of the Living Dead Maze at Heber. This maze was designed by the General Manager and Office Manager and the entire HPUD staff helped to build it. Southwest High School came out on October 27<sup>th</sup> to come help decorate the maze. Americorps IV came out the week before the Fall Fiesta to set up the walls for the maze and walk people through. Imperial County Cadets Program helped with crowd control and line control for the maze. IVC Fire Academy helped with walking people in the maze as well. This event was not possible without the people that volunteered.

<b>Fall Fiesta 2022</b>			
<b>HPUD Budget For Fall Fiesta</b>			
<b>REVENUE</b>	<b>BUDGET FY 2022-23</b>	<b>ACTUAL</b>	<b>VARIANCE</b>
HPUD FY 22-23 Budget			
Parks	5,600.00	5,600.00	-
Water	14,000.00	14,000.00	-
Sewer	14,000.00	14,000.00	-
Trash	1,400.00	1,400.00	-
Community Benefit Program (annual donation from CR&R)	2,000.00	2,000.00	-
Sponsors	2,500.00	2,580.00	(80.00)
<b>TOTAL</b>	<b>\$ 39,500.00</b>	<b>\$ 39,580.00</b>	<b>(80.00)</b>
<b>EXPENSES</b>	<b>BUDGET</b>	<b>ACTUAL</b>	<b>BALANCE</b>
Salaries - Temp PT	6,000.00	3,840.00	2,160.00
Parade - Fiesta - Night of the Living Dead Haunted Maze			-
Trophies for Parade	400.00	497.46	(97.46)
Maze Construction & Costumes (combined with items below)	3,000.00	3,429.00	(429.00)
Fiesta Booth Construction Candy and Prizes	2,000.00	2,363.00	(363.00)
Sound System , Stage, parade speakers	2,000.00	2,690.00	(690.00)
Lights / tables / chairs / tents	5,000.00	7,658.00	(2,658.00)
Photo Booth @ 4 hours 'Party Booth'	500.00	740.00	(240.00)
Donations for (16 each) non-profits and youth group booths	3,600.00	2,000.00	1,600.00
Restrooms	900.00	1,155.00	(255.00)
Barricades (estimate - usually donated)	1,000.00	1,000.00	-
Security at Park -Needed extra days & repairs from wing	4,000.00	3,832.00	168.00
Rentals - Generators	0.00	6,999.00	(6,999.00)
Music:			-
Mariachi	750.00	960.00	(210.00)
Live Music	750.00	900.00	(150.00)
MC	100.00	225.00	(125.00)
Marketing			-
HPUD BOD Hats - Employee Shirts	100.00	166.00	(66.00)
Food For Volunteers @ Proyecto Heber Booth + Friday Lunch	540.00	453.00	87.00
Marketing/Radio 432 /IVPress 570 / Billboards 2500	2,500.00	2,080.00	420.00
Website development	200.00	0.00	200.00
Banners	800.00	575.00	225.00
Insurance	1,500.00	1,348.00	152.00
<b>TOTALS</b>	<b>\$35,640.00</b>	<b>\$42,910.46</b>	<b>-\$7,270.46</b>
<b>FALL FIESTA BUDGET</b>	<b>ACUTAL</b>		
REVENUE	\$ 39,580.00		
EXPENDITURES	\$42,910.46		
NET REVENUE	(\$3,330.46)		

**BUDGET:**

The Fall Fiesta came in overbudget this year as it was the biggest Fall Fiesta that was ever planned. There were many line items where costs rose which are reflected in the budget. The budget included above are cost estimates and may change. The Fall Fiesta was a success, and hopefully it will be for years to come.

**Sponsors:**

Thank you to our sponsors this year!

1. Innercare- \$500.00
2. The Holt Group- \$1000.00
3. CR&R-\$1000.00
4. Alphasite Logistics- Handwashing Station
5. Bingham Equipment- HayRide

Once again, I would like to thank the team that worked on this event. It takes a lot of time an energy, but they did an amazing job.

Thank you to our amazing staff!

Francisco Rodriguez  
Adriana Amezcua  
Liz German  
Rachel Carrillo  
Matt Hughes  
Candelario Soto  
Guillermo Verdugo  
Edoardo Gonzalez  
Gustavo Pantoja  
Marcos Rosas  
Emilio Tamayo  
April Escobedo  
Antonio Perez

Respectfully Submitted,

Moises Cardenas  
Office Manager