

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** September 21, 2023

**FROM:** Madeline Dessert, General Manager

**SUBJECT:** Heber Fall Fiesta Update

### **INFORMATION ONLY:**

The 2023 Fall Fiesta has begun planning and staff is very excited for this years Fall Fiesta.

### **PARADE:**

HPUD has obtained insurance for the Fall Fiesta. The Holt Group submitted the encroachment permit applications to the County of Imperial and CalTrans.

The parade entry forms have been completed and we are once again waiving the fee for schools and youth organizations. The parade route will remain the same to include parts of Heber that were mentioned at earlier BOD meetings.

Sponsor and Advertising forms have been sent out.

The parade this year starts at 5pm. We will have multiple judges for the parade and multiple announcement stations as it is accustomed. Bleachers will be set up on Palm for Spectators.

### **FIESTA:**

The theme for the Fall Fiesta has not changed, we are using the theme "Day of the Dead" and decorating like the movie Coco. We will be focusing on having ample room for activities for kids. Our vendor forms are online as well as in person at the District Office. The Fall Fiesta will run from 5pm-10pm.

Currently, staff is meeting on a weekly basis to start determining the other events at the Fall Fiesta such as the Altar de Muertos, Carnival Games, and live entertainment.

### **ADVERTISING:**

Staff is currently working on securing advertising for the Fall Fiesta.

I want to thank HPUD staff for working diligently on this event. It is not an event that is easily planned but it is something that everyone looks forward to. HPUD is excited to put on this event.

**BUDGET:**

Attached are the expenses for this year's Fall Fiesta. The insurance has been purchased as it was necessary for the encroachment permits.

# Fall Fiesta 2023

## HPUD Budget For Fall Fiesta

REVENUE	BUDGET FY 2022-23
HPUD FY 22-23 Budget	
Parks	11,000.00
Community Benefit Program (annual donation from CR&R)	2,000.00
Sponsors	5,000.00
<b>TOTAL</b>	<b>\$ 18,000.00</b>

EXPENSES	BUDGET
Salaries - Temp PT	1,000.00
Parade - Fiesta	
Trophies for Parade	400.00
Fiesta Booth Construction Candy and Prizes	1,400.00
Sound System , Stage, parade speakers	1,400.00
Tables / chairs / tents	2,340.00
Photo Booth @ 4 hours 'Party Booth'	750.00
Donations for (16 each) non-profits and youth group booths	1,600.00
Restrooms	933.00
Barricades (estimate - usually donated)	<b>3,000.00</b>
Security at Park -Needed extra days & repairs from wing	776.00
Rentals - Generators	500.00
Music:	
Mariachi	900.00
Stage	350.00
MC	225.00
Marketing	
Food For Volunteers + Friday Lunch	550.00
Marketing/Radio 432 /IVPress 570 / Billboards 2500	2,000.00
Banners	250.00
Insurance	1,299.00
<b>TOTALS</b>	<b>\$19,673.00</b>