

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: October 19, 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 year's Fall Fiesta.

PARADE:

HPUD has obtained insurance for the Fall Fiesta as well as encroachment permits from 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.**

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. The Fall Fiesta will run from 5pm-10pm. We will have an array of food and craft vendors and information booths.

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 was able to raise \$9,200 in advertising/sponsorships for 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:

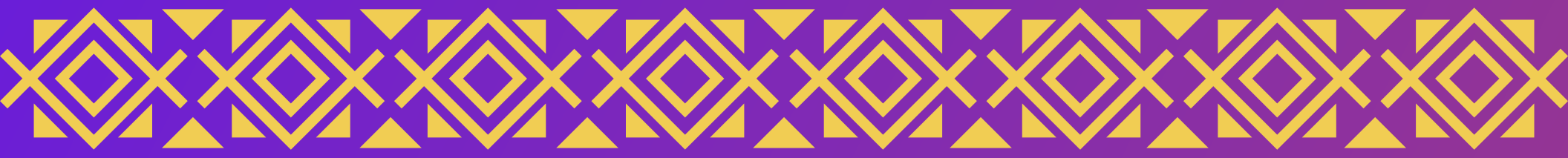
Attached are the expenses for this year's Fall Fiesta. The insurance has been purchased as it was necessary for the encroachment permits.

Fall Fiesta 2023

HPUD Budget For Fall Fiesta

| REVENUE | BUDGET FY 2022-23 | ACTUAL |
|---|----------------------|------------------|
| HPUD FY 22-23 Budget | | |
| Parks | 11,000.00 | 11,000.00 |
| Community Benefit Program (annual donation from CR&R) | 2,000.00 | 2,000.00 |
| Sponsors | 5,000.00 | 7,200.00 |
| Vendors | | 2,370.00 |
| TOTAL | \$ 18,000.00 | 22,570.00 |

| | EXPENSES | BUDGET | ACTUAL |
|----|--|--------------------|--------------------|
| 1 | Salaries - Temp PT | 1,000.00 | Pending |
| 2 | Parade - Fiesta | | |
| 3 | Trophies for Parade | 400.00 | Pending |
| 4 | Fiesta Booth Construction Candy and Prizes | 1,400.00 | Pending |
| 5 | Sound System , Stage, parade speakers | 1,400.00 | 1,400.00 |
| 6 | Tables / chairs / tents | 2,360.00 | 2,360.00 |
| 7 | Photo Booth @ 4 hours 'Party Booth' | 750.00 | 750.00 |
| 8 | Donations for (16 each) non-profits and youth group booths | 1,600.00 | 1,600.00 |
| 9 | Restrooms | 933.00 | 933.00 |
| 10 | Barricades (estimate - usually donated) | 1,500.00 | 1,500.00 |
| 11 | Security at Park -Needed extra days & repairs from wing | 776.00 | 776.00 |
| 12 | Rentals - Generators | 500.00 | 500.00 |
| 13 | Music: | | |
| 14 | Mariachi | 900.00 | 900.00 |
| 15 | Stage | 350.00 | 350.00 |
| 16 | MC | 225.00 | 225.00 |
| 17 | Marketing | | |
| 19 | Food For Volunteers + Friday Lunch | 550.00 | 550.00 |
| 20 | Marketing/Radio 432 /IVPress 570 / Billboards 2500 | 2,000.00 | Pending |
| 22 | Banners | 250.00 | Pending |
| 23 | Insurance | 1,299.00 | 1,299.00 |
| | TOTALS | \$18,193.00 | \$13,143.00 |
| | REVENUE \$ | 11,570.00 | |
| | EXPENDITURES | \$13,143.00 | |
| | FALL FIESTA BUDGET | \$22,570.00 | |
| | Total Spent: | | Pending |



Heber

Fall Fiesta



4 pm ❖ Parade Line-Up

5 pm ❖ Parade Starts

❖ Carnival Games

6 pm ❖ Mariachi

7 pm ❖ Altar Blessing

10pm ❖ Event End

Live DJ-All Night Long!

**Tito Huerta Park, 1165
Palm Ave., Heber CA**

Saturday

**OCT.
28**

5-10pm



@heberpublicutilitydistrict



@heberpud

