

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: November 16, 2023

FROM: Moises Cardenas, Office Manager

SUBJECT: Heber Fall Fiesta Update

INFORMATION ONLY: The 2023 Heber Fall Fiesta was a success. Thank you to the Board of Directors and HPUD Staff for working extremely hard to make this event possible!

PARADE:

Our parade grew this year to 33 entries!

Thank you to our judges and announcers:

- Angelica Cardenas, HESD Board Trustee
- John Brooks Hamby, IID Board of Directors Vice President
- Sarah Enz, County of Imperial Public Administrator
- Guillermo Hernandez, Field Rep for Assemblymember Eduardo Garcia
- Martin Zavala, Senior Deputy, Imperial County Sheriff Office
- Tony Sandoval, HPUD Board President

MEDIA COVERAGE:

The media coverage was extremely positive this year after the event. Both the Calexico Chronicle and the IV Press wrote articles about the Fall Fiesta. The links can be found below:

- https://www.ivpressonline.com/news/local/heber-public-utility-district-annual-fall-fiesta-celebrating-fiesta-de-los-muertos/article_c5c9248c-736b-11ee-abf0-370b869e228b.html
- https://www.ivpressonline.com/featured/ninth-heber-fall-fiesta-celebrates-dia-de-los-muertos/article_b47db06e-76a2-11ee-acb5-277ce457f8c4.html
- <https://calexicochronicle.com/2023/10/29/heber-fall-fiesta-turns-up-the-fun/>

ALTAR DE MUERTOS OFRENDA:

Thank you to Liz German and Raquel Carrillo for organizing the Day of the Dead ofrenda. The flowers, altar, and ambiance were perfect for the occasion. A special thank

you to Fr. David Sereno, from Sacred Heart Mission in Heber, CA for giving an Altar Blessing. Many community members enjoyed this, and hope it is back next year!

BUDGET

Fall Fiesta 2023			
HPUD Budget For Fall Fiesta			
REVENUE	BUDGET FY 2022-23	ACTUAL	VARIANCE
HPUD FY 22-23 Budget			
Parks	11,000.00		
Community Benefit Program (annual donation from CR&R)	2,000.00		
Sponsors	5,000.00	8,950.00	(3,950.00)
TOTAL	\$ 18,000.00	\$ 8,950.00	(3,950.00)
EXPENSES	BUDGET	ACTUAL	DIFF
Salaries - Temp PT	1,000.00	\$ 484.96	\$ (515.04)
Parade - Fiesta			
Trophies for Parade	400.00	\$ 219.76	\$ (180.24)
Fiesta Booth Construction Candy and Prizes	1,400.00	\$ 2,538.74	\$ 1,138.74
Sound System , Stage, parade speakers	1,400.00	\$ 1,400.00	\$ -
Tables / chairs / tents	2,360.00	\$ 2,360.00	\$ -
Photo Booth @ 4 hours 'Party Booth'	750.00	\$ 750.00	\$ -
Donations for (16 each) non-profits and youth group booths	1,600.00	\$ 1,600.00	\$ -
Restrooms	933.00	\$ 933.36	\$ 0.36
Barricades (estimate - usually donated)	1,500.00	\$ 1,000.00	\$ (500.00)
Security at Park -Needed extra days & repairs from wing	776.00	\$ 945.75	\$ 169.75
Rentals - Generators	500.00	\$ -	\$ (500.00)
Music:			
Mariachi	900.00	\$ 900.00	\$ -
Stage	350.00	\$ 350.00	\$ -
MC	225.00	\$ 250.00	\$ 25.00
Marketing			
Food For Volunteers + Friday Lunch	550.00	\$ 672.84	\$ 122.84
Marketing/Radio 432 /IVPress 570 / Billboards 2500	2,000.00	\$ 800.00	\$ (1,200.00)
Banners	250.00	\$ 497.95	\$ 247.95
Insurance	1,299.00	\$ 1,298.85	\$ (0.15)
TOTALS	\$18,193.00	\$17,002.21	\$ (1,190.79)

The Fall Fiesta budget came in underbudget this year and it was a modified Fall Fiesta from previous years. There were many line items where costs rose which are reflected in the budget, while some costs fell. The Fall Fiesta overall was a success and hopefully it will be for years to come.

SPONSORS

- Ormat Technologies- \$2,500
- CR&R- \$1,000
- The Holt Group- \$1,000
- Sun Community FCU- \$1,000
- Innercare- \$500
- Heber Community Foundation- \$500
- Walker & Driskill- \$500
- County of Imperial Board of Supervisors- \$500
- Westwind Parking-\$500
- Cintas- \$250
- Clinical Labs- \$250
- Alex Estrada- \$250
- De La Cruz Baseball Academy- \$200.

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

Thank you to our amazing staff!

Madeline Dessert
Francisco Rodriguez
Luis Carrazco
Raquel Carrillo
Liz German
Leonardo Ibarra
Guillermo Verdugo
Edoardo Gonzalez
Matt Hughes
Cande Soto
Jerry Becerra
Manuel De La Cruz
Marco Rosas
Jose Rodriguez

Respectfully Submitted,

Moises G. Cardenas
Office Manager