

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: September 16, 2021

FROM: Laura Fischer, General Manager

SUBJECT: Approve the Heber Fall Fiesta Schedule of Activities and Budget

ISSUE: Shall the Board approve the Fiesta Schedule of Activities and Budget?

FISCAL IMPACT:

There is \$31,307 budgeted in the FY 2021-22 budget for Public Outreach and Events.

BACKUP:

In July the Board determined that we will hold the 2021 Fall Fiesta. We decided to have the same theme "Day of the Dead" and decorating like the movie Coco. We will be focusing on having more vendors with activities for kids and more food, drinks and items for sale.

COVID concerns. All of our parade participants will sign a COVID waiver agreeing to follow current local safety protocols. At this time, masks will not be required to be worn while outside. The only events that are indoors will be the alter and maze.

Staff's proposal is to provide masks for all who enter in the alter tent and the maze and require that they wear them. We will have hand sanitizer available at each booth and ask the volunteers running the booth to wipe down counters, balls and other hand held items.

Our vendor forms are on line and Diahna Garcia-Ruiz from Proyecto Heber is handling the fiesta vendors and will secure the health permits. Proyecto Heber is also going to running the Beer Garden, which will require that the Heber Public Utility District waive Ordinance 222 to allow for the sale of alcohol in Tito park for this one day/night.

RECOMMENDATION:

It is recommended that the schedule of activities and budget for the Heber Fall Fiesta be approved, and that the HPUD Board waive Ordinance 222 to allow the sale of alcohol on October 30, 2021.

ALTERNATIVES:

- 1) Do not approve the schedule of activities.
- 2) Do not approve the budget, and make modifications.
- 3) Do not waive Ordinance 222 to allow to sale of alcohol on October 30, 2021.
- 4) Provide alternative direction from staff.

Respectfully Submitted,

Laura Fischer, General Manager

Fall Fiesta 2021 Schedule of Activities
Budget Fall Fiesta 2021

Fall Fiesta 2021

REVENUE	BUDGET	RECEIVED / ACTUAL in 2019	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		
El Toro -			0.00
Winfield Development			0.00
THG			0.00
clinicas De Salud Del Pueblo			0.00
CR&R			0.00
Heber Community Foundation			0.00
Pyramid Construction			0.00
In Kind - Keep List (ICSO Reserves) (THG traffic plans) (Torrences Hay Ride)			0.00
TOTAL	\$ 39,500.00	\$ 37,000.00	0.00

EXPENSES	BUDGET	PAID / ACTUAL in 2019	VARIANCE in 2021 Budget Vs. 2019 Actual
Salaries - Temp PT	6,000.00	5,542.57	457.43
Parade - Fiesta - Night of the Living Dead Haunted Maze			-
Trophies for Parade	200.00	162.76	37.24
Maze Construction & Costumes (combined with items below)	5,000.00	8,924.18	(3,924.18)
Fiesta Booth Construction Candy and Prizes	2,000.00	1,166.00	834.00
Sound System , Stage, parade speakers	4,000.00	3,105.00	895.00
Lights / tables / chairs / tents	7,000.00	5,440.00	1,560.00
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	3,200.00	(200.00)
Restrooms	520.00	518.68	1.32
Barricades (estimate - usually donated)	0.00		-
Security at Park -Needed extra days & repairs from wing	3,500.00	3,483.00	17.00
Music:			-
Mariachi @200 per hour from 6-8 from 4-6 @ 300 per hour	750.00	750.00	-
Adelante Norteno @ 250 per hour from 7-10	750.00	750.00	-
Maribel Puentes	100.00	75.00	25.00
Marketing			
HPUD BOD Hats - Employee Shirts	100.00	250.00	(150.00)
Food For Volunteers @ Proyecto Heber Booth	540.00	540.00	-
Marketing/Radio 432 /IVPress 570 / Billboards 2500	2,500.00	2,200.00	300.00
Website development	200.00	1,600.00	(1,400.00)
Banners	500.00	300.00	200.00
Insurance	783.00	783.00	-
TOTALS	\$37,853.00	\$39,290.19	-\$1,437.19

HEBER PUBLIC UTILITY DISTRICT FALL FIESTA

'DAY OF THE DEAD' THEME

Saturday, October 30, 2021

SCHEDULE OF EVENTS



TIME	EVENT – DESCRIPTION - LOCATION
4:00 PM	PARADE – On Hawk Avenue – Starting at Heber Avenue traveling west to end at Oak Avenue just past Tito Huerta Park.
4:00 PM to MIDNIGHT	FIESTA – Free Carnival Games, Great Food, Live Entertainment, Car Show, Beer Garden and the Largest Haunted Maze in the Imperial Valley. TITO HUERTA PARK – Corner of Hawk and Palm Avenues.
4:00 PM to MIDNIGHT	PROYECTO HEBER CAR SHOW – Palm Avenue between Hawk Avenue and 2 nd Street.
4:00 PM to MIDNIGHT Open until 11/3/21	DAY OF THE DEAD ALTER – Tito Huerta Park – Bring photos or flowers to place on the Alter - Blessing by Priest at 7:00 PM.
6:00 PM – 10:00 PM Possibly stay open later if demand	HAUNTED MAZE – Heber’s version of a HUGE HAUNTED MAZE. Night of the Living Dead – over 10 scares through a long maze.
4:00 PM – 10:00 PM	LIVE ENTERTAINMENT –
8:30 PM	FREE MOVIE – The Book of Life – Tito Huerta Park
10:00 PM – MIDNIGHT	DANCING TO DJ – Tito Huerta Park