

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: October 12, 2022

FROM: Moises Cardenas, Office Manager

SUBJECT: Heber Fall Fiesta Update

INFORMATION ONLY: The 2022 Fall Fiesta planning has been progressing smoothly, staff is very excited.

PARADE:

The Holt Group has submitted the encroachment permits to the County and Imperial and Cal Trans. We have received signed permits for all activities at the Fall Fiesta.

Currently staff is working with many organizations to get them at our parade. As of October 13, 2022, we have 11 entries. This includes many types of entries like local schools' organizations, bands, local Heber companies, and government agencies.

We need all Board of Directors present there to ride in the parade. We will have banners with your name on them. We would like for you to ride in an HPUD vehicle or if you have another vehicle, we will have the signs ready to place on any vehicle you ride in.

Prepare Parade Script, we will have multiple announcers during the Fall Fiesta parade, and we need you to prepare a short statement that you want read during the parade. Example, BOD member is excited to hold the Heber PUD Fall Fiesta and invited you all to Tito Huerta Park to enjoy the free games and Dia de los Muertos Ofrenda once again. You can also have this statement in Spanish if you so desire. I need this emailed to either the GM or to myself at mcardenas@heber.ca.gov by October 26, 2022.



The poster for the Heber Fall Fiesta event is set against a purple background with a subtle pattern of maracas. On the left, a blue starburst contains the text 'Saturday OCT. 29 4-11pm'. The main title 'Heber Fall Fiesta' is written in a large, white, stylized font with decorative elements. Below the title, the text 'Delicious Food | Beer Garden | Live Entertainment' is displayed. The event schedule is listed in two columns: '4 pm ♦ FREE Carnival Games ♦ Car Show', '5 pm ♦ Parade (Hawk Ave) ♦ MC - Maribel Puentes ♦ DJ - J2 Entertainment', '6 pm ♦ Haunted Maze', '7 pm ♦ Altar Blessing ♦ Mariachi Aurora', and '8 pm ♦ FREE Movie - Coco ♦ Aliado Norteño'. On the right side, there is a circular logo for Heber Public Utility District, featuring a mountain, sun, and water. Below the logo, the location 'Tito Park, 1165 N. Palm Avenue, Heber, CA' is written in white text.

FIESTA:

Once again, the theme of the Fall Fiesta is “Day of the Dead” and decorating like the movie Coco. The Fall Fiesta has been growing every year and we are focused on having more vendors, activities, and items for sale. Our vendor forms are online, and Diahna Garcia-Ruiz from Proyecto Heber is handling the fiesta vendors.

The activity booths are being constructed and set up by HPUD Staff. These are the games/activities we have listed:

Chess/Checkers
Plinko
Football Toss
Photo Booth

Hayride
Fish for Ducks
Cornhole (Bean Bag Toss)
Bowling



Heber Public Utility District Presents :

El Altar De Muertos

At Tito Huerta Park, 1165 N Palm Ave, Heber, CA
Saturday, Oct. 29 thru Wednesday, Nov. 2
6:00 pm- 10:00 pm
6:00 pm- Mariachi at the Altar
7:00 pm- Priest Blessing
7:15 pm- Live Music by Jose Martinez

The banner features a central illustration of a Day of the Dead altar with a skull, flowers, and photos. On either side are figures in traditional Mexican attire. The Heber Public Utility District logo is in the top right, and a circular 'Oct. 29' logo is in the bottom left.

ALTAR DE MUERTOS OFRENDA:

This year HPUD will be setting up the memorial ‘Day of the Dead’ altar as part of the Fiesta. As it is accustomed the Altar will open at the Fall Fiesta and will be available to the public until Day of the Dead from 6pm to 10pm. As it is accustomed, we invite community members to participate in our Altar de Muertos Ofrenda by bringing a picture of their loved one and placing it on the altar.



HPUD FALL FIESTA
NIGHT OF THE LIVING DEAD
HEBER'S HAUNTED MAZE
TITO HUERTA PARK
SATURDAY, OCTOBER 29
STARTS AT 6PM
1165 PALM AVE. HEBER, CA
PROCEEDS GO TO SOUTHWEST HIGH SCHOOL BAND

Entrance Fee
\$5

The banner features a dark, horror-themed background with images of a ghost, Pennywise, a zombie, a creature, Jason Voorhees, and Freddy Kruefer. Social media icons for Facebook and Instagram are in the top right, along with the website www.heberfallfiesta.com.

NIGHT OF THE LIVING DEAD HAUNTED MAZE:

Our Night of the Living Dead maze is back this year with almost 20 scares for everyone to enjoy. The Southwest High School Band and the Southwest High School Orchestra will be the actors in the play and all the proceeds will go to them. This year the Haunted Maze is 2,000 square feet and will be housed inside of the baseball field. The baseball field provides a fenced off area that will be easy to secure and manage. Staff is working

diligently to make sure that the maze will be a success and provide funds for the Southwest High School Music programs.

Fall Fiesta 2022			
HPUD Budget For Fall Fiesta			
REVENUE	BUDGET FY 2022-23	ACTUAL	VARIANCE
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		2,500.00
TOTAL	\$ 39,500.00	\$ -	39,500.00
EXPENSES	BUDGET	ACTUAL	BALANCE
Salaries - Temp PT	6,000.00		6,000.00
Parade - Fiesta - Night of the Living Dead Haunted Maze			-
Trophies for Parade	400.00		400.00
Maze Construction & Costumes (combined with items below)	3,000.00		3,000.00
Fiesta Booth Construction Candy and Prizes	2,000.00		2,000.00
Sound System , Stage, parade speakers	2,000.00	1,700.00	300.00
Lights / tables / chairs / tents	5,000.00	6,538.00	(1,538.00)
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		3,600.00
Restrooms	900.00	1,154.25	(254.25)
Barricades (estimate - usually donated)	1,000.00		1,000.00
Security at Park -Needed extra days & repairs from wing	4,000.00		4,000.00
Music:			-
Mariachi	750.00	960.00	(210.00)
Live Music	750.00	900.00	(150.00)
MC	100.00	200.00	(100.00)
Marketing			-
HPUD BOD Hats - Employee Shirts	100.00		100.00
Food For Volunteers @ Proyecto Heber Booth	540.00		540.00
Marketing/Radio 432 /IVPress 570 / Billboards 2500	2,500.00	3,000.00	(500.00)
Website development	200.00		200.00
Banners	800.00	314.00	486.00
Insurance	1,500.00	1,308.00	192.00
TOTALS	\$35,640.00	\$16,814.25	\$18,825.75

BUDGET:

HPUD has seen costs rise regarding rentals for stages, tents, amongst other things. We are still within budget as many other line items might not be as much this year such as the Maze construction.

Sponsors:

HPUD currently has 2 sponsors.

1. Innercare- \$500.00
2. The Holt Group- \$1000.00

ADVERTISING:

Staff has been hard at work at advertising the Fall Fiesta, there are banners up in the town as well as the billboard that is being displayed on Main St. at Kennedy's Market. HPUD also has 3 different billboards up at the Imperial Valley Mall, which showcase our Fiesta, Altar, and Haunted Maze. Social Media has been a huge impact where it is easy to push out content to whoever follows our Social Media pages there have been many shares regarding our Fall Fiesta posts.

I would like to thank HPUD staff for working diligently on this event. This event is our biggest one and it is not an easy one to plan and build. HPUD is extremely excited to continue the Fall Fiesta.

Respectfully Submitted,

Moises Cardenas
Office Manager