

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** September 15, 2022

**FROM:** Moises Cardenas, Office Manager

**SUBJECT:** Heber Fall Fiesta Update

### **INFORMATION ONLY:**

The 2022 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. We have received encroachment permits from the County and CalTrans.

The parade entry forms have been completed and we are once again waiving the fee for schools and youth organizations. We expect to have at least 40 entries. The parade route runs down Hawk from Heber Ave. to Oak Ave. Our Recreation Coordinator is currently sending out applications to schools for parade spots.

Sponsor and Advertising forms are completed and we will be sending them out via mail, personal contact and online this next few weeks.

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 more vendors with ample room with even more activities for kids. Our vendor forms are online at [www.heberfallfiesta.com](http://www.heberfallfiesta.com) as well as in person at the District Office, Diahna Garcia-Ruiz from Proyecto Heber is handling the fiesta vendors and will secure health permits. Proyecto Heber will also be holding their annual Car Show during the fiesta. The Fall Fiesta will run from 4pm-11pm.

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

**BUDGET:**

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

## HPUD Budget For Fall Fiesta

| REVENUE   | BUDGET<br>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         |
| <b>TOTAL</b>  | <b>\$ 39,500.00</b>  | <b>\$ -</b> | <b>39,500.00</b> |

| 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           |                   | 2,000.00           |
| Lights / tables / chairs / tents                           | 5,000.00           |                   | 5,000.00           |
| Photo Booth @ 4 hours 'Party Booth'                        | 500.00             |                   | 500.00             |
| Donations for (16 each) non-profits and youth group booths | 3,600.00           |                   | 3,600.00           |
| Restrooms  | 900.00             |                   | 900.00             |
| 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             |                   | 750.00             |
| Live Music   | 750.00             |                   | 750.00             |
| MC   | 100.00             |                   | 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           |                   | 2,500.00           |
| Website development  | 200.00             |                   | 200.00             |
| Banners  | 800.00             |                   | 800.00             |
| Insurance  | 1,500.00           | 1,308.00          | 192.00             |
| <b>TOTALS</b>  | <b>\$35,640.00</b> | <b>\$1,308.00</b> | <b>\$34,332.00</b> |

**ADVERTISING:**

Staff is currently working on securing advertising for the Fall Fiesta, now that we have GovDelivery (our software that is used to send out mass communications to our customers) it will be easier to send out notifications to each individual customer regarding the Fall Fiesta. HPUD will also be working on short video series to start promotions of the Fall Fiesta, these short videos will be on Facebook and Instagram. Billboards are also a priority for HPUD we are reaching out to Xavier Advertising which

is the electronic billboard at the mall as well as Lamar Advertising for the billboard here in Heber on Main Street.

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.

Respectfully Submitted,

Moises Cardenas,  
Office Manager