

# HEBER PUBLIC UTILITY DISTRICT

## REPORT TO BOARD OF DIRECTORS

**MEETING DATE:** August 15, 2024

**FROM:** Madeline Dessert, General Manager

**SUBJECT:** Fall Fiesta Theme, Budget, and Scope

**Recommended Action(s):**

- 1) Approval or Ratification of the 2024 Fall Fiesta theme
- 2) Approval or Ratification of the 2024 Fall Fiesta scope
- 3) Approval or Ratification of the 2024 Fall Fiesta Budget

**Background:**

The annual Fall Fiesta is Heber's largest event hosted in late October. In previous years the Fall Fiesta has been funded through the district's funds/budget. This year HPUD will be hosting the annual Fall Fiesta on October 26, 2024, at Tito Huerta Park. This year Fall Fiesta will be funded through one of HPUD's acquired grants. Because Fall Fiesta will be funded through this grant opportunity HPUD would like to present the theme for the Fall Fiesta.

The overall theme of the Fall Fiesta will Remain as the traditional Dia de los Muertos (Day of the Dead) theme. However, the scope for this year's event will be; "*Promoting a more sustainable community by reducing, reusing, and recycling.*"

**Fiscal Impact:**

There will be no negative fiscal impact to HPUD's budget as twenty thousand dollars (\$20,000) has been budget for FY 2024-25.

Respectfully,

Madeline Dessert,  
General Manager



## Heber Public Utility District

1078 Dogwood Rd., Suite 103 · P.O. Box H  
Heber, CA 92249  
TEL. (760) 482-2440 · FAX (760) 353-9951  
[www.heber.ca.gov](http://www.heber.ca.gov)

August 15<sup>th</sup>, 2024

***Subject: Sponsorship Opportunity- Heber Fall Fiesta***

We invite you to sponsor the Annual Fall Fiesta hosted by the Heber Public Utility District. The HPUD Fall Fiesta is scheduled for Saturday, October 26<sup>th</sup>, 2024, from 5pm to 10pm and will be held at Margarito "Tito" Huerta Park, 1165 Palm Avenue in Heber. There are several opportunities and support levels that will help support this community event and promote your business name and logo.

Our Fall Fiesta attendance has grown over the years, and in 2023 we had over 4,000 people from all over the valley stop by and enjoy the festivities. This is great opportunity to connect with people from our community who bring their families and friends to watch the parade; visit the "Dia de los Muertos" alter in celebration and remembrance of loved ones; eat some amazing food while enjoying live Mariachis; take their kids to the family friendly FREE carnival games; and enjoy a wonderful event in our community of Heber.

More information on sponsoring this event can be found in the attached packet.

The Heber Public Utility District Board of Directors adopted their Mission Statement "To Provide the Highest Quality and Park Services with a Focus on Customer Service and Community" and our Fall Fiesta is a great way to grow your business in our community. We hope you can join us in the celebration of "Dia de los Muertos" and invite others to share in our pride of Heber.

Your commitment to sponsoring or donating to Heber Public Utility District will support community activities and make Heber a great place to live, work, and play for our residents, visitors, family, and friends.

We thank you for your consideration of this exciting sponsorship opportunity.

Sincerely,

Madeline Dessert,  
General Manager  
Heber Public Utility District

## HPUD Fall Fiesta Budget 2024

Revenue	Budget 2024-2025
HPUD Budget	\$ 20,000.00
Sponsors	\$ 10,000.00
<b>Subtotal</b>	<b>\$ 30,000.00</b>
Expenses	Budget 2024-2025
Salaries	\$ 500.00
Parade and Event	
Trophies for Parade	\$ 300.00
Fiesta Booth	\$ 2,500.00
Sound System, Stage, Speakers for Parade	\$ 2,500.00
Tables, Chairs, Tents	\$ 4,000.00
Photo back drop	\$ 1,000.00
Donations for Non-Profits and Youth Groups x 16	\$ 3,750.00
Restrooms	\$ 950.00
Barricades (estimate - usually donated)	\$ 1,500.00
Security - need for extra days	\$ 1,500.00
Rental Generators	\$ 750.00
Mechanical Bull	\$ 500.00
Entertainment	
Mariachi	\$ 1,000.00
Live Music	\$ 1,250.00
Master of Ceremony	\$ 250.00
Marketing	
HPUD BOD Hats - Employee Shirts	\$ 500.00
Food for Volunteers	\$ 750.00
Marketing Radio, IV Press, Billboards	\$ 2,750.00
Website	\$ 250.00
Banners	\$ 650.00
Misc.	
Insurance	\$ 2,500.00
<b>Subtotal</b>	<b>\$ 29,650.00</b>
<b>Total</b>	<b>\$ 350.00</b>



F A L L

F I E S T A

SATURDAY

26

OCTOBER

4 - 10 PM

4pm Free Carnival Games

5pm Parade

7pm Altar Blessing & Mariachi

8pm Live Music

Tito Huerta Park  
1165 Palm Ave.,  
Heber, CA 92249





## 2024 FALL FIESTA SPONSORSHIPS



# Presidente

\$5,000

Level

The following items are included in this packet:

- ❖ Reserved seating for at the corner of Palm Avenue and Hawk Avenue for the Fall Fiesta Parade
- ❖ Twenty (20) tickets for alcoholic beverages
- ❖ Opening spot for parade in HPUD vehicle with sponsor's logo
- ❖ Recognition in HPUD's November Board of Directors Meeting
- ❖ Two (2) reserved tables near the live entertainment stage
- ❖ Advertisement of business on our newsletter and digital platforms



# Catrina

\$2,500

Level

The following items are included in this packet:

- ❖ Reserved seating for at the corner of Palm Avenue and Hawk Avenue for the Fall Fiesta Parade
- ❖ Twenty (10) tickets for alcoholic beverages
- ❖ Beginning spot for parade in HPUD vehicle with sponsor's logo
- ❖ Recognition in HPUD's November Board of Directors Meeting
- ❖ One (1) reserved table near the live entertainment stage
- ❖ Advertisement of business on our newsletter and digital platforms



# Heber Public Utility District

1078 DOGWOOD ROAD, SUITE 103, HEBER, CA 92249

PHONE: (760)482-2440

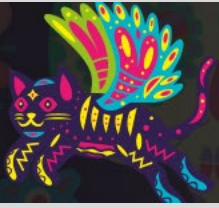
EMAIL: [HEBER@HEBER.CA.GOV](mailto:HEBER@HEBER.CA.GOV)

WEBSITE: [WWW.HEBER.CA.GOV](http://WWW.HEBER.CA.GOV)





## 2024 FALL FIESTA SPONSORSHIPS



# Alebrije

**\$1,000**

**Level**

The following items are included in this packet:

- ❖ One (1) reserved table
- ❖ Advertisement of business on our new letter and digital platform



# Sugar Skull

**\$500**

**Level**

The following items are included in this packet:

- ❖ Advertisement of business on our newsletter and digital platform (will reach over 3,000 people via text, email, and physical mail.
- ❖ Banner with company logo (Banner will be displayed during the Fall Fiesta Parade)



# Marigold

**\$250**

**Level**

The following items are included in this packet:

- ❖ Advertisement of business on our newsletter and digital platform (will reach over 3,000 people via text, email, and physical mail.



# Heber Public Utility District

1078 DOGWOOD ROAD, SUITE 103, HEBER, CA 92249

PHONE: (760)482-2440

EMAIL: [HEBER@HEBER.CA.GOV](mailto:HEBER@HEBER.CA.GOV)

WEBSITE: [WWW.HEBER.CA.GOV](http://WWW.HEBER.CA.GOV)





Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Advertisement Package: \_\_\_\_\_

Please make checks payable to **Heber Public Utility District**

Mail or Drop off complete form and check to:

**Heber Public Utility District**

**1078 Dogwood Rd., Suite 103, Heber, CA 92249**

Please email you company's/organization's logo to Jacob Bermudez at [Jbermudez@heber.ca.gov](mailto:Jbermudez@heber.ca.gov)

