

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: October 17, 2024

FROM: Madeline Dessert, General Manager

SUBJECT: Heber Fall Fiesta Update

INFORMATION ONLY:

The 2024 Fall Fiesta is in the final planning stages and staff is very excited for this year's Fall Fiesta.

PARADE:

HPUD has obtained insurance for the Fall Fiesta as well as encroachment permits from the County of Imperial and CalTrans.

The parade entry forms have been completed and we are once again waiving the fee for schools and youth orgs. **We have a total of 31 parade entries this year!**

The parade this year starts at 4pm. 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 ample room for activities for kids. The Fall Fiesta will run from 5pm-10pm. We will have an array of food and craft vendors and information booths. We currently have a total of 41 vendors!

ADVERTISING:

Staff has surpassed our fundraising goal of \$10,000 and has been able to raise \$12,000 in sponsorships for Fall Fiesta!

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.



F A L L

F I E S T A

SATURDAY

26

OCTOBER

4 - 10 PM

4pm Parade

5pm Free Carnival games

7pm Altar Blessing & Mariachi

8pm Live Music

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