

HEBER PUBLIC UTILITY DISTRICT

FALL FIESTA FINAL UPDATE

MEETING DATE: November 21, 2024

FROM: Madeline Dessert, General Manager

SUBJECT: Fall Fiesta Final Update

Information Only:

The 2024 Heber Fall Fiesta was a success. Thank you to the Board of Directors and HPUD Staff for working hard to make this event possible!

Parade:

Our parade grew this year to 37 entries and 48 vendors.

Thank you to our judges and announcers:

- ❖ Tony Sandoval, HPUD Board President
- ❖ Javier Luna, Secretary - Heber Community Advisory Committee
- ❖ Moises Cardenas, Public Information Officer - Imperial County Public Health Department
- ❖ Mr. Tito Huerta – Former HPUD Board President
- ❖ Mrs. Yolanda Cuen

Sponsors:

Community Valley Bank	\$ 500.00
Innecare	\$ 500.00
Rove Engineering	\$ 2,500.00
CR&R	\$ 1,000.00
Imp. Co. Air Pollution Control District	\$ 1,000.00
Pyramid	\$ 2,500.00
THG	\$ 2,500.00
Kennedys	\$ 500.00
West Wind Parking & Storage Inc.	\$ 500.00
Cintas	\$ 500.00
Sun Community Federal Credit Union	\$ 1,000.00
Alex Estrada	\$ 250.00
Clinical Lab of San Bernardino	\$ 250.00
County of Imperial	\$ 1,000.00
Three Peaks	\$ 1,000.00

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Altar de los Muertos:

Thank you to Liz German and Lorena De La Cruz for organizing the Day of the Dead ofrenda. The flowers, altar, and ambiance were perfect for the occasion. Many community members enjoyed this, and hope it is back next year.

Budget:

The Fall Fiesta budget came in underbudget this year and it was a modified Fall Fiesta from previous years. There were many line items where costs rose which are reflected in the budget, while some costs fell. We are thrilled to announce this year's Fall Fiesta was put on with no monetary contribution by HPUD.

Media Coverage:

The media coverage was positive this year after the event. The Desert Review wrote an article about the Fall Fiesta. The link can be found below:

https://www.thedesertreview.com/arts_and_entertainment/heber-embraces-memories-of-passed-loved-ones/article_59d095d4-94c2-11ef-9863-1bc460b73b0f.html

Once again, I would like to thank the team that worked on this event. It takes a lot of time and energy, but they did an amazing job. Thank you to our amazing staff!

- ❖ Francisco Rodriguez
- ❖ Luis Carrazco
- ❖ Liz German
- ❖ Savannah Cardenas
- ❖ Guillermo Verdugo
- ❖ Edoardo Gonzalez
- ❖ Matt Hughes
- ❖ Cande Soto
- ❖ Manuel De La Cruz
- ❖ Marco Rosas
- ❖ Jose Rodriguez
- ❖ Jacob Bermudez

Respectfully,

Madeline Dessert