



**FIESTA
LA BALLONA
2024**

ATTACHMENT 1



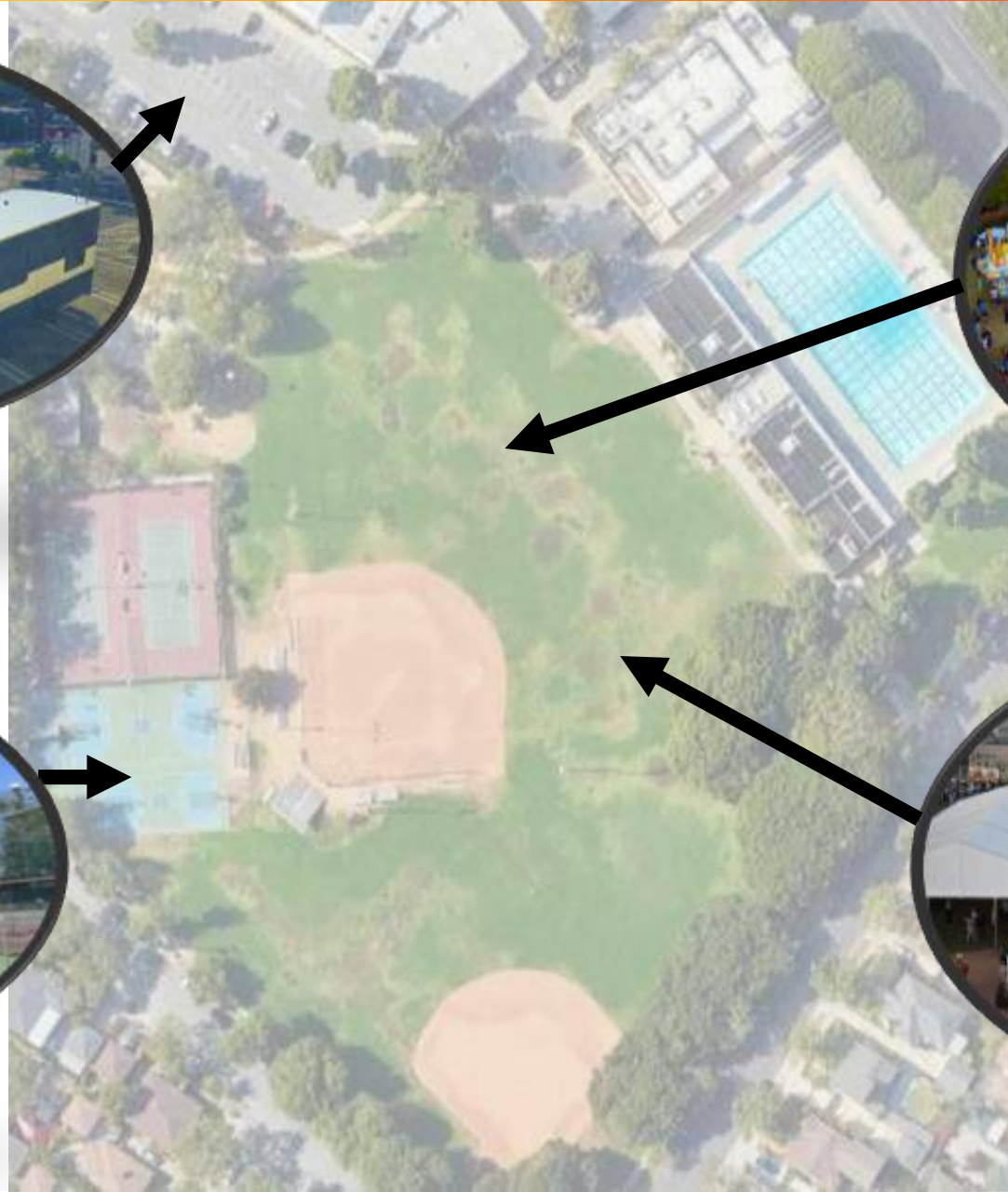
Agenda



- ❖ New Features
- ❖ Carnival rides & games
- ❖ Sensory Area
- ❖ Aquacade
- ❖ Entertainment
- ❖ Security
- ❖ Vendors
- ❖ Bike Valet
- ❖ Volunteers
- ❖ Waste Management Partners
- ❖ Support from City Departments
- ❖ Revenue
- ❖ Event Feedback



New Features



Carnival Rides & Games



Sensory Area

- ❖ Safe place for kids of all abilities to play with sensory toys.
- ❖ We had sand, play dough, dress up and more!
- ❖ The space was open Saturday and Sunday from 11:00 am to 5:00 pm.



Aquacade



- ❖ 400+ Attendees
- ❖ Splash n' Dive Movie on Friday (7:00 pm - 10:00 pm)
- ❖ Inner Tube Fun
- ❖ Inflatable Obstacle courses
- ❖ Aquacade was open Saturday & Sunday from 10:00 am to 4:00 pm

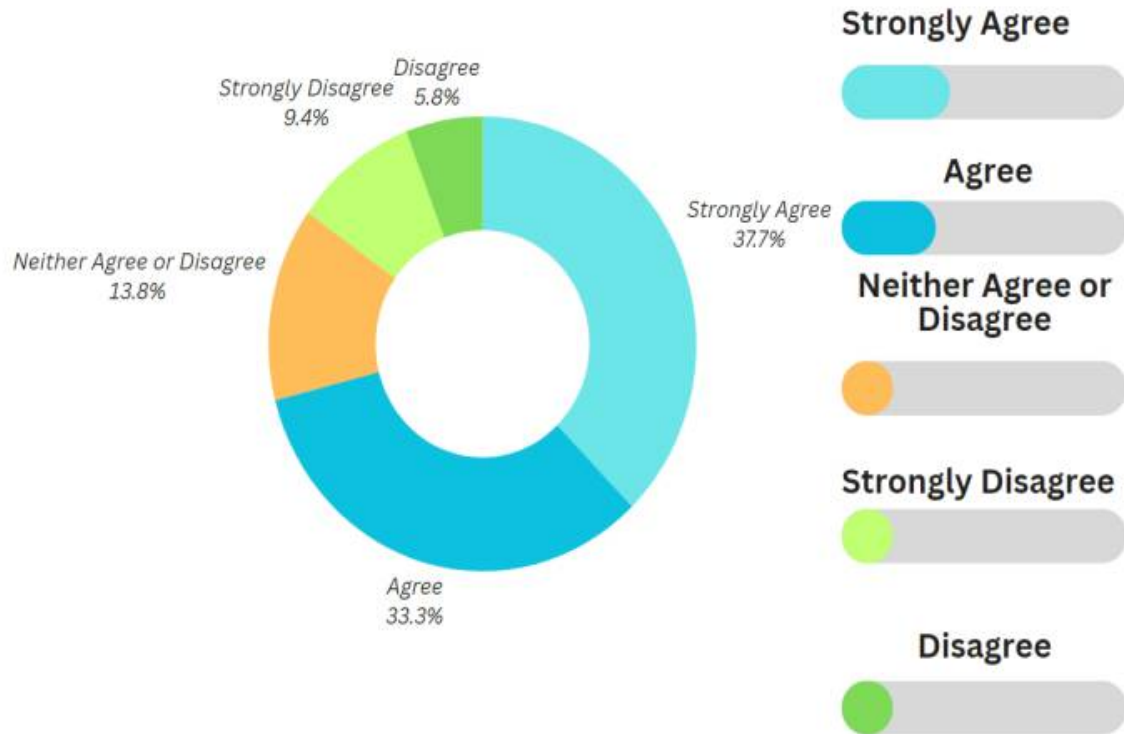
Entertainment

- ❖ 1 DJ
- ❖ 1 Choir
- ❖ 1 Children Performer
- ❖ 5 Community Dance Lessons
- ❖ 7 Dance Groups
- ❖ 11 Bands



Security

- Please rate your opinion of the following statements:
“The increased security measures (fencing, bag checks, etc.) “made me feel safe while at the event”.



Food Vendors



❖ 1 Beer & Wine Garden



❖ 12 Food Trucks



❖ 14 Food Booths



❖ Total of 27 Food Vendors



Community Vendors

- ❖ 17 Non-Food Non-Profit
- ❖ 11 Non-Food Commercial
- ❖ Total of 28 Non-food vendor's booth



Bike Valet



- ❖ 600+ bikes checked.
- ❖ Partnered with Bike Culver City for second year.
- ❖ New location at entrance of Culver Blvd and Overland.

Volunteers



❖ 89 volunteers assisted with the event.

❖ Some of their task:

- General fiesta help
- Entrance attendants
- Assistance with Bike Valet
- Supporting with entertainment tent

Waste Management Partners



- ❖ PRCS is grateful for the support of Angie Zavala and MasterCorp staff who assisted at the event.
- ❖ Their team played a large role in keeping the entire park clean and free of trash.
- ❖ Made the event much more environmentally friendly by separating all waste.

Support from City Departments

Great participation from
City Departments!

- ❖ City Manager's Office
- ❖ Fire
- ❖ Public Works / EPO
- ❖ Planning
- ❖ Police



Revenue

Categories	2022	2023	2024
Carnival Wristbands	\$98,768.80	\$110,336.10	\$96,569.00
Food Vendor (Booths & trucks)	\$13,376.00	\$15,431.00	\$13,387.00
Non-Food Vendors Commercial	\$7,959.75	\$7,582.00	\$6,113.00
Non-Food Vendors Non-Profit	\$5,181.50	\$4,652.00	\$5,116.00
Beer and Wine Garden Permit	\$1,900.00	\$1,900.00	\$1,900.00
TOTAL REVENUE	\$127,186.05	\$139,901.1	\$123,085



Event Feedback

❖ 134 surveys received

The ride and game prices were a bit high.

I loved having the pool open!

Fun for the family!

I did not like the event being in August and being pretty warm.

Not enough seating for eating food, we had to sit on the ground.

I loved the live music; the Vinyl Gypsies were amazing!

What an amazing upgrade, good job!!

We couldn't get past the entrance because of our dogs.

I would love more arts and crafts vendor booths.

I liked the beer garden and the non-profit booths (city booths and local groups) while the kids enjoy the carnival.

I felt safe with all staff and security.



**Staff thanks you for an amazing
Fiesta!**