



Culver CITY
FIESTA LA BALLONA 2022



EVENT LAYOUT & LOGISTICS

Pros

- Highly visible food truck and booth locations
- Non-food vendors were fairly centrally located
- Registration office open

Con

No designated carnival area for tots



ATTENDANCE & CARNIVAL

- Approximate weekend event attendance total of 10,000
- Bigger rides this year
- Best pre-sale wristband numbers ever- \$42,000
- Carnival ticket sales of just over \$290,000
- City revenue share from Carnival of \$98,768



EVENT SPONSORS

- Golden State Water
- KBB
- Behind the Lens
- Vivian Lesney & Co.
- Cavanaugh Realtors
- Culver Studios
- Ting
- Backstage
- Culver City Observer
- AYSO



*HUGE shout out to Marcus Tiggs for
all of his work!*

ZERO WASTE SPONSORSHIP

- PRCS is grateful for the support of Angie Zavala and the MasterCorp staff who assisted at the event.
- The generous sponsorship was for the “green waste” area.
- Their team played a large role in keeping the entire park clean and free of trash.
- Also made the event much more environmentally friendly.
- Staff noted the grounds looking very clean from beginning to end, each day.



EVENT MARKETING

Kudos to RCS Supervisor Jeannine Houchin for her leadership and design with:

- Event logos
- Postcards
- Posters
- GovDelivery Messages
- Social Media Content
- Web Banners
- Sponsorship Banners



ENTERTAINMENT & STAGE

Kudos to RCS Supervisor Jill Thomsen for taking on the staff leadership roles in:

- Stage Management
- Entertainment Contracts and Payments
- “Run of Show” Plan and Document
- Community Performances

Entertainment was very well received!



FOOD VENDORS

Pros

- More food vendors
- Fewer lines
- Better compliance with health and fire departments

Con

Many of the same food items-
PRCS plans to revisit in 2023



RETAIL & COMMUNITY VENDORS

Pros

- Better turnout than in the past
- Less vendor location complaints
- Good variety

Con

Late confirmation for booths



Hydration Station

The hydration station provided by Wallop Water was a HUGE success!!!



1,385
Liters Consumed

=

366
Gallons Consumed

=



2,771
500ml | 17oz Plastic Bottles
Saved From Landfill/Oceans

SUPPORT FROM CITY DEPARTMENTS

Great participation from City Departments!

- City Manager's Office
- Fire
- Public Works
- Police
- Transportation



HUGE shout out to City Leadership for supporting the Council Booth!

STAFF AND VOLUNTEERS

- All facilities but the Plunge and the Registration Office were closed to ensure staffing minimums.
- Staff Fiesta training covered all duties throughout the weekend reducing the amount of staff confusion.
- 65+ volunteers assisted with the event.



GOODBYE FOR NOW



SEE YOU AGAIN IN 2023!