

FIESTA LA BALLONA

2023 STAFF REVIEW



GENERAL

- Change time of event to start later and discuss Sunday closing time
- Modify portable restroom/sink contract to include on-call service
- Incorporate the use of the basketball court and surrounding area
- Hire more security overnight- issues with vandalism and theft on Friday/Saturday nights
- Continue working closely with the Police Department
- Continue keeping Teen Center Parking Lot clear- heavily used for staff, food vendors, volunteers and zero waste
- Purchase large event flags, increase large signage throughout the park
- Continue to send out letters to residents prior to event
- Keep registration office open during event
- Plunge events are popular- find way to incorporate better to rest of event
- Increase marketing efforts- i.e. possibly linking with non-profits, newspapers
- Create pre-determined area for free speech



ENTERTAINMENT

- New application process that is transparent and equitable and will give everyone an opportunity to submit
- Better logistical flow- i.e. not having community groups back to back, spread out Foklorico groups
- Have more interactive components- i.e. dance lessons
- Better scheduling- i.e. calm/"chill" groups at beginning of day, high energy later
- Need cooling system for green room
- Establish transport path of travel (band equipment)
- Start entertainment when the event starts
- Appropriate dress attire on stage
- Look at the possibility of having a "headliner"

FOOD VENDORS

- Maximum number of food vendors is 25
- Meeting with Fire Department and Health Department prior to opening application
- Discuss restricting multiple vendors bringing the same food items
- **Mandatory** onsite food vendor meeting
- Mandate menu uploaded with application and only serving what they submitted
- Add detailed electrical needs to application
- No bullying policy clearly defined and signed when approved
- Possibility of adding an option to pay for two spots, only if the space is available
- Food truck/vendor location worked well
- Application process must include add ons (Canopies in front and back)
- Bring in an ice vendor



NON-FOOD VENDORS

- New application process and vendor requirements- City Council ad-hoc committee
- Staff to work more closely with parking coordinator
- Load in staggered times worked well
- No bullying policy clearly defined and signed when approved
- Add detailed electrical needs to application
- Add table sizes to application
- Discuss changing non-food hours of operation
- Keep non-food vendors closer to center of park
- Ensure 10ft of walking space between vendor “blocks”
- Discuss limiting number of commercial vs. non-profit
- Maximum number of 36 non-food vendors
- Zoom meeting where booth locations are drawn at random



PARKING

- Full-time staff on site at parking area at all times
- Hold specific meeting for parking with all Coordinators/Supervisors
- Large double-sided signage with placement map
- Meeting with PD and Transportation about parking, shuttle, lane closure, etc.
- Senior Leaders and above working the parking areas
- Ensure the charging stations aren't reserved during Fiesta
- Create loading and unloading zone in front of Teen Center for drop-offs
- Cooling station for staff working parking areas
- Better communication among transitioning staff



CARNIVAL

- More clearly defined lines with fencing for popular rides
- More staff scheduled on Friday and Saturday night to assist with line clearing
- Better ticketing system for wristband pick-up
- Creating tot carnival area
- Fencing off entire carnival area for better control
- Get ride layout in advance for staff input, i.e. merry go round close to BWG
- Discuss hours of operation



BEER AND WINE GARDEN

- New application process and vendor requirements- City Council ad-hoc committee
- Identifying charities ahead of time worked well
- More signage for charities receiving donations
- Radio given to Beer and Wine Garden for any issues
- Very successful year

HYDRATION STATION

- Hydration Station was a HUGE success
- PRCs to purchase portable hydration station for all events
- Purchase more reusable water bottles as promotional giveaways
- Good location

