



TOWN COUNCIL WORK SESSION AGENDA

Town Council Chambers
765 Lynn Street, Herndon, VA 20170
Tuesday, October 3, 2023 | 7:00 p.m.

1. Call to Order

2. General

- a. Consider a request for a donation to Global Beat Foundation in support of Yom-e-Azadi: 1st Annual Pakistan Heritage Day event

3. Discussion

- a. Community Cultural Festivals Draft Policy Statement
- b. Town Calendar Policy Statement

4. Roundtable

5. Adjournment



STAFF REPORT

Town Council
October 3, 2023

Title:

Consider a request for a donation to Global Beat Foundation in support of Yom-e-Azadi: 1st Annual Pakistan Heritage Day event.

Staff Contact:

Kirstyn Barr Jovanovich, Town Clerk
Telephone: (703) 435-6804
E-mail: Kirstyn.Jovanovich@herndon-va.gov

Description:

The Yom-e-Azadi: 1st Annual Pakistan Heritage Day event is being held at the Herndon Community Center on October 21, 2023. The Town has received a request for a donation in the amount of \$3,060 to support the 1st Annual Yom-e-Azadi: Pakistan Heritage Day event logistics and related facility rental fees.

- Event Logistics: \$2,015
- Facility Rental: \$1,045

The non-profit event partner is Global Beat Foundation, a registered 501(c)(3) organization.

The Town does not promote or advocate political or religious events.

It is in the Council's sole discretion to consider donations to non-profits.

The distributed event flyer is attached and the following description was provided by the event organizer: "This event is about the vibrant and colorful culture of Pakistan. There will be flag hosting, national anthems, speeches, success stories, display of Pakistani cultural items, Pakistan music and folk dance, and delicious Pakistani food and tea."

Fiscal Impact:

The FY 2024 Adopted Budget includes \$70,000 in appropriated funds for "mini-festivals." This donation, if approved, will be funded from the "mini-festivals" account, resulting in a balance of \$66,940 for the remainder of FY 2024.

Staff Recommendation:

Donation disbursements are at the discretion of Town Council.

Attachments:

1. Event Flyer

Staff:

A handwritten signature in black ink, reading "Kirstyn Jovanovich", written over a horizontal line.

Kirstyn Barr Jovanovich
Town Clerk



You are cordially invited to attend

1st Annual Yom-e-Azadi: PAKISTAN DAY

September 24, 2023

hosted by

Councilwoman
NAILA ALAM
& the Town of Herndon



When: Sunday, September 24, 2023

Time: 2 pm - 4 pm

Where: Herndon Community Center,

814 Ferndale Ave, Herndon, VA 20170

RSVP at: naila.alam@herndon-va.gov

No later than 9/20/23

www.nailaforherndon.com

Authorized and Paid for by Naila for Herndon



STAFF REPORT

Town Council
October 3, 2023

Title:

Community Cultural Festivals Draft Policy Statement

Staff Contact:

Kirstyn Barr Jovanovich, Town Clerk
Telephone: (703) 435-6804
E-mail: Kirstyn.Jovanovich@herndon-va.gov

Description:

During the September 5, 2023 work session, the Town Council discussed a draft policy statement regarding the donation process for “mini-festivals” funding included in the FY2024 Adopted Budget. The policy statement was drafted in response to Town Council’s previous direction to staff to outline a process by which Town Council could consider applications from the community for town funding in support of mini-festivals.

At the conclusion of the work session, the Town Clerk was directed to work with Council to obtain feedback on the draft policy, and for the Town Manager to schedule the continued policy discussion for a future meeting as he determined appropriate.

In addition, Town Council requested information on the events that the Town of Herndon currently organizes or supports.

Based on the September 5, 2023 discussion, and additional Town Council feedback, a revised policy statement has been developed for Council consideration. In addition, staff has compiled a list of current Town events that includes estimated personnel and financial impacts per event.

Fiscal Impact:

The FY 2024 Adopted Budget includes \$70,000 in available mini-festivals funding.

Staff Recommendation:

Staff recommends approval of the Community Cultural Festivals policy statement.

Attachments:

1. Draft Policy Statement - Community Cultural Festivals – Amended
2. Memo – Town of Herndon Community Events, September 29, 2023

Staff:

A handwritten signature in black ink that reads "Kirstyn Jovanovich". The signature is written in a cursive style and is positioned above a horizontal line.

Kirstyn Barr Jovanovich
Town Clerk

Town of Herndon Community Cultural Festivals Policy Statement

DRAFT - REVISED

Background

Town Council has expressed support in providing funding to encourage the development and hosting of Community Cultural Festivals within the Town of Herndon. Often referred to in discussions with Town Council as “mini-festivals,” the desire is to complement the town’s already robust community event opportunities, with focus placed on celebrating and sharing the cultures represented in the community.

This policy statement sets the foundation supporting donations for Community Cultural Festivals within the Town of Herndon. This policy framework will guide the staff’s development of necessary processes and procedures to fulfill the Town Council’s policy objectives as directed through this policy statement.

The objectives of this policy are to:

1. support a variety of events each year that celebrate and share the cultures represented in the community, are open and welcoming to all, and bridge parts of the Herndon community to meet and together build understanding and community;
2. serve as an economic driver to bring visitors to Herndon and support the local business community, in the downtown and in commercial centers throughout the Town; and
3. support and activate the Town of Herndon brand.

Available Funding

The Town Council may allocate funding for Community Cultural Festivals through the annual budgeting process. Funding availability and award of funds are subject to Town Council action.

Monetary Donations in Support of Community Cultural Festivals

The Town Council’s intention is to provide a monetary contribution, with limited provision of in-kind town services, in support of the establishment of Community Cultural Festivals within the town’s corporate limits. In-kind town services in support of Community Cultural Festivals are not guaranteed and are based on availability of staffing and resources.

The disbursement of funds included in the adopted budget in support of Community Cultural Festivals within the Town of Herndon are considered donations and require Town Council action.

For the purposes of this policy statement, *Community Cultural Festivals* are community-oriented events that are free and open to the public, may be held on public or private property, and celebrate and share the cultures represented in the Herndon community.

For the purposes of this policy statement, Community Cultural Festivals shall not directly benefit any business or individual.

Program Qualifications and Guidelines

- Non-profit and not-for-profit organizations in good legal standing hosting or co-hosting a Community Cultural Festival may be eligible for a donation through this program. Individuals and businesses are not eligible for funding through this program; monies shall not be remitted to individuals, business entities, or announced candidates for political office. The Town does not promote or advocate political or religious events.
- To make a funding request, qualified applicants must complete an application process and provide an event description and detailed event cost estimate, and submit to the Town within the procedures' stated time frame applicable to the planned event size. Funding requests shall not exceed event cost estimates.
- Community Cultural Festival donation requests will be brought to the Town Council for consideration and action on the donation request. Community Cultural Festival donation applications will be reviewed administratively by Town staff to ensure all event requirements are met prior to Council consideration of the donation request. Approved disbursements for Community Cultural Festivals will be remitted to the non-profit or not-for-profit event host/co-host. The Town will not contract with or disburse funds directly to event vendors or contractors.
- Requests for funding for Community Cultural Festivals are open throughout the fiscal year (July 1 – June 30), subject to funding availability, and on a first come, first served basis. Once the fiscal year's allocated funding is appropriated, no additional donation requests will be considered for the fiscal year. Applications may be submitted up to one year before the event date.
- The application process is administered and maintained by the Town Manager's Office, and the Town Manager has the authority to administratively update and revise the process and set applicable administrative fees, as appropriate.

Logo Use

- Approved Community Cultural Festivals receiving funding from the Town of Herndon may use the town logo on event marketing as a donating organization.
- The Town may provide cross-marketing support for Community Cultural Festivals approved through the SEFR process and receiving monetary support from the Town through this program.



To: William H. Ashton II, Town Manager

From: Kirstyn Barr Jovanovich, Town Clerk 

Date: September 29, 2023

Subject: Town of Herndon Community Events

During the September 5, 2023 work session, the Town Council requested a list of community events that the Town currently produces or supports as part of the discussion on the Draft Community Cultural Festivals Policy Statement. Since then, the request for the Town's community event data was discussed over the next several Town Council meetings, as well as prioritized as an initiative during the September 18, 2023 Council Initiatives meeting under the topic of Town Branding.

Working with Parks and Recreation, Public Works, the Police Department, Finance, Community Development, and other related departments, we have compiled a list of community events that currently occur within the Town of Herndon. There are several things to note while reviewing this information:

1. **This is not an all-inclusive list of events hosted within the Town.** This event list includes events that are community-oriented; have a significant size and scope in terms of people, financial impact, and logistical requirements; are hosted by the Town; or are hosted by a non-profit organization with some support from the Town, regardless of the event scope.
2. **These are estimated figures.** While some data is based on previous year actuals, the amounts are a representative figure for the average people and financial impacts per event. This information varies from year to year. This is a snapshot to illustrate the people and financial impacts on the Town for hosting and supporting community events.
3. **This information does not include event planning impact estimates.** These estimates represent logistical support like set up, working the event, breakdown, and material and rental costs. It does not include the hours that go into planning the events like planning meetings, vendor agreement development, request for bids, volunteer coordination, and other planning and logistical work that occurs in the months and weeks leading up to the event.
4. **The financial impact estimate includes the event budget.** The event budget is the approved amount within the adopted budget and represents materials, contractor, rentals, and logistical costs for the event. The total financial impact estimates include the estimated personnel costs and the approved event budget.
5. **The financial impact estimates do not take into account the cost of employee benefits,** which is roughly 30 percent.
6. **This information does not include Town equipment and maintenance costs.** The financial impact figures do not reflect the financial impact of using existing town equipment for events, which ultimately affects the life and maintenance life of equipment.

Herndon Community Events By the Numbers



- **Largest Event in size and scope:** Herndon Festival - 4-day festival, 409 employee shifts, 3,297 employee labor hours; materials and labor cost impact estimated at \$412,400, plus equipment/operations impact estimated in-kind value of around \$35,000.
- There is at least **one event held each month** from April to December each year.
- On average, **39 events are held from May to August** each year, an average of 9.75 events per month.
- **Impact on employees supporting events outside of normal business** hours like holidays and weekends, including coverage challenges and burn-out. **Impact on other Town service delivery** due to staffing demand to support events during peak periods.

Herndon Community Events*

All figures are estimates, based on previous year actuals and estimates; figures will vary from year to year, and event to event.

	Event	Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
1	Herndon Festival	1	Northwest Federal Credit Union	409	\$412,400	Town of Herndon (P&R)	Town of Herndon (DPW/HPD)
2	July 4 th Celebration	1	Bready Park	66	\$62,771	Town of Herndon (P&R)	Town of Herndon (DPW/HPD)
3	Friday Night Live	16	Town Green	12	\$53,261	Chamber of Commerce	Town of Herndon (DPW/HPD)
4	WinterMrkt	1	Lynn Street	52	\$21,602	Chamber of Commerce	Town of Herndon (HPD, P&R, DPW)
5	Homecoming Parade	1	Elden Street	55	\$16,066	Town of Herndon (P&R)	Town of Herndon (DPW, HPD)

Event		Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
6	Turkey Trot 5K	1	Golf Course, Bready Park	22	\$14,307	Town of Herndon (P&R)	Town of Herndon (DPW, Golf)
7	Holiday Tree Lighting	1	Town Square	4	\$12,427	Chamber of Commerce	Town of Herndon (DPW, P&R)
8	Farmers Market	27	Lynn Street	1	\$10,480	Fairfax County	Town of Herndon (CD)
9	Kids Tri	1	Bready Park	24	\$10,294	Town of Herndon (P&R)	Town of Herndon (DPW)
10	Holiday Arts and Crafts Show	1	Community Center	6	\$8,617	Town of Herndon (P&R)	
11	Farmers Market Fun Days	8	Town Green	1	\$8,402	Town of Herndon (P&R)	
12	Big Truck Day	1	DPW Shop	24	\$6,330	Town of Herndon (DPW)	
13	NatureFest	1	Runnymede Park	15	\$6,318	Town of Herndon (P&R)	Friends of Runnymede
14	National Night Out	1	Various Locations	34	\$4,782	Town of Herndon (HPD)	
15	Hoppy Egg Hunt	1	Bready Park	10	\$4,117	Town of Herndon (P&R)	Town of Herndon (DPW)
16	Fishing Derby	1	Runnymede Park	9	\$3,436	Town of Herndon (P&R)	Town of Herndon (DPW)
17	Juneteenth	1	Arts Herndon	0	\$3,300		Arts Herndon
18	Bike-to-Work Day	1	Caboose	11	\$2,789	Town of Herndon (P&R)	Town of Herndon (DPW)
19	Wreaths Across America	1	Cemetery	4	\$1,400	Herndon Women's Club	Town of Herndon (Cemetery)
20	Veteran's Day	1	Town Green	3	\$1,316	American Legion	Town of Herndon (DPW)
21	Memorial Day Ceremony	1	Cemetery	3	\$700	American Legion	Town of Herndon (Cemetery)
22	Avenue of Flags	1	Cemetery	1	\$70	American Legion	Town of Herndon (Cemetery)

Event		Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
23	Holiday Homes Tour	1	Various	0	\$0	Volunteers	
24	Herndon Holiday Model Train Display	1	Herndon Depot/Arts Herndon	0	\$0	Herndon Historical Society	
Totals		72		766	\$665,185		

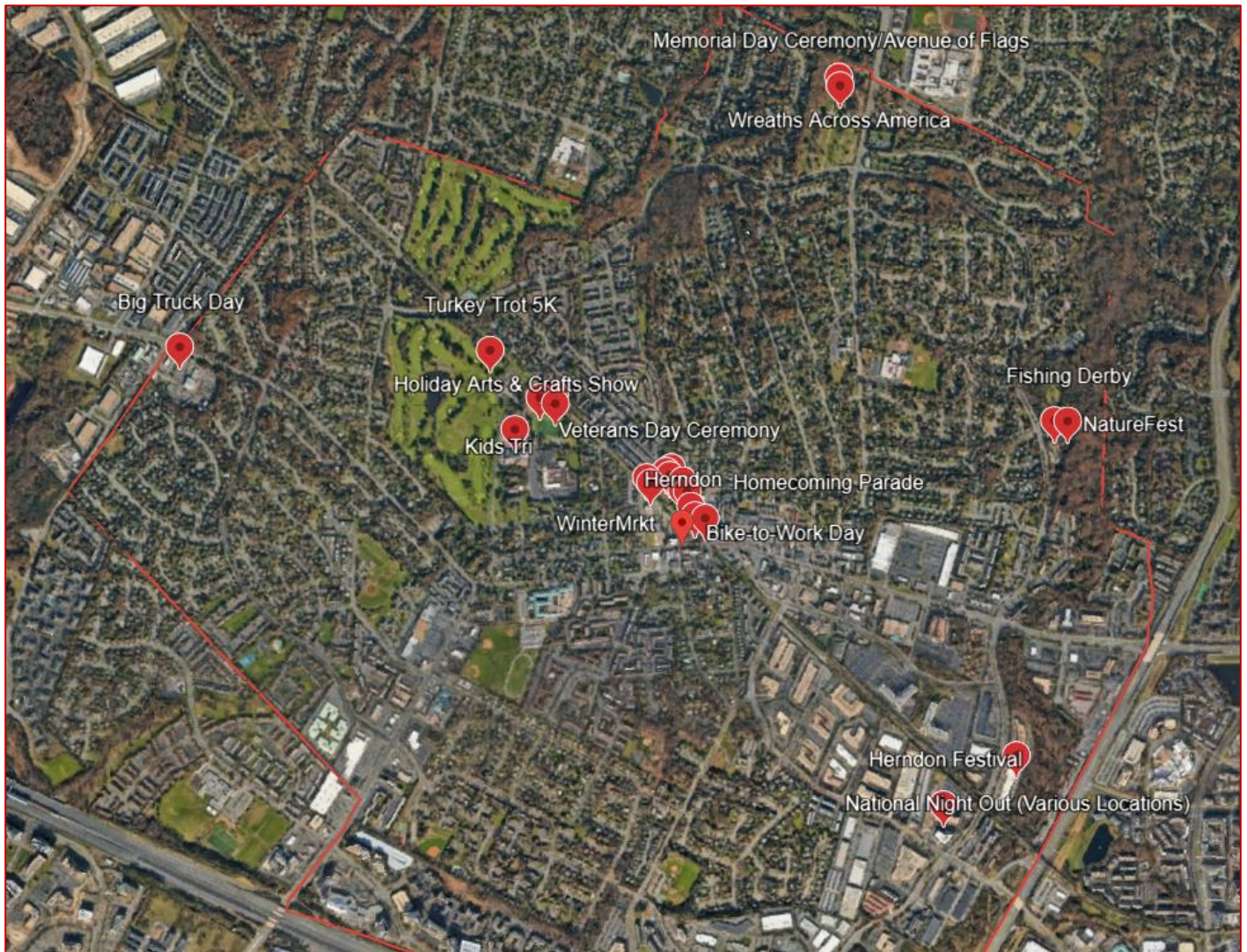
*Only includes labor costs for day of event, set up and break down; does not include preplanning efforts.

*Does not include employee benefit costs, which is approximately 30% on top of labor rates

*Does not include equipment-operations impacts, maintenance costs over life of equipment

Events Map

Below is a map that shows the general location of where the events listed in the chart above occur within the Town of Herndon.



Other Events

As noted earlier, the list above is not all inclusive. The Town hosts and supports a variety of other events within the Town that require some level of staff logistical support and financial resources. A few of these include:

- Events at the Community Center: Puzzle Palooza, Hobby Exchange, VIP Dance, trivia nights
- Events at the Community Center Pool: Aqua Egg Hunt, Pumpkin Plunge, Herndon Olympics Swim Meet, Harvest Moon Swim Meet
- Volunteer Appreciation Reception
- Spring and Fall Clean Ups
- Arbor Day Tree Planting
- Golf Tournaments
- Park and Stream Clean Ups
- Business Ribbon Cutting Events
- Events through the Special Event Facility Rental process or Temporary Use Permit process
- Other events



STAFF REPORT

Town Council
October 3, 2023

Title:

Town Calendar Policy Statement

Staff Contact:

Anne Papa Curtis, Chief Communications Officer
Email: anne.curtis@herndon-va.gov

Lesa J. Yeatts, Town Attorney
E-mail: Lesa.Yeatts@herndon-va.gov

Description:

The Town Calendar, produced since the 1970s, is used to communicate town services, programs, and events that occur throughout the year. As a standard practice, the calendar notes federal holidays and Town of Herndon government closures that impact town service delivery to the community, such as municipal center closures, changes to community center operations, refuse and recycling collection impacts, and similar service impacts.

In addition to the Federal holidays, the calendar notes a varying range of dates from those specific to the town such as Commander Herndon's birthday, to holidays such as Groundhog Day and Arbor Day, to faith-based holidays.

Over time, staff has received requests to include faith-based observations in the Town Calendar. Staff is seeking Town Council policy guidance regarding what information should be included on the Town Calendar moving forward.

Fiscal Impact:

None.

Staff Recommendation:

Recommend Town Council adopt a policy statement regarding what information should be included on the Town Calendar.

Attachments:

None.

Staff:

Anne Papa Curtis

Anne Papa Curtis
Chief Communications Officer

Lesa J. Yeatts

Lesa J. Yeatts
Town Attorney