



TOWN COUNCIL WORK SESSION AGENDA

Herndon Council Chambers Building
765 Lynn Street, Herndon, VA 20170

Tuesday, July 8, 2025 | 7:00 PM

-
- 1. Call to Order**
 - 2. Closed Meeting (5:30 PM)**
 - a. A closed meeting pursuant to the Code of Virginia Section 2.2-3711(A)(8), consultation with legal counsel regarding specific legal matters requiring the provision of legal advice by such counsel, relating to employment issues.
 - 3. Discussion**
 - a. Town Council and Planning Commission Joint Work Session
 - b. Community Cultural Festivals Donation Policy Revision and Special Events Briefing
 - 4. Roundtable**
 - 5. Adjournment**

Agenda Item: Town Council and Planning Commission Joint Work Session

Meeting Date: July 8, 2025

Category: Discussion

Prepared by: John Irish, Acting Director of Public Works - Engineering, Ahmad Zaki, Lead Planner/Long Range, Bryce Perry, Deputy Director of Community Development

Description:

This joint work session brings together the Town Council and Planning Commission to align on three key, interconnected planning initiatives that will shape Herndon's long-term future: (1) upcoming update to the Town's Comprehensive Plan, (2) ongoing planning related to the Transit-Related Growth (TRG) and Herndon Transit-Oriented Core (HTOC) areas, and (3) status of the Town's Capital Improvement Program (CIP). These topics represent foundational components of the Town's long-term planning and investment strategy. This session also provides context for how these efforts relate to each other and to the Town's broader land use, infrastructure, and budget planning.

These three items represent some of the most important planning tools and priorities for Herndon:

1. Comprehensive Plan Update - "Herndon 2050": This is the Town's primary long-range planning document, guiding future decisions about growth, development, infrastructure, transportation, housing, the environment, and more. Mandated by the Code of Virginia, the plan is prepared by the Planning Commission and adopted by the Town Council. It is required to be general in nature while addressing the character, location, and extent of planned development, infrastructure, and conservation efforts. Herndon's current plan, "Herndon 2030," was adopted in 2008, and this update will bring the Town's vision and policies in line with current realities and future goals. Additionally, the Town has adopted several new plans and policies since 2008, further necessitating a unified vision. Presentation by the Department of Community Development.
2. Transit-Related Growth Area (TRG) and Herndon Transit-Oriented Core (HTOC): These are two strategic areas near the Herndon Metro Station that have been identified for future redevelopment. The goal is to encourage walkable, mixed-use development that supports transit and enhances the surrounding community. Staff will provide an overview of planning completed to date and the types of

redevelopment envisioned. Presentation by the Department of Community Development.

3. Capital Improvement Program (CIP): The CIP is the Town's long-term plan for infrastructure investments, from sidewalk and roadway improvements, to major facility repairs and utility upgrades. Staff will share a status update on active projects and preview priorities for the upcoming year. Presentation by the Department of Public Works.

Background:

All three topics are interrelated. The updated Comprehensive Plan will guide future CIP priorities and inform planning around TRG/HTOC redevelopment. In turn, implementation of those plans will depend on capital investment and infrastructure coordination.

1. The Comprehensive Plan update will officially begin this year and is expected to take about two years. It will involve a consultant-led process, a wide range of public engagement, and active roles for both the Planning Commission and Town Council.
2. The TRG and HTOC plans were adopted in recent years to provide more detailed guidance for the area around the Herndon Metro Station. While redevelopment in these areas will ultimately depend on private property owners, the Town's planning work helps shape expectations and readiness for future proposals.
3. The CIP briefing is the Town's process for planning and funding infrastructure improvements. This includes facility upgrades, street and sidewalk enhancements, and utility improvements. Staff will provide a briefing on the status of projects funded in FY 2025 and preview those slated to begin in FY 2026 using reserve funds. These efforts reflect years of needs assessments and prioritization, including facility evaluations for the Herndon Community Center and Herndon Municipal Center, and studies of transportation safety and connectivity. The CIP process is annual and relies on both identified needs and available resources to guide investment decisions.

Timing Impact:

This information is being provided to keep the Town Council, Planning Commission, and community updated and advised on the comprehensive planning process; TRG and HTOC areas; and progress of on-going and planned CIP projects. Timing for each item varies, but all will require continued engagement from the Planning Commission and Town Council.

Strategic Focus Area:

Strong Fiscal Stewardship
Environmental and Economic Sustainability
Thriving Community

Fiscal Impact:

There is no immediate fiscal impact from these items. Potential impacts will include financing for future larger projects. Additionally, redevelopment near the Metro Station will be privately funded but is expected to grow the Town's tax base over time.

Legal Impact:

Legal impacts include state law requirements to adopt a Comprehensive Plan and to follow appropriate procedures related to capital projects. The planning policies discussed help set direction, but do not commit the Town to specific expenditures, without Council approval.

Staff Recommendation/Next Steps:

This is a briefing item; no formal action is required at this time. Input from this discussion will help guide project scoping, prioritization, and public outreach as each initiative moves forward.

Attachments:

1. Comprehensive Plan PowerPoint
2. HTOC-TRG PowerPoint
3. CIP PowerPoint

Herndon 2050 Comprehensive Plan

Overview - Planning Process and Outcomes

July 8, 2025



What is the Comprehensive Plan ?

- ✓ **Definition:** Long-range policy. Sets vision, goals, and strategies.
- ✓ **Purpose:** Roadmap to guide decisions on transportation, land use, housing, economic development, environment, etc.
- ✓ **Impact:** Determines future capital improvement programs and land use decisions. Guides private development.

Comprehensive Plan Contents :



At It's Core

- Inclusive
- Equitable
- Fiscally Sustainable
- Environmentally Sustainable
- Addressing Needs
- Championing the Community
- Defining the Future
- Leading Future Decisions
- Forming Future CIPs
- Directing the Budget

Where It Fits in the Process



Comprehensive Plan – Mandated by the Code of Virginia

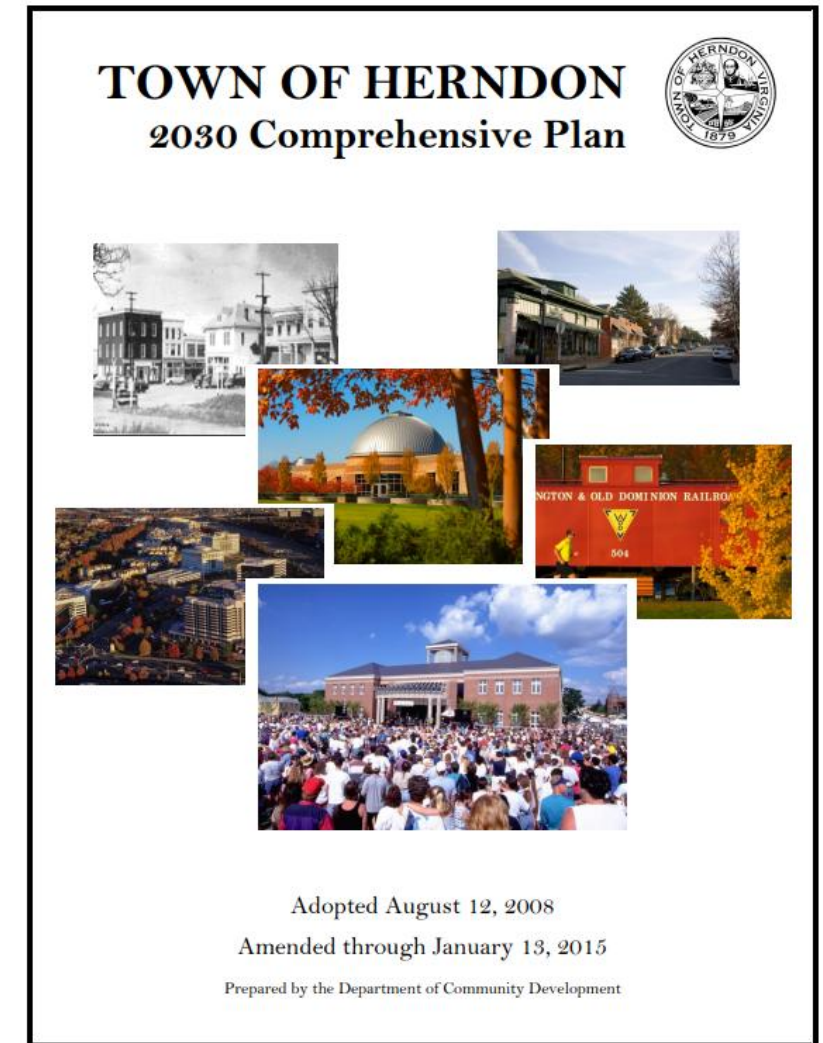
Section 15.2-2223.

- **Process:** Local Planning Commission prepares and recommends a comprehensive plan, and the governing body adopts.
- **Preparation:** Commissions required to conduct comprehensive surveys and studies of existing conditions, growth trends, and future requirements.
- **Nature:** The plan should be general, designating the approximate location, character, and extent of each feature

Why a New Comprehensive Plan?

2030 Comprehensive Plan's Limitations:

- Horizon year 2030 – No longer long range
- Doesn't reflect current conditions:
 - Community
 - Region
 - World



Process Overview in Brief

- ✓ **RFP Issued:** 3/6/2025
- ✓ **Proposal Deadline:** 5/5/2025
- ✓ **Current Stage:** Proposals under review
- ✓ **Next Steps:** Consultant selection and kickoff expected summer 2025
- ✓ **Completion:** 2 to 2.5 years
- ✓ **Steering Committee:** The Herndon Planning Commission (Section 15.2223)
- ✓ **Engagement:** Extensive public outreach and technical resources
- ✓ **Final Draft:** Commission reviews and recommends to Council
- ✓ **Adoption:** Town Council reviews and adopts
- ✓ **End Product:** An adopted, community based and vetted comprehensive plan

Town Council's Role

INITIATION

Council initiates the process, tasks the Planning Commission and allocates resources.



GUIDANCE

Council provides input and receives updates. Provides guidance at pivotal points in the process.



IMPLEMENTATION & MONITORING

Council guides implementation through strategic plans, development decisions, CIPs and budgets.



REVIEW & ADOPTION

Council reviews, remands if needed, and officially adopts the new plan.

Planning Commission's Role

STEERING COMMITTEE

Provides strategic guidance and oversight of process.
Seeks input and guidance from Council at critical points.



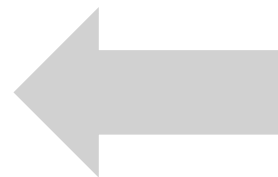
OVERSIGHT

Holds work sessions, receives debriefings, discusses progress, and provides direction.
Delegates to individual members to attend outreach events.



IMPLEMENTATION & MONITORING

Commission guides implementation through development and CIP recommendations to Council.



REVIEW & RECOMMENDATION

Performs thorough review of early and final drafts. Provides comments, votes to recommend to the Council.

Herndon 2050 Comprehensive Plan

July 8, 2025



Update on HTOC & TRG

July 2025 Update



The HTOC & TRG are Small Area Plans

The next step for purposefully planning key areas of the town as identified in the Comprehensive Plan.

A small area plan is:

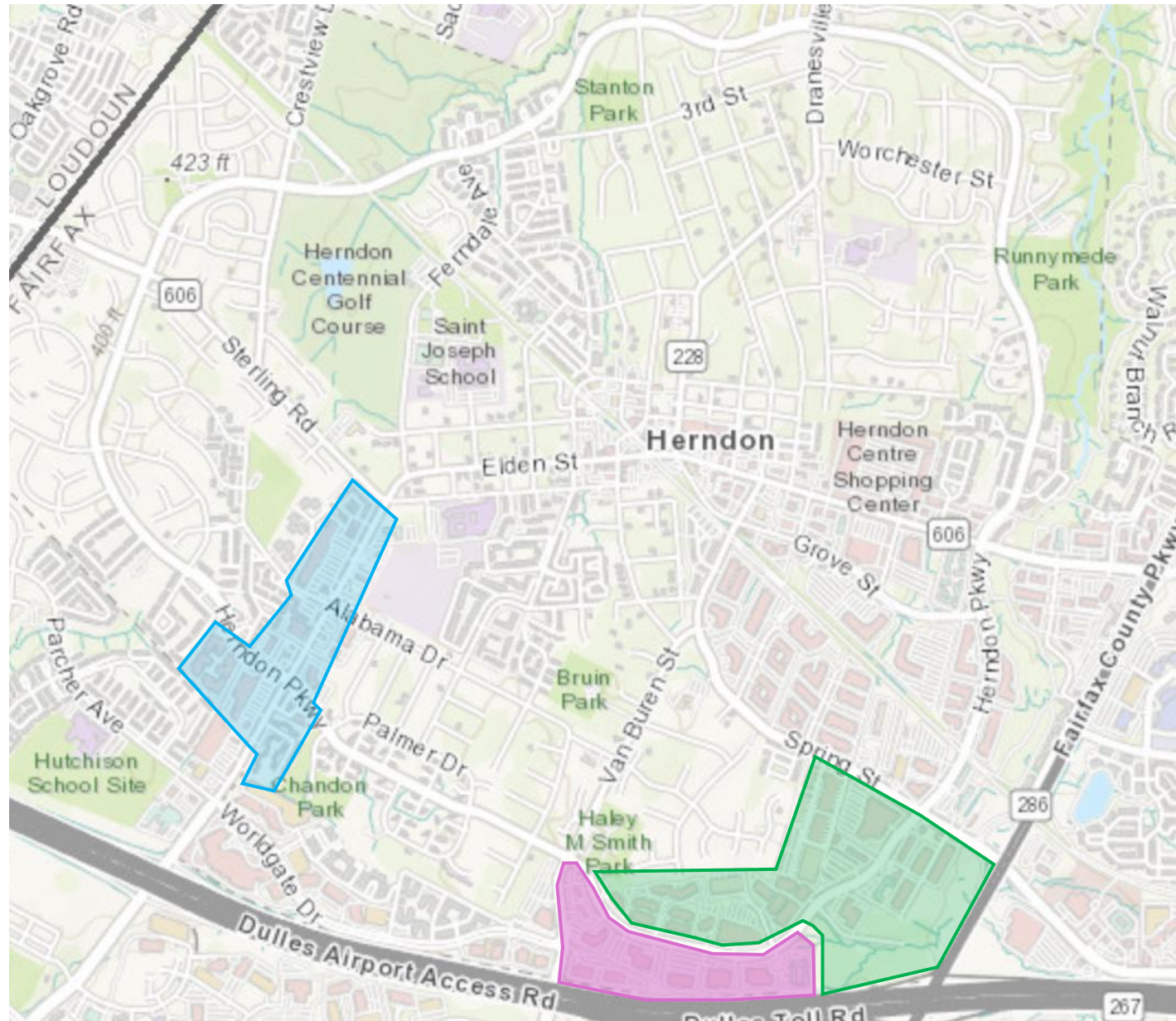
- ✓ Establishes a more detailed vision for future growth and changes in density land use and form for geographically defined areas.
- ✓ Based on in-depth analysis of land use and market conditions, transportation and utility infrastructure and capacity, and adherence to the comprehensive plan.
- ✓ Outlines specific guidance on how to achieve the stated vision for both the town and for potential developers.

Recent Small Area Plans

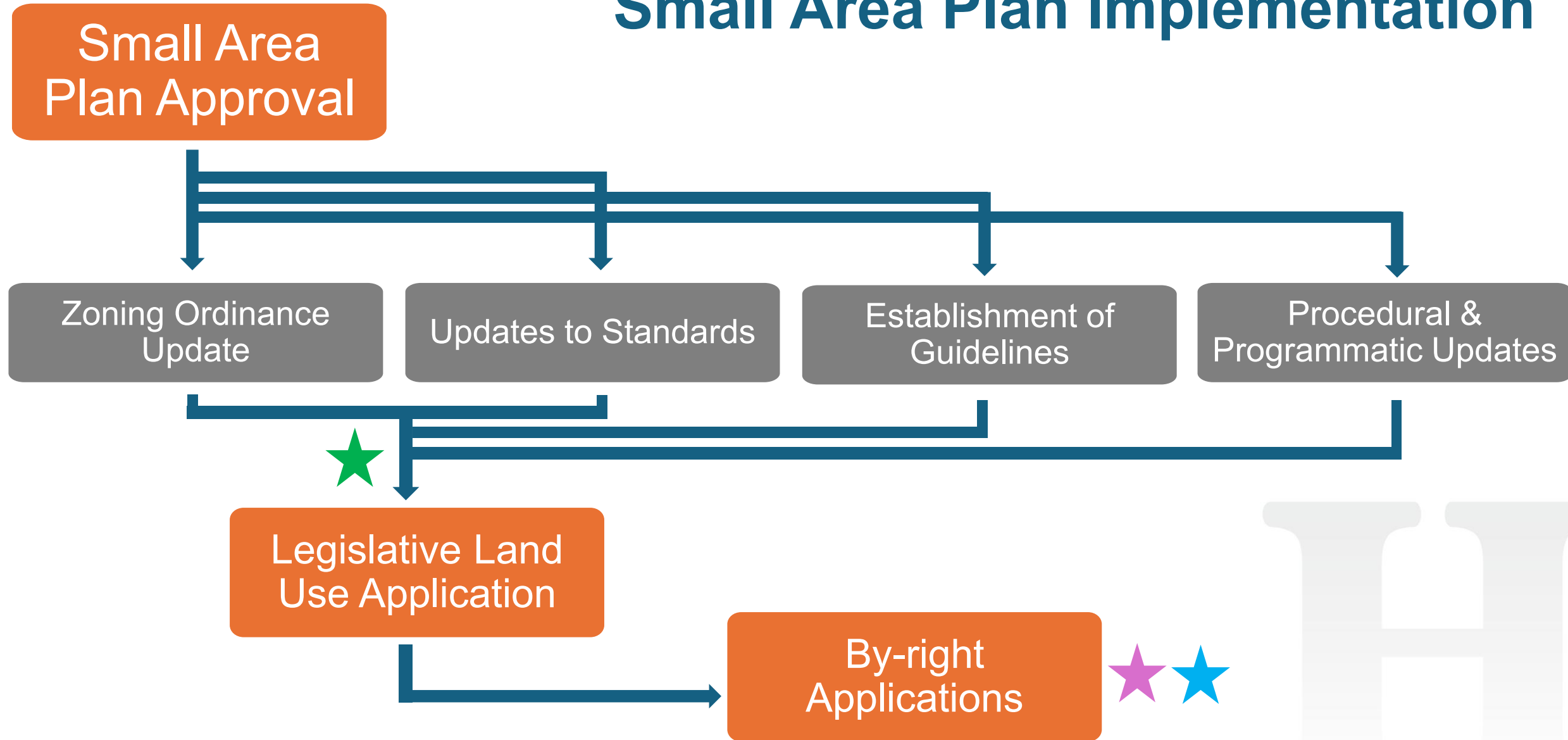
HTOC

SOUTH
ELDEN

TRG



Small Area Plan Implementation

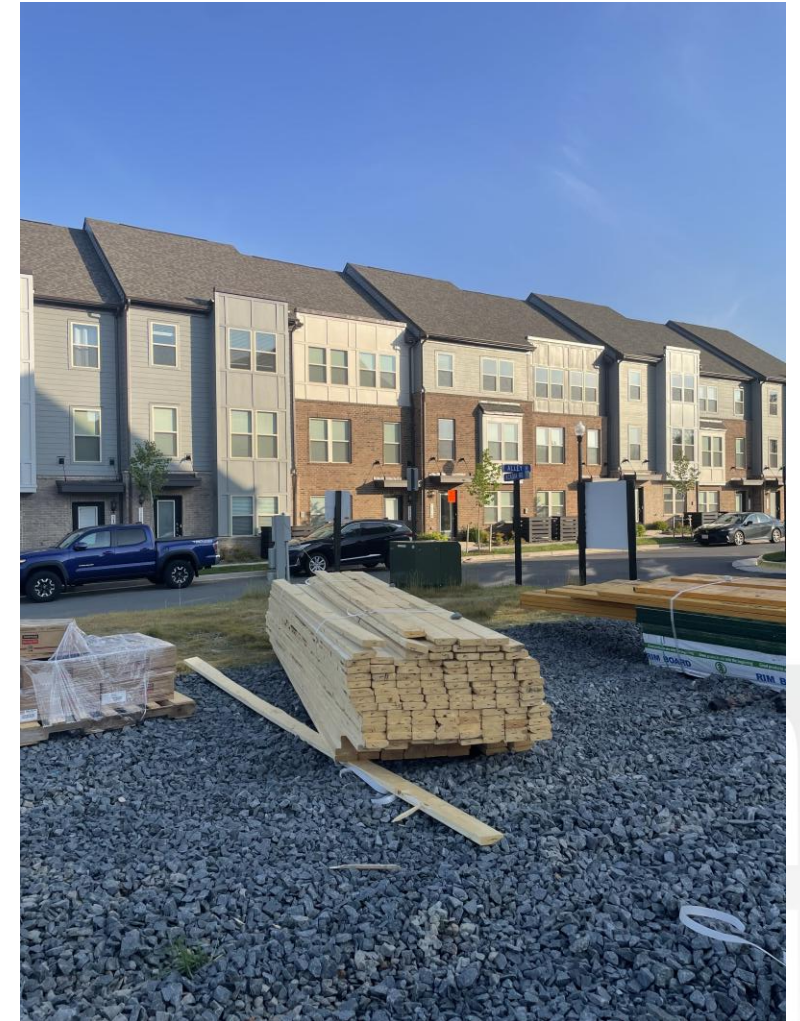


Active Development Projects

Under
Construction

Park Place

555 H. Pkwy



Active Development Projects

In Review
Legislative

In Review
Site Plan

250 Exchange Place

13100/13150
Worldgate Dr

575 H. Pkwy



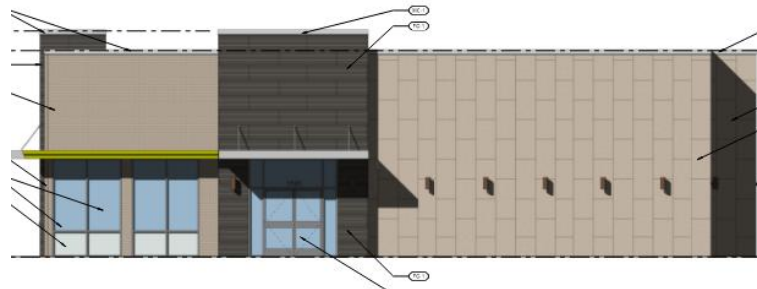
Active Development Projects

Partially
Approved

Fairbrook

593 H. Pkwy

Pollo Campero



Supporting Public Improvement Projects

Completed	Under Design	Future
H. Pkwy/Van Buren St. Intersection	HTOC Promenade	Worldgate Extension
Trails to Metro	Water/Sewer Upgrades	Fairbrook Extension
H. Pkwy/Spring St. Intersection		
Bus Bays		



Update on HTOC & TRG

July 2025 Update



Capital Improvement Program Status Briefing FY 2025 – FY 2026

John Irish, Acting Director

Department of Public Works, Engineering

July 8, 2025



Project Review

Completed in FY 2025

- HCC Backlog Projects
 - Storefront
 - Hallway Flooring
 - Pool Deck Drains
 - Basketball Backboards
 - Aquatic Offices
- Bready Park Tennis Facilities
- HCC Pool Boilers and Pool Pak Replacement
- Police Gate & Parking Lot Expansion
- Town Hall Interior Refurbishment
- Center Street Culvert Fencing
- Cemetery Mausoleum Repairs

Project Review

Completed in FY 2025 (continued)

- Hunter's Creek Bridge
- Dranesville Road Watermain Replacement
- Water Facility Improvements
- Shop Supervisor Office Renovations
- Bready Park Adult Ball Field

Started in FY 2025, Complete in FY 2026

- HMC/Chambers Architectural Refurbishment and Fire Alarm Replacement
- HMC Storefront Replacement
- Town Shop Fuel Tanks Replacement
- Cemetery Office Building Exterior Repairs and Window Replacement
- Folly Lick Sanitary and Stormwater Improvements

Project Starting FY 2026

Energy Conservation (ESPC) - \$3,400,000

- Phase 1 Energy improvement and equipment replacement at Municipal Center and Town Shops
- Operating cost savings over 20 years
- Financing model and source(s) evaluated by Finance Department
- FY'26 – Construction starts

Herndon Municipal Center – Storefront Replacement - \$150,000

- This project will replace glass and framing for both storefront entrances of Municipal Center atrium
- FY'26 – Construction

Project Starting FY 2026

Chestnut Grove Cemetery Development - \$2,150,000

- 2,310 additional traditional burial sites
- Extending inventory by 15-20 years
- Storm water drainage improvements and additional natural vegetation buffers
- FY'26 – Construction

Chestnut Grove Cemetery Admin. Bldg. Extr. Improvements - \$175,000

- Replace and paint all fiber cement siding and trim
- Replace gutters, downspouts and flashing
- Replace all windows with thermally efficient, similar style windows.
- FY'26 – Construction

Project Starting FY 2026

Golf Course Clubhouse and Cart Barn Master Plan- \$50,000

- Master plan will program space needs of the clubhouse and golf cart storage facility
- Analyze the space needs within the constraints of available ground footprint location and available expected funding sources
- The result will be a coordinated facility with an architecturally appropriate appearance for a town-wide featured facility
- FY'26 – Master Plan

Golf Course Cart Barn Replacement - \$2,000,000

- Replace aging golf cart storage facility
- Provide space for a total of 80 golf carts
- Provide spaces for golf cart cleaning, repairs and storage
- FY'26 – Design / Construction



Project Starting FY 2026

Police Infrastructure Improvements - \$219,000

- Improve the department's infrastructure to address building access control, physical safety/security, and other concerns
- FY26 – Design / Construction

Police Secure Gate – \$430,000

- The rear parking gate, also nearing 20 years old, is in critical need of a planned replacement. FY26 Design/ FY27 Construction



Project Starting FY 2026

Central Elden Walkability Improvements - \$3,126,000

- Improves pedestrian safety, accessibility, and overall walkability of the south side of Elden Street between Center Street to the east and Main Drive to the west.
- Reconstruct sidewalk to five-feet wide with brick pavers
- Add ADA-compliant curb ramps, high-visibility crosswalks, and accessible pedestrian signalization at the intersection with Grace Street.
- FY26 Design
- FY27 Right-of-way & Utilities
- FY28- FY29 Construction



Project Starting FY 2026

Monroe St. - Park Ave. Intersection Improvements -\$265,700

- Improve safety and operational control at the intersection of Monroe Street and Park Avenue.
- Improve sidewalks, curb ramps, and crosswalks to current ADA standards
- FY26 Construction

Center Street Reconstruction - \$4,160,000

- Rebuild and resurface Center Street from Elden Street to Florida Avenue/Nash Street
- FY26 Design / FY27 Construction

South Elden Street Improvements - \$24,000,000

- Reconstruct Elden Street between Herndon Parkway and Sterling Road.
- FY26-27 Design / FY28-29 Right-of-way & Utilities / FY30-31 Construction

Project Starting FY 2026

Crestview Water Main Replacement- \$1,800,000

- Replace existing water mains in Crestview Drive between W&OD Trail crossing and the Town line
- FY 26 – Construction

Spring Downs Sewer Replacement- \$4,200,000

- Replace existing sewer mains within the HTOC and TRG areas along Herndon Parkway and Sugarland Run.
- FY 26 – Construction

Storm Water Facility Repairs - \$850,000

- Replace culvert at Center Street south of Locust Street
- FY26 – Design



Questions/Comments?



Agenda Item: Community Cultural Festivals Donation Policy Revision and Special Events Briefing

Meeting Date: July 8, 2025

Category: Discussion

Prepared by: Marjorie Sloan, Finance Director, Bob Williams, Parks and Recreation Director

Description:

This is a discussion on proposed amendments to the Community Cultural Festivals Donation Policy, as well as a briefing on the town's special events and established process to hold special events within the town.

Background:

Special Events - Briefing

The Town's Parks and Recreation Department holds and supports many special events throughout the year in various locations throughout town. The Town has also established a process by which community organizations and members may request the use of town-owned property, like the Town Green, Town Square, and Lynn Street, to hold community events that are free and open to the public. In addition, private property owners may go through the established Temporary Use Permit (TUP) process to hold events on private property within the town. This discussion will provide a briefing on the established special event application process for use of outdoor town-owned property that is coordinated through Parks and Recreation, and the TUP process for events on private property that is handled by the Town's Zoning Administrator. In addition, information on the town's event programming will be provided.

Community Cultural Festivals Donation Policy - Draft Revisions

During the April 1, 2025 budget work session, the Town Council directed staff to review the current Community Cultural Festivals Donation Policy and return with draft revisions for discussion. Specifically, the Council expressed interest in exploring policy changes that would allow organizations to remain eligible for donations through the program for the same event beyond its first year.

The Community Cultural Festivals Policy Statement was originally adopted by the Herndon Town Council on October 24, 2023 (Resolution 23-G-72) to support the development of community-oriented cultural events hosted by non-profit and not-for-profit organizations within the Town of Herndon. The policy provides a framework for the equitable distribution of Town funds to encourage inclusive, culturally enriching events

that reflect Herndon's community. It was first amended on January 9, 2024 (Resolution 24-G-01).

A second amendment was adopted on July 16, 2024 (Resolution 24-G-41), increasing the maximum donation amount per event from \$10,000 to \$15,000, or 50% of the total event budget—whichever is less—for first-year applicants. This change was intended to enhance initial support for new events under this policy and align with Town Council priorities to encourage new cultural events.

Since the program's launch in mid-FY 2024, the Town has awarded \$68,007 in cash donations to non-profit organizations in support of events held within the town. This figure does not include any support services that may have been provided by the Town. The attached FY 2025 Quarterly Report identifies the events that qualified for funding under the policy.

During the FY 2026 budget process, the Town Council requested that staff review the existing policy and develop proposed revisions that would allow eligible organizations to request funding for recurring events beyond the first year. The resulting draft policy amendment introduces a tiered funding model to support the growth and sustainability of returning events while gradually reducing their reliance on public funding.

Under the proposed structure:

- First-year applicants may receive up to 50% of the event budget, with a maximum donation (\$15,000);
- Second-year applicants may receive up to 25% of the event budget, with a maximum donation (\$7,500); and
- Third-year applicants may receive up to 12% of the event budget, with a maximum donation (\$3,750).

This proposed revision reflects the Council's intent to support the sustainability of successful events while gradually reducing reliance on Town funding in subsequent years.

Timing Impact

The Town Council approved \$60,000 in the FY 2026 Adopted Budget for the Community Cultural Festivals Donation Program. To date, no applications for FY 2026 have been submitted. If the Town Council intends to amend the donation policy, any changes should be communicated and adopted as soon as possible to ensure they can be applied to eligible events occurring between July 1, 2025, and June 30, 2026.

Strategic Plan Related Goals

Thriving Community: Goal 3 – Honor the Diversity of the Town; Objective 3.2 - Leverage Town resources to provide programs and amenities that serve the Town's diverse cultural and demographic populations.

Strategic Focus Area:

Thriving Community

Fiscal Impact:

As part of the FY 2026 Adopted Budget, the Town Council appropriated \$60,000 to support Community Cultural Festivals through this donation program. These funds are available on a first-come, first-served basis.

Legal Impact:

Donations must be in accordance with Va. Code Sec. 15.2-953

Staff Recommendation/Next Steps:

This is a discussion item; staff is seeking Town Council direction on the town's donation policy.

Regarding the Community Cultural Festivals Donation program, after discussion, the Town Council may choose to:

- Maintain policy – Maintain the existing policy, with staff continuing to administer the program as adopted and within the appropriated funding for the fiscal year;
- Amend the policy – Direct staff to prepare revisions and schedule the amended policy for consideration at a future regular meeting;
- Repeal the policy and create a new program – Direct staff to develop a new community donation program that is not event-focused; or
- Repeal the policy and discontinue the program – Eliminate community donations under this framework entirely.

Staff is also seeking direction from Town Council regarding granting authority to the Town Manager to waive certain fees up to a certain amount.

Attachments:

1. Donation Program Report, FY 2025
2. Policy Amendment, Draft
3. Community Cultural Events and Donations, Presentation

MEMORANDUM

To: The Honorable Town Council

From: Kirstyn Jovanovich, Interim Town Manager

CC: Scott Robinson, Acting Deputy Town Manager
Special Events Review Committee

Date: June 2, 2025

Subject: Community Cultural Festivals Donation Program – Status Report

This report provides information on the status of donation requests through the Community Cultural Festivals Donation program for Fiscal Year (FY) 2025 year-to-date. Information is also provided on donation and event applications in process for events scheduled to occur later in FY 2025.



2024-2029 Strategic Plan

Strategic Focus Area 5: Thriving Community; Goal 3 – Honor the Diversity of the Town; Objective 3.2 - Leverage Town resources to provide programs and amenities that serve the Town's diverse cultural and demographic populations.

Program Background

On October 24, 2023 Town Council adopted Resolution 23-G-72¹, to establish the [Community Cultural Festivals Donation program](#). This program is intended to support non-profit or not-for-profit organizations to establish new festivals within the town's corporate limits, that are free, open to the public, and celebrate the cultures represented within the Herndon community.

The program was launched at the end of January 2024, and Town Council allocated \$60,000 in the adopted budgets since FY 2024. The program policy limits the donations to 50% of the total estimated event budget or \$15,000, whichever is less.

Donations are provided to a non-profit or not-for-profit organization in good legal standing; the organization does not need to be located in Herndon, but does need to benefit the Herndon community. All donation applications under this program are approved administratively. Donations are not approved unless all requirements are met, and the appropriate event application process is substantially completed.

Donation Program Funding - Summary

Fiscal Year	Program Budget	Approved Donation Amount	Pending Donation Amount	Balance
FY 2024	\$60,000	\$25,000 ²	N/A	\$32,985
FY 2025	\$60,000	\$43,007	\$0 ³	\$16,993
FY 2026	\$60,000	\$0	\$0	\$60,000

¹ Policy amended by Resolutions 24-G-01 (January 9, 2024) and 24-G-41 (July 16, 2024).

² Prior to the formal creation of the Donation Program in January 2024, Town Council approved a \$2,015 donation from this funding category for the Pakistan Heritage Day Celebration that occurred on October 21, 2023 in FY2024.

³ Based on submitted requests and \$15,000 donation limit.

Event Applications and Donation Requests Detail – FY2025⁴

Event Name	Proposed Date	Location	Host Organization	Event Application Status	Donation Application Status	Donation Amount
FY2025 – Events Occurring July 1, 2024 – June 30, 2025						
¿Qué Pasa? Herndon	September 14, 2024	Lynn Street/Town Green	Virginia Hispanic Chamber of Commerce	Approved	Approved	\$15,000
Irish Folk Festival	September 28, 2024	Arts Herndon (Private)	Comhaltas Ceoltoiri Eireann (CCE), O'Neill Malcom Branch	Approved, TUP	Approved	\$10,300
Children's Book Festival	October 19, 2024	Arts Herndon (Private)	Friends of Runnymede	Approved, TUP	Approved	\$9,000
Tree Planting	October 20, 2024	Town Hall Square	Reston/Herndon Clergy Group	Approved	N/A	N/A
Veteran's Day Ceremony	November 11, 2024	Town Green	American Legion Post 184	Approved	Not Eligible	N/A
Tree Lighting Event	December 7, 2024	Town Hall Square	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
WinterMarkt	December 14, 2024	Lynn Street, Municipal Parking Lot	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
Beauty of the East	April 19, 2025	Town Green	Silver Light Seniors	Approved	Approved	\$8,707
Grace Hill Church Easter	April 20, 2025	Town Green	Grace Hill Church	Approved	N/A	N/A
International Workers Day	May 1, 2025	Town Hall Square	New Virginia Majority	Approved	N/A	N/A

⁴ Based on event application status as of COB May 14, 2025.

Event Name	Proposed Date	Location	Host Organization	Event Application Status	Donation Application Status	Donation Amount
Friday Night Live	2025 Season	Town Green	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
Native Plant Sale	May 10, 2025	Runnymede Park	Friends of Runnymede	Approved	N/A	N/A
Brewbilee	June 28, 2025	Town Green	Strange Fruit Brewing	Pending	Not Eligible ⁵	N/A

⁵ This event was funded in FY 2024 through this Donation Program and therefore is not eligible under current policy for a donation for the same event FY 2025. Town Council has allocated separate funding in the adopted FY 2025 budget for a Juneteenth or Pakistan event, which is available through a separate donation request process and requires Town Council action. To date, no funding request has been made for this event.

Town of Herndon

Community Cultural Festivals

Amended Policy Statement

DATE

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~~ The purpose of this program-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-establishes a the foundation~~ framework for supporting donations ~~supportingfor~~ 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 donation program through the annual budgeting process. Funding availability is 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~~ support services, ~~in support of the to~~ establishment of Community Cultural Festivals within the town’s corporate limits. ~~In-kind town~~ Town support services ~~in support of for~~ Community Cultural Festivals are not guaranteed and are based on availability of staffing and resources. If town support services are required, they must be contracted separately. The associated costs will be the responsibility of the host organization.

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 a detailed total event budget estimate and an event description that describes why the proposed event is a ~~new~~ community cultural festival, and submit to the Town within the procedures' stated time frame applicable to the planned event size.
- Funding requests through this donation program shall not exceed:
 - **First-Year Funding (New Event):** Fifty percent (50%) of the total event budget or ~~fifteen thousand dollars (\$15,000)~~, whichever is less, for the first year;
 - **Second-Year Funding:** Twenty-five percent (25%) of the total event budget or \$7,500, whichever is less, for the second year; or
 - **Third-Year Funding (Final Year):** Twelve percent (12%) of the total event budget or \$3,750, whichever is less, for the third year; and
 - Community Cultural Festivals occurring beyond the third year will not be eligible for funding through this donation program.
- For the purposes of this policy, a new Community Cultural Festival is defined as an event that (1) has not been held within the Town of Herndon within the last five calendar years; and (2) has not previously received funding under the Community Cultural Festival Donation Program.
 - New events are eligible for the maximum available funding eligibility as outlined above under First-Year Funding.
 - Second-Year funding eligibility applies to:
 - Events hosted by the same organization that received First-Year Funding for the same event in the prior fiscal year; and
 - The event remains substantially similar in name, theme, purpose, and target audience.
 - Third-Year funding (Final Year) eligibility applies to:
 - Events hosted by the same organization that received Second-Year funding for the same event in the immediately preceding fiscal year, and
 - The event remains substantially similar in name, theme, purpose

and target audience.

- Subsequent year funding:
 - No funding through this program shall be provided beyond the third year.
 - Organizations are expected to develop self-sustaining models beyond the third year of town support.
- If the organization proposes significant changes to the nature, theme, or target audience of the festival, the event will be reviewed to determine if it qualifies as a new Community Cultural Festival or a continuation of a previously funded event.
- Hosting the event in a different location within the Town or on different dates does not, by itself, qualify an event as a "new" festival for purposes of funding eligibility.
- Community Cultural Festival donation applications will be reviewed administratively by Town staff to ensure all special event and donation eligibility requirements are met. 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 calendar year before the event date.
- ~~• Organizations may only receive a donation through this program for one new Community Cultural Festival per fiscal year. For the purposes of this policy, Community Cultural Festivals are considered new if (1) they have not been held within the town within the last five years and (2) have not received a donation through this program.~~
- 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

- Organizations awarded funding for a Community Cultural Festival through this donation program may use, on a limited basis, the town logo on the event marketing materials, representing the Town as a donating organization.
- The Town may provide cross-marketing support for Community Cultural Festivals receiving monetary support from the Town through this program.

Community Cultural Festivals Donation Policy Revision and Special Events Briefing

Herndon Town Council Work Session

July 8, 2025



Agenda

- Special Events
 - Types of events
 - Process and Requirements
 - Available Venues
- Community Cultural Events Donation Policy
 - Current policy
 - Types of donation requests received
 - Current policy limitations
 - Policy revisions requested by Council
 - Alternatives to consider for a donation program

Special Events

- Events on town property are managed or facilitated by the Department of Parks and Recreation
- Events on private property are managed entirely by the private organizer, with limited town involvement

Types of Events

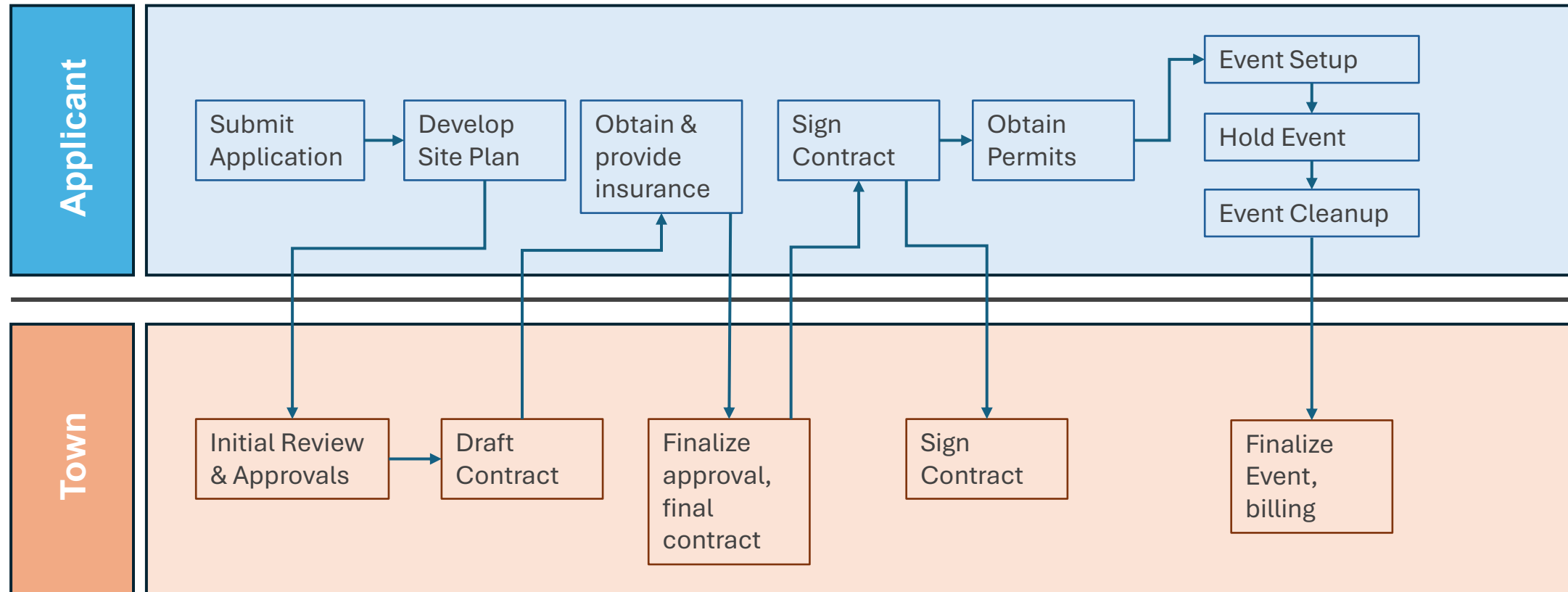
Type	Managed	Location	Requirements
Town Managed	Planned & managed by Town staff	Town property	Free & open to the public, serving the community
Outside Organization on Town Property	Planned & managed by an outside organization	Specific town property sites designated for the program	Free & open to the public, serving the community
Events on Private Property	Planned & managed by an outside organization	Private property	Temporary Use Permit (TUP) required if on property not zoned for use, no town services provided

Events FY 2024-2025

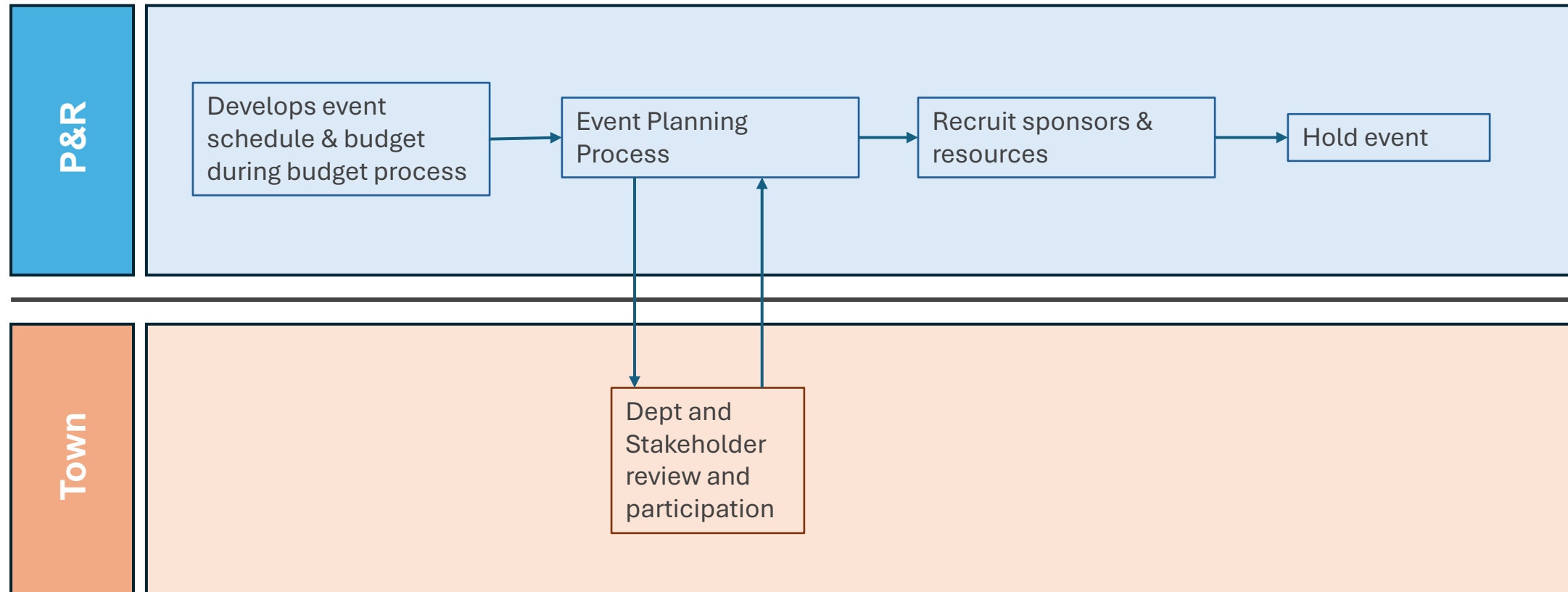
Type	Summer (July-Sept)	Fall (Oct-Dec)	Winter (Jan-Mar)	Spring (Apr-June)
Town Managed	• 4th of July Fireworks • Farmer's Market Fun Days • Pickleball Tournament • Puzzle Palooza • Nature Fest • Summer Camps	• Harvest Moon Swim Meet • Pumpkin Plunge • Homecoming Parade • Turkey Trot • Holiday Arts & Craft Show	• HCC Open House • HCC Beach Resort • VIP Dance • Kids Fishing Derby • Puzzle Palooza	• Aqua Egg Hunt • Hoppy Egg Hunt • Stream Clean up • Mayor's Volunteer Appreciation • Bike to Work Day • Pickleball Tournament • Town Square Tuesdays
Outside Organization on Town Property	• Friday Night Live (17 concerts) • Farmers Markets	• Veteran's Day • Que Pasa • Holiday Tree Lighting • WinterMarkt		• Memorial Day, Cemetery • Native Plant Sale • New VA Majority • Beauty of the East • Easter Service

Events on Private Property – The town approved 6 TUP's for private events in FY 25.

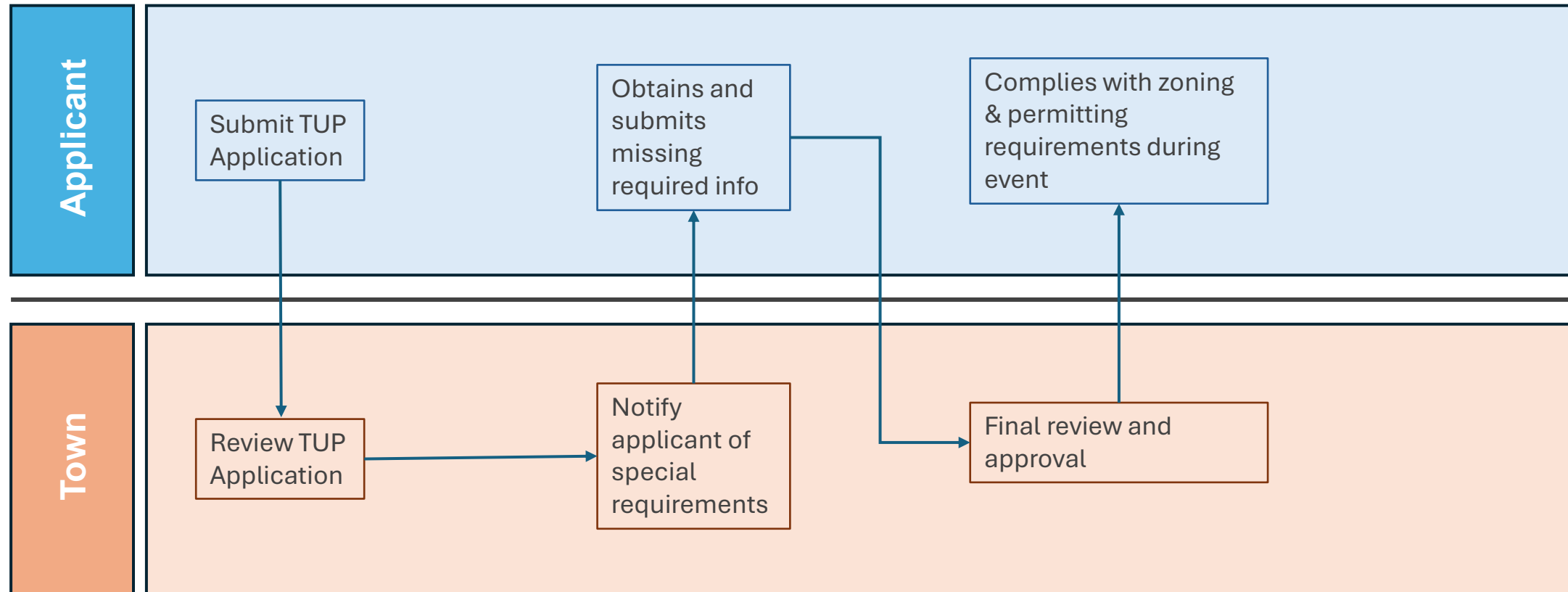
Application Process – Events by Organizations



Application Process – Events by Town



Application Process – TUP



Event Requirements, dependent on scope

- ABC license for alcohol, if alcohol will be served
- Health department food licenses, if food will be served
- Approval by NOVA Parks, if the W&OD trail will be used or modified
- Carnivals, Fairs and Festivals – Fire and Rescue (fairfaxcounty.gov)
- Fairfax County Fire Marshal if propane, or other liquified petroleum will be used for cooking
- Fairfax County Fire Marshal for temporary tents of a certain size and capacity
- Amusement permits
- Structural permits
- Certificate of Insurance
- Site & Safety Plans
- Noise Permit
- Reimbursement to Town for provided services

Available Venues

Location	Size	Capacity
Town Green	15,295 SqFt	1,020 people
Town Hall Square	4,500 SqFt	300 people
Lynn Street	Center St to Spring/Station St	Varies
Parking Lots HMC Lot, James Lot		
HCC Facility Rentals, Picnic Shelter Rentals	Varies	Varies

Plan an Event

On Town of Herndon
website



[Residents](#) » [Events](#) »

Plan an Event

<https://www.herndon-va.gov/residents/events/plan-an-event>

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

What you need to know about planning an event in the Town of Herndon:

- [Venues](#)
- [Application Process and Deadlines](#)
- **Submission Requirements:**
 - [Site Plans](#)
 - [Public Safety & Security Plan](#)
 - [Set-up & Clean-up Plan](#)
 - [Permits & Insurance](#)
 - [Noise](#)
 - [Alcohol & Food](#)
 - [Amusements & Entertainment](#)
 - [Fees](#)
 - [Cancellations & Refunds](#)
- **READY TO APPLY?** Click [here](#).

Some Events May be Eligible for Town Donations, Through the Town Community Cultural Festival Donation Policy

Community Cultural Festivals Donation Policy Revision

Authority

Va. Code Sec. 15.2-953

- Any locality may make appropriations of public funds, of personal property or of any real estate and donations to any charitable institution or association, located within their respective limits or outside their limits if such institution or association provides services to residents of the locality; however, such institution or association shall not be controlled in whole or in part by any church or sectarian society.
- “Donations” includes the lawful provision of in-kind resources for any event sponsored by the donee.

Current Policy

- Appropriation approved by Town Council during the budget process to provide donations to support non-profit events.
- Organizations may only receive a donation for one new Community Cultural Festival per fiscal year; applies to new events only.
- Donated services not captured.
- Donation provided = lesser of 50% of the total event budget or \$15K.
- Funding availability is on a first-come, first served basis during the fiscal year.
- Administered and maintained by the Town Manager's office.

Types of Donation Requests Received

	Type	Description	Approval
1	Budgeted – Line item	General Fund appropriation naming specific organization to receive funds	Town Council
2	Cash Donation – Community Cultural Festival	Cash provided under current policy as event support to non-profit organizations holding approved events in the Town	Delegated to Town Manager
3	Services	Formerly known as “in-kind”; services provided that are considered as event support	Town Council
4	Fee Waivers	Waiving of stated rental, permitting and other town fees	Town Council
5	Discounts	Includes free HCC passes, discounted fees, other donated “prizes”	Town Council
6	Ad-hoc	Request for donation outside of Current Policy	Town Council

Current Policy limitations

- Limited to Community Cultural Events.
 - Once per fiscal year for new events.
 - Service donations, waivers, etc. not described and not captured well in town accounting.
 - Inability to apply for funds after first event.
- Confusion between the donation process and event application.
- No authority for small, worthwhile donations.
- Lack of broader policy leads to ad-hoc requests.
- Ad-hoc requests have no policy, which results in inconsistent consideration.

Policy Revisions Requested by Council

- Allows first year, second year and third year donations
 - Lesser of 50% or \$15,000
 - Lesser of 25% or \$7,500
 - Lesser of 12% or \$3,750
- Definition provided for new community cultural festival
- Significant changes to event nature, theme, or target audience may allow event to be considered for subsequent funding
- Costs for town services are the responsibility of the organizer.

Alternatives to Consider for Donation Policy

- **Maintain Policy:**
 - Continue with current policy without the proposed revisions.
- **Amend Current Policy:**
 - Update current policy requirements as proposed.
 - Does not resolve all gaps identified.
- **Repeal Policy and Create New Expanded Program:**
 - Correct policy limitations through a new policy.
 - Current Council would update donation priorities.
 - Document approval process for other donation types.
 - Provide opportunities throughout the year.
- **Repeal Policy and Discontinue Donation Program:**
 - Eliminate authority for Town Manager approval of donations.