



TOWN COUNCIL WORK SESSION AGENDA

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

Wednesday, August 6, 2025 | 7:00 PM

1. Call to Order

2. Discussion

- a. Safety Action Plan Goal Setting
- b. Energy Savings Performance Contract (ESPC) Program Briefing
- c. Introduction to Zoning Text Amendment (ZOTA) #25-01
- d. Request to consider a donation to Arts Herndon in support of the Juneteenth event held June 21, 2025
- e. Herndon Youth Advisory Committee Structure Discussion
- f. Review donation policy, process along with all events (pipeline) in flight for the next 18 months - Councilmember del Aguila

3. Roundtable

4. Closed Meeting

- a. A Closed Meeting pursuant to Code of Virginia Section 2.2-3711(A)(1), for discussion of prospective candidates relative to appointments to boards and commissions
- b. A Closed Meeting pursuant to 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 law

5. Adjournment

Agenda Item: Safety Action Plan Goal Setting

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: Mike Shindledecker Transportation Engineer

Description:

This discussion item relates to the Town’s ongoing Roadway Safety Action Plan.

Background:

The plan process kicked off in June 2025 and is anticipated for adoption in April 2026. As a precursor to this project, the Town of Herndon Council resolved to apply for a grant application under the Safe Streets and Roads for All (SS4A) Program of the United States Department of Transportation (USDOT) under Resolution 24-G-17 on March 26, 2024. The Town was successful in its application and executed a grant agreement with the Federal Highway Administration effective January 8, 2025. The Town subsequently retained the services of a consulting firm in June 2025 to aid in the development of the Safety Action Plan.

The SS4A program supports the USDOT National Roadway Safety Strategy and goal of zero roadway deaths using a “Safe System Approach”. Funds are awarded on a competitive basis to support planning, infrastructural, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users, including pedestrians; bicyclists; public transportation, personal conveyance, and micromobility users; motorists; and commercial vehicle operators.

This discussion, facilitated by the Town’s consultant, will establish preliminary goals for the Town’s Roadway Safety Action Plan. In addition to the requirement to eliminate all roadway fatalities, the resulting goals will include a target for reducing serious injuries, adjacent community goals related to safety, and a timeline to achieve desired outcomes.

- The initial request to Town Council to approve a grant application was presented on March 26, 2024: <https://herndonva.portal.civicclerk.com/event/18/overview>
- An update on the Safety Action Plan was presented with approval for contract award May 27, 2025: <https://herndonva.portal.civicclerk.com/event/581/overview>

Timing Impact:

Town Council goals for the Safety Action Plan should be set prior to conducting public outreach in Fall 2025. The draft Safety Action Plan will be presented to Town Council members in late Winter 2025/26 with anticipated adoption by Town Council resolution in Spring 2026. The project is on an accelerated timeline in order to prepare a potential Safe Streets and Roads for All (SS4A) grant funding application in Spring 2026. This future grant request will be for either a demonstration or implementation project as identified in the adopted Safety Action Plan.

Strategic Focus Area:

Secure and Interconnected Community
Thriving Community

Fiscal Impact:

No direct fiscal impact is anticipated from this discussion. The Safety Action Plan and associated efforts (ADA Transition Plan and Corridor Safety Studies) are funded through an existing \$100,000 local obligation against a \$400,000 Federal grant for a total of \$500,000.

Adoption of the Town's Roadway Safety Action Plan will identify future projects for consideration in the Town's Capital Improvement Plan (CIP).

Legal Impact:

A Safety Action Plan prepared under the SS4A grant must adopt a goal to eliminate roadway fatalities and significantly reduce serious injuries. However, this discussion will not have direct legal implications until the plan is completed and adopted in Spring 2026. The Safety Action Plan may also recommend new codes or ordinances pertaining to transportation safety.

Staff Recommendation/Next Steps:

Staff recommends that Council adopt a goal to achieve zero fatalities on the Town's transportation network to meet the requirements of the SS4A grant. Staff recommends that the Council adopt a goal to significantly reduce serious injuries to meet the requirements of the SS4A grant, but does not have specific recommendation for a timeline. Town Council goals will be used to shape public engagement activities in Fall 2025. Staff will return to Town Council in late Winter 2025/26 with a draft Safety Action Plan.

Attachments:

1. Presentation (REVISED)

Roadway Safety Action Plan

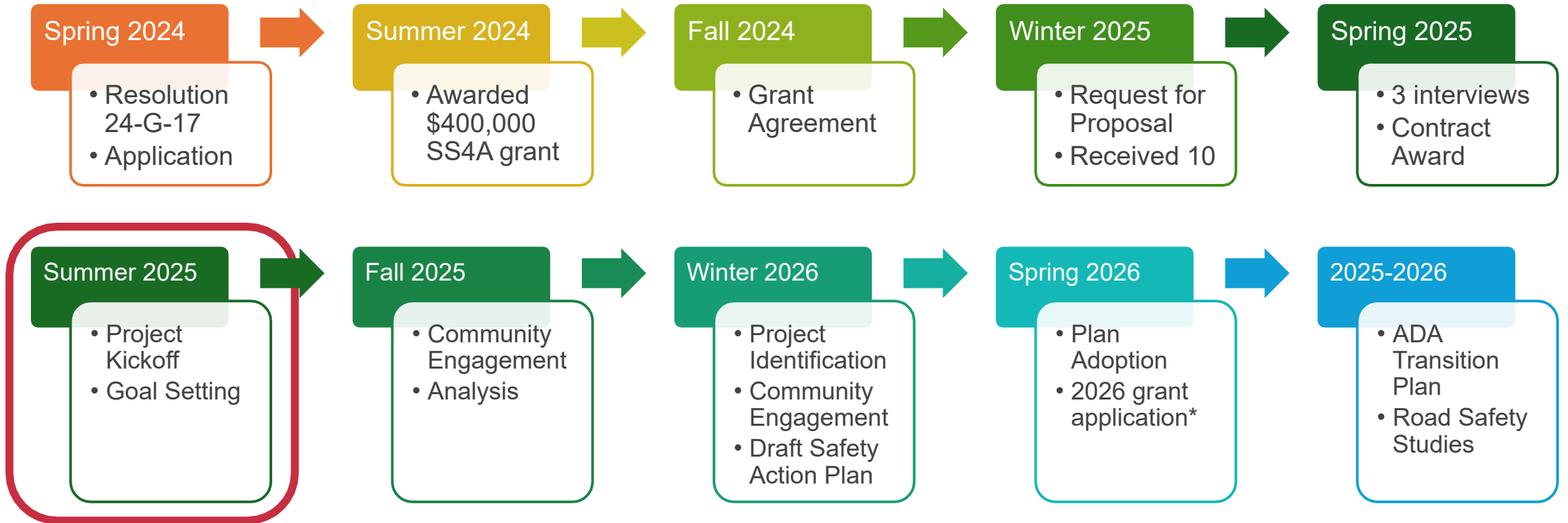
Town Council Work Session

August 6, 2025



Mike Shindledecker
Transportation Engineer

Timeline



WE ARE HERE

**For demonstration or implementation funding*

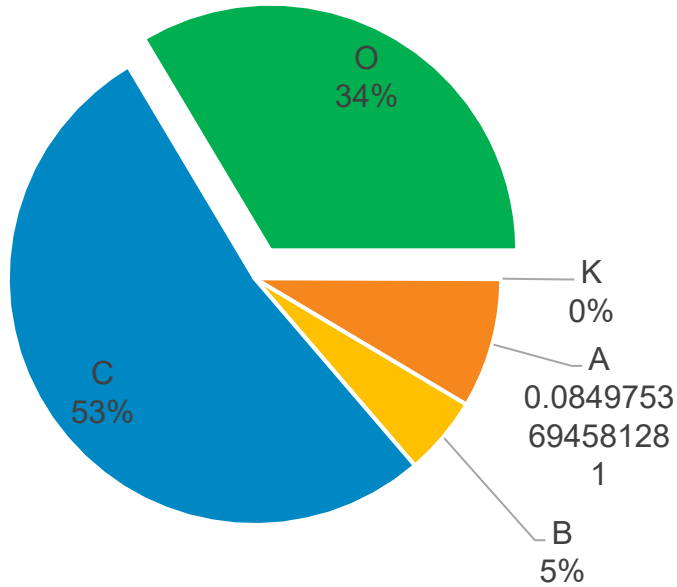
Safety Action Plan Components

- Comprehensive safety analysis for all Town transportation facilities
- Considers all modes of transportation and all types of users
- Will include robust community involvement
- Requirements for a Federally-compliant Safety Action Plan:

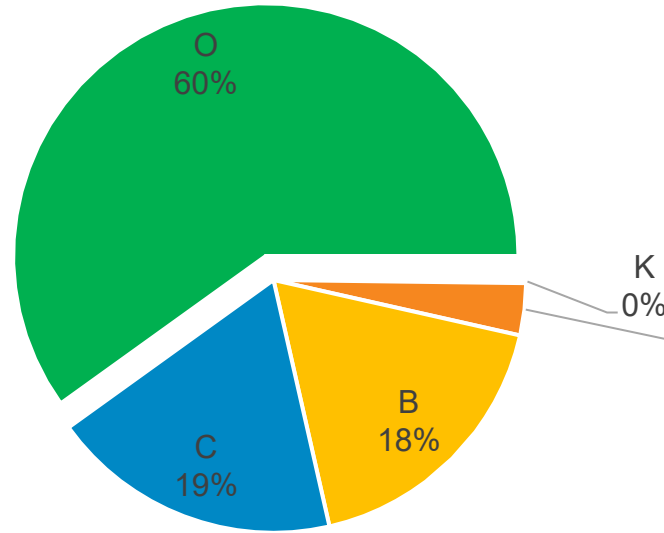


5-Year Severity Comparison 2018-2022

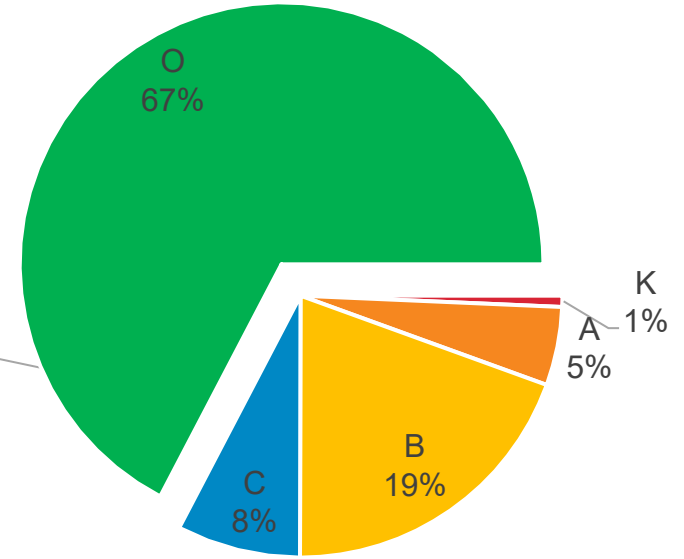
Town of Herndon



Towns & Small Cities



Commonwealth of Virginia

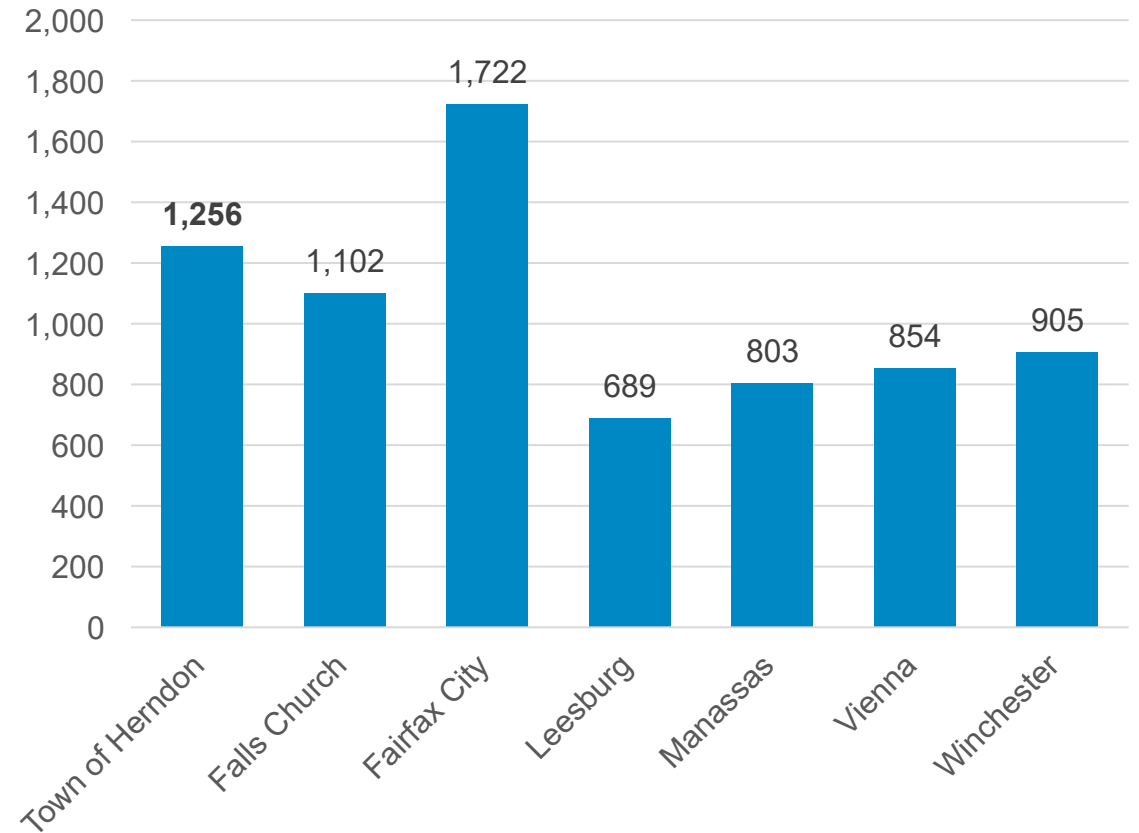
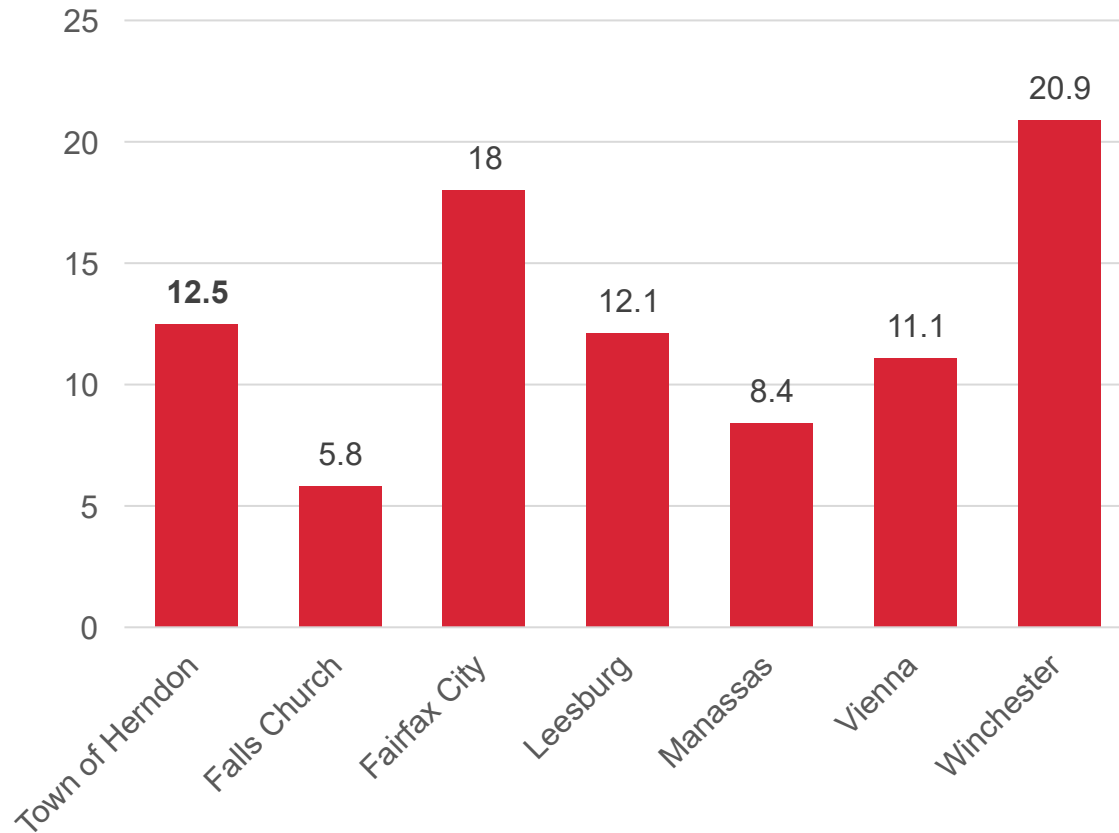


- Fatal
- Visible Injury
- Property Damage Only
- Serious Injury
- Non-visible Injury

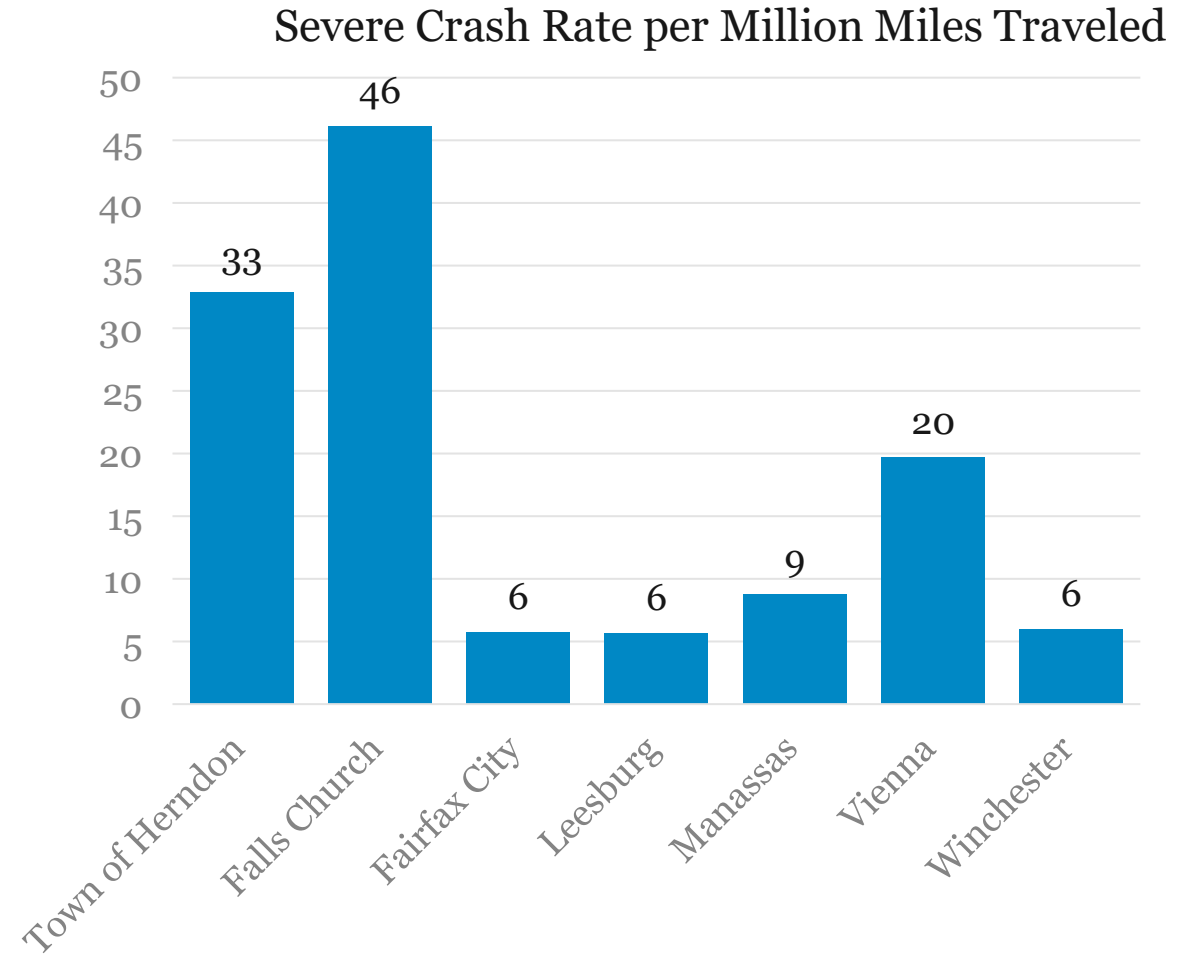
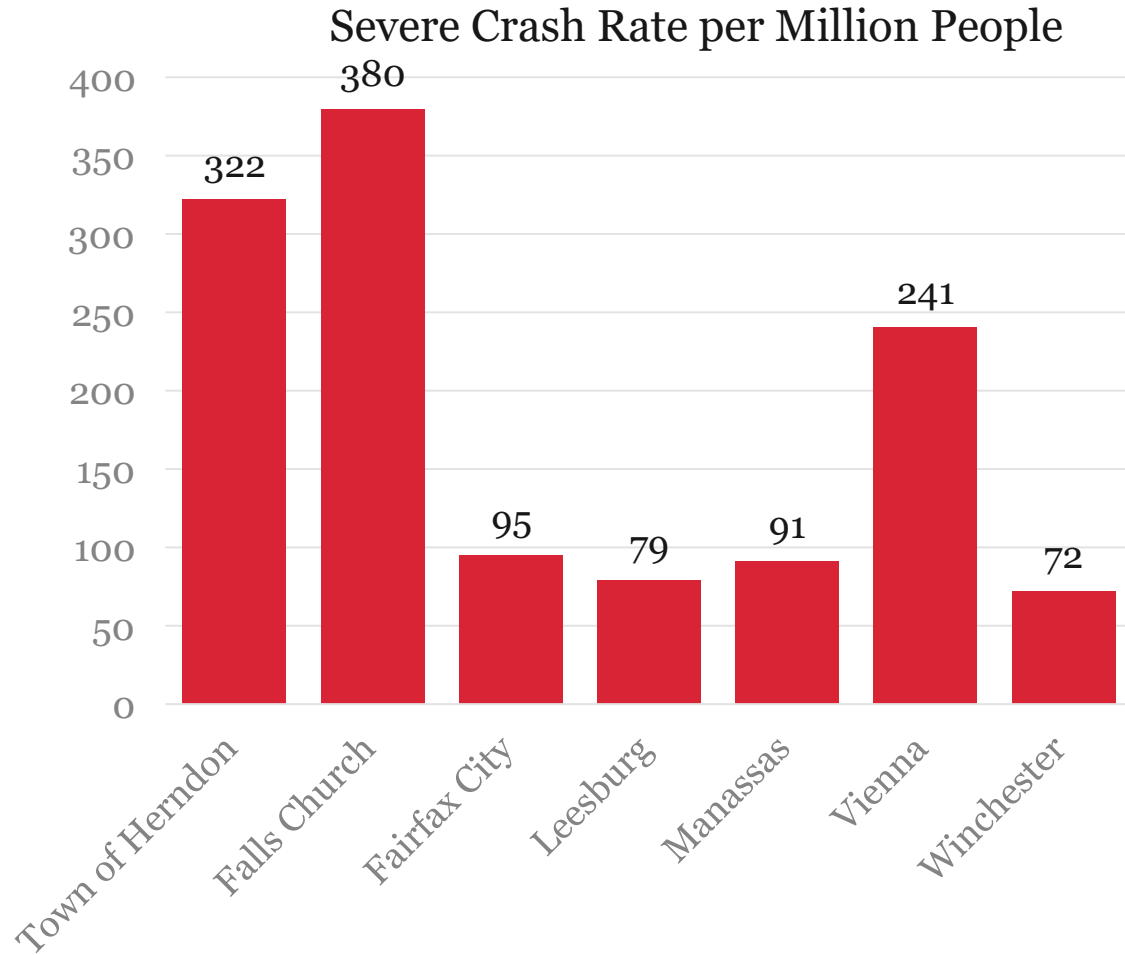
Peer Comparison – OVERALL Crash Rates (2018-2022)

Crash Rate per Million Daily Vehicle Miles Traveled

Crash Rate per 1,000 People



Peer Comparison – SEVERE* Crash Rates (2018-2022)



* Severe crashes include fatalities and serious injuries.

For discussion today

- What traffic **safety outcome** should the Town focus on?
- What other **ancillary goals** would the Town like to achieve?



Secure and
Interconnected Community



Thriving Community



Safety outcome

- The Safety Action Plan must comply with the following Federal requirement:

Leadership Commitment and Goal Setting

Are **BOTH** of the following true?

- A high-ranking official and/or governing body in the jurisdiction publicly committed to an eventual goal of zero roadway fatalities and serious injuries; and
- The commitment includes either setting a target date to reach zero OR setting one or more targets to achieve a reduction in roadway fatalities and serious injuries by a specific date.

YES

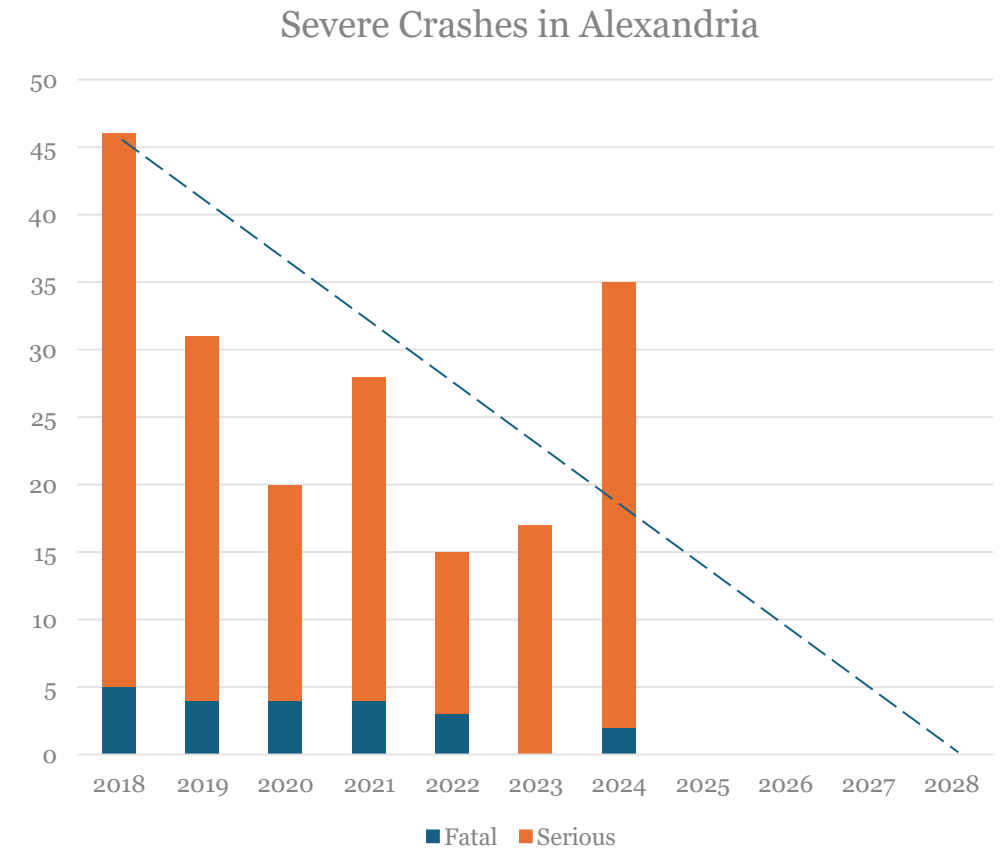
NO

Note: This may include a resolution, policy, ordinance, executive order, or other official announcement from a high-ranking official and the official adoption of a plan that includes the commitment by a legislative body.

- What is an appropriate outcome for Herndon?

Safety outcome case study: Alexandria

- Vision Zero Plan adopted in late 2017
- Target to eliminate severe crashes by 2028 (see dashed line in chart)
- Investments have included:
 - \$800-900K/year in smaller capital projects
 - \$400-500K/year for Safe Routes to School
 - Several larger grant-funded capital projects
 - Incorporation of safety elements into ongoing operations and maintenance



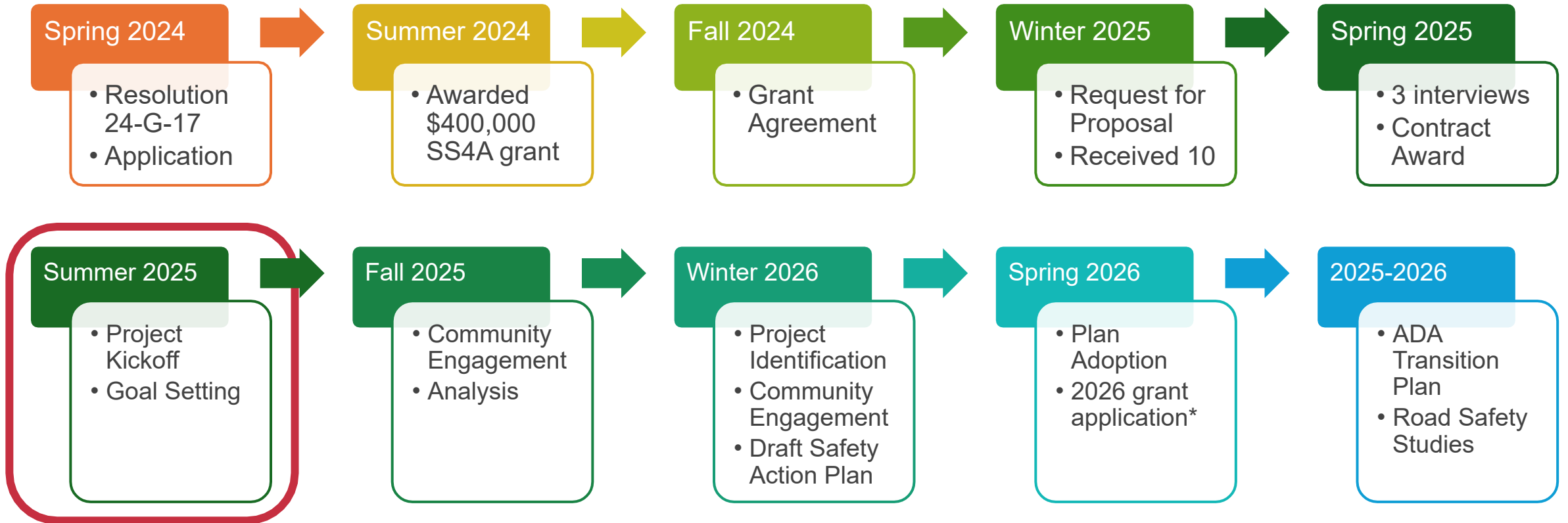
(excludes Interstate highways)

For discussion today

- What traffic **safety outcome** should the Town focus on?
- What other **ancillary goals** would the Town like to achieve? How might safety improvements help? Examples:
 - **Economic development**
 - **Mode shift**
 - **Quality of life**



Timeline



WE ARE HERE

**For demonstration or implementation funding*

Agenda Item: Energy Savings Performance Contract (ESPC) Program Briefing

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: John Irish, Acting Director of Public Works - Engineering, TJ Williams

Description:

Briefing on the current Status of ESPC (Energy Savings Performance Contract) Program.

Background:

Environmental Strategy: Enhance Energy Efficiency in Town-Owned Buildings

The Virginia Department of Energy's Energy Savings Performance Contract (ESPC) program supports municipalities to implement energy savings and use the savings to pay for the improvements.

The ESPC Program includes:

- Pre-qualified, specialized contractors
- Energy savings performance is guaranteed
- Energy savings must exceed the cost of the project
- Funded through programs like lease/purchase
- Design and build all in one
- Virginia Department of Energy support
- Contracts of up to 20 years

The Town solicited qualifications from all 17 Virginia Department of Energy's pre-qualified ESPC contractors. We selected five contractors to provide "back-of-the-envelope" proposals and, through interviews and evaluations, selected CMTA as our ESPC contractor.

CMTA completed an "Investment Grade Audit" through a preliminary design, final design, initial cost estimate, final cost estimate and a proposed savings guarantee. The program is currently in five phases spread over a three to five-year period.

Total energy savings equipment and upgrades costs total in excess of \$17M. The energy savings and reduction in maintenance costs will offset the initial cost of equipment and upgrades over a 20-year time frame. Additional costs anticipated with the complete program implementation are roof replacements for the Herndon

Community Center and Herndon Police Department, and costs to temporarily relocate staff from the Herndon Municipal Center to 397 Herndon Parkway building.

Timing Impact:

The town's mechanical systems are beyond their useful life. This has resulted in increasingly costly repairs as well as unplanned disruption to town operations and resident services. In some cases, parts for obsolete equipment cannot be sourced. Delaying this contract would result in increasing costs and potential catastrophic failures. This briefing provides project information ahead of an anticipated request for contract award in September.

Strategic Focus Area:

Environmental and Economic Sustainability
Strong Fiscal Stewardship

Fiscal Impact:

Depending on the decision to either finance with debt or pay as we go, the guaranteed energy savings and reduction in ongoing maintenance costs will offset the implementation costs over a 20-year time frame.

Legal Impact:

No legal impacts are anticipated.

Staff Recommendation/Next Steps:

Next steps are to authorize the Investment Grade Audit proposal and issue a Notice to Proceed when the proposal scope and costs are finalized.

Attachments:

1. Presentation

ENERGY PROJECT BRIEFING

John Irish, Acting Director Department of Public Works

August 6, 2025



Why Now?

- Major systems are outdated and beyond useful life (e.g., 1990s-era HVAC, Lighting, Controls)
- Emergency repairs are becoming more frequent and costly.
- Energy inefficiencies are escalating operational costs.
- Replacing systems now prevents more expensive failures later.
- The ESPC initiative provides a long-term solution using guaranteed savings.



Strategic Alignment & Benefits

Aligns with Town sustainability, modernization, and lifecycle asset management goals.

Supports industry-preferred 80/20 preventative-to-reactive maintenance model.

Enhances comfort, controllability, and operational resilience for Town facilities.

Prioritizes good governance and environmental stewardship.

Meets Comprehensive Plan objectives for cost effective infrastructure investments.



Contract Summary

20-year performance-based Energy Services Contract with CMTA.

Covers design support, construction, commissioning, and long-term maintenance.

CMTA guarantees energy savings; if not met, they pay the shortfall.

Remote monitoring and real-time adjustments included in the maintenance scope.

Contract minimizes disruptions through phased implementation and swing space planning.

Phase One Scope and ROI

■ HMC HVAC replacement, Town Shop HVAC replacement, 397 Building LED lighting replacements, Town Hall Controls, and EV charging stations

■ Total cost: \$3.5M (funded via reserves+ \$0.5M budget amendment).

■ Projected first year energy savings: \$150,000; O&M savings: \$56,000.

■ CMTA guarantees ROI via ongoing Monitoring & Verification (M&V) process

■ Full access Building Automation System (BAS) allows CMTA to track performance and proactively recommend adjustments accordingly.



Phase Two and Beyond



Phase 2 (FY27): HCC HVAC & roof replacements, with solar photovoltaic (PV) potential. ~\$4.7M



Phase 3 (FY28): HPD HVAC & roof replacements ~\$3.8M



Phases 4-5 (FY29>): Town Hall HVAC, Clubhouse, remaining ECMS from audit. ~\$5M



ECM selection based on energy savings, life safety, and system criticality. \$~15M identified of ~\$30M total.



5 Year Cost & Energy Impact



Total 5-year implementation cost estimated at ~\$15M (prioritized ECMs).



Energy savings are projected cumulatively by phase; Phase 1 provides baseline.



Heat map visuals show building-by-building progression over 5 years.



Those upgrades focus on energy usage intensity (EUI), system age, and deferred maintenance risk.



Mapping Legend

	Acceptable / Modern- Equipment is within its useful life and does not require immediate action.
	Near End-of-Life – Equipment is aging and should be monitored closely; likely due for replacement in the near term.
	End-of-Life / Critical Age – Equipment is at or beyond its expected service life and needs immediate replacement or upgrade.
	Not Evaluated / Unknown – Data was not available, or system is non-functional or excluded from assessment

Pre-ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Post Phase 1 ('25-'26) ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Post Phase 2 ('26-'27) ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Mapping Legend

	Acceptable / Modern- Equipment is within its useful life and does not require immediate action.
	Near End-of-Life – Equipment is aging and should be monitored closely; likely due for replacement in the near term.
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	Not Evaluated / Unknown – Data was not available, or system is non-functional or excluded from assessment

Post Phase 3 ('27-'28) ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Post Phase 4 ('28-'29) ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Post Phase 5 ('29-'30) ESPC HVAC Equipment Age Chart

Building	Controls	Terminal Equipment	Air Distribution	Source Equipment
HCC				
HMC				
Public Works				
HPD				
Town Hall				
Golf Clubhouse				
Golf Maintenance				
Train Depot				

Financing, Timeline, Milestones

- Phase 1 funded from existing capital reserves plus \$500K new allocation.
- Council will vote on amendment and contract approval Sept 23, 2025.
- Future phases may involve bonding, timeline to be refined with updated audits and designs. Pay back of Phase 1 bonding may be considered.
- 2022-2024: ESCO RFP, contractor selection, energy audit, and facility assessments.
- 2024-2025: Phase 1 design finalization, contract award, long-lead procurement.
- January 2026: Phase 1 construction begins, with completion expected mid-year.
- Phases 2-5: Continue through 2030, pending funding availability.

Questions



Agenda Item: Introduction to Zoning Text Amendment (ZOTA) #25-01

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: David Stromberg, Zoning Administrator

Description:

This briefing is meant to familiarize the Town Council with the next steps in implementing the Transit Related Growth (TRG) Area Plan, in particular ZOTA #25-01, which will be a public hearing item at the August 12, 2025 regular meeting.

ZOTA #25-01 is the next step to implementing the Transit Related Growth (TRG) Area Plan that was approved on April 23, 2024. The approved TRG Area Plan promotes the establishment of a mixed-use multimodal neighborhood that is walkable to mass transit, and encourages sustainable development and lifestyles. Apartments, condos and townhouses provide a variety of living options. New development and renovation of some older properties provide new and updated options for small businesses.

Background:

The TRG Small Area Plan was formally adopted by the town council on April 23, 2024. The parcels comprising the TRG are located within 3/4 of a mile of the Herndon Metro Station, but do include the nine parcels comprising the Herndon Transit-Oriented Core or the Fairbrook property. The complete 93-page TRG Small Area Plan, and the addendums, are available on the town's website.

To permit redevelopment in conformity with the TRG Area Plan, zoning districts must be established to codify the intent and purpose of the plan. None of the town's existing zoning districts achieve the intent of the TRG, thus necessitating the writing and adoption of new zoning districts. Due to the proposed development pattern of the TRG Area Plan, at least two new zoning districts are necessary. On January 28, 2025, the town council approved ZOTA #24-02, PD-TRG1, the first of the new TRG zoning districts.

On August 12, the council will consider ZOTA #25-01, PD-TRG2. While PD-TRG1 provides zoning regulatory language for the future development of apartments, offices, commercial buildings, and amenities bordering the Herndon Parkway, PD-TRG2 provides zoning for the area within the TRG that lies between the future higher density development along the Herndon Parkway and the existing residential neighborhoods to the north and west of the TRG. Thus, PD-TRG2 is written to permit townhouses and

two-over-two condo development, and some minor commercial options. The TRG Area Plan envisions this lower-density development as a logical transition and the opportunity to provide additional housing choices.

Timing Impact:

A property owner in the TRG has submitted a rezoning application. The staff and applicant have been working together to bring the proposal into general conformity with the adopted TRG Small Area Plan. Until ZOTA #25-01 is adopted, the application cannot move forward due to the absence of a zoning district that would permit the proposed uses. Beyond the current pending application, ZOTA #25-01 is a necessary mechanism for moving forward the implementation of the TRG Area Plan.

Strategic Focus Area:

Environmental and Economic Sustainability
Secure and Interconnected Community

Fiscal Impact:

The TRG Area Plan fiscal impact analysis estimates an increase in assessed value from \$215 million (current conditions in FY 2023) to \$1.77 billion at full plan build-out (FY 2023 dollars). Due to the land ownership patterns in the TRG and variations in the market, full build-out is not anticipated for at least 20 years.

Legal Impact:

ZOTA #25-01, if adopted, will become part of the Town of Herndon Zoning Code, which is a legal regulatory document. The ZOTA #25-01 will govern the type of use, setbacks, and other factors that shape development and, in conjunction with other sections of the Zoning Ordinance and Town Code, will have a lasting legal impact on development moving forward.

Staff Recommendation/Next Steps:

As this is a discussion item, staff has no formal recommendation. At the August 12, 2025 regular meeting, Town Council will hold a public hearing and staff will provide a recommendation on ZOTA #25-01.

Attachments:

- 1. Presentation

Transit Related Growth Small Area Plan

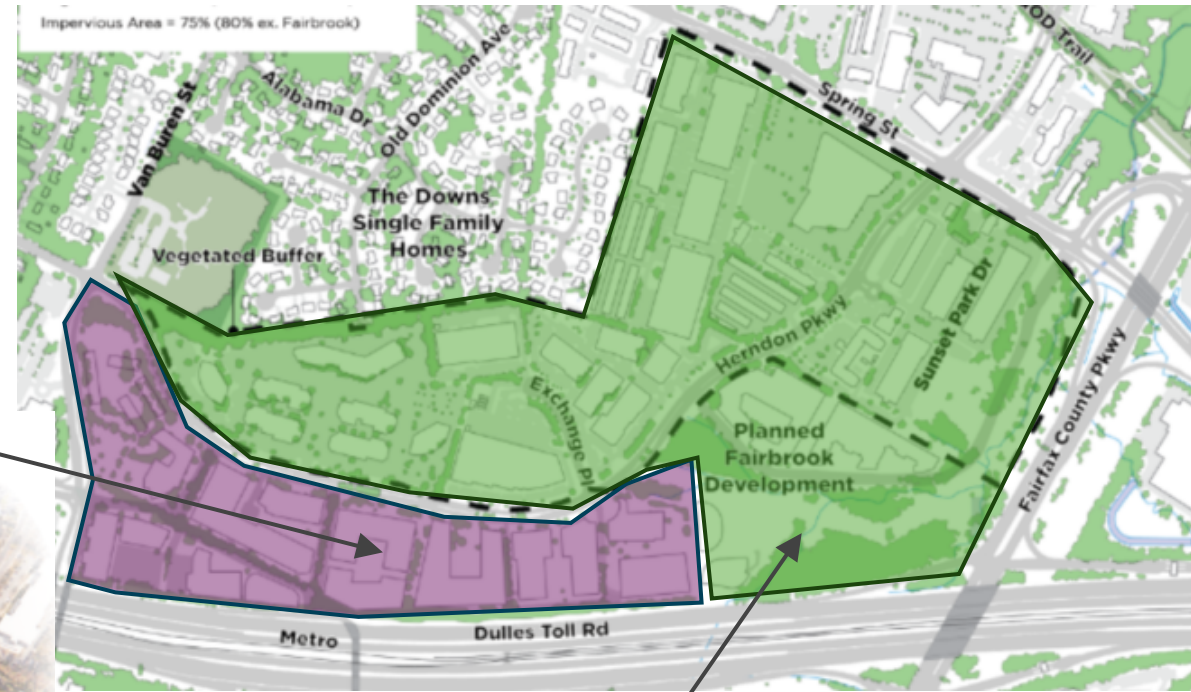
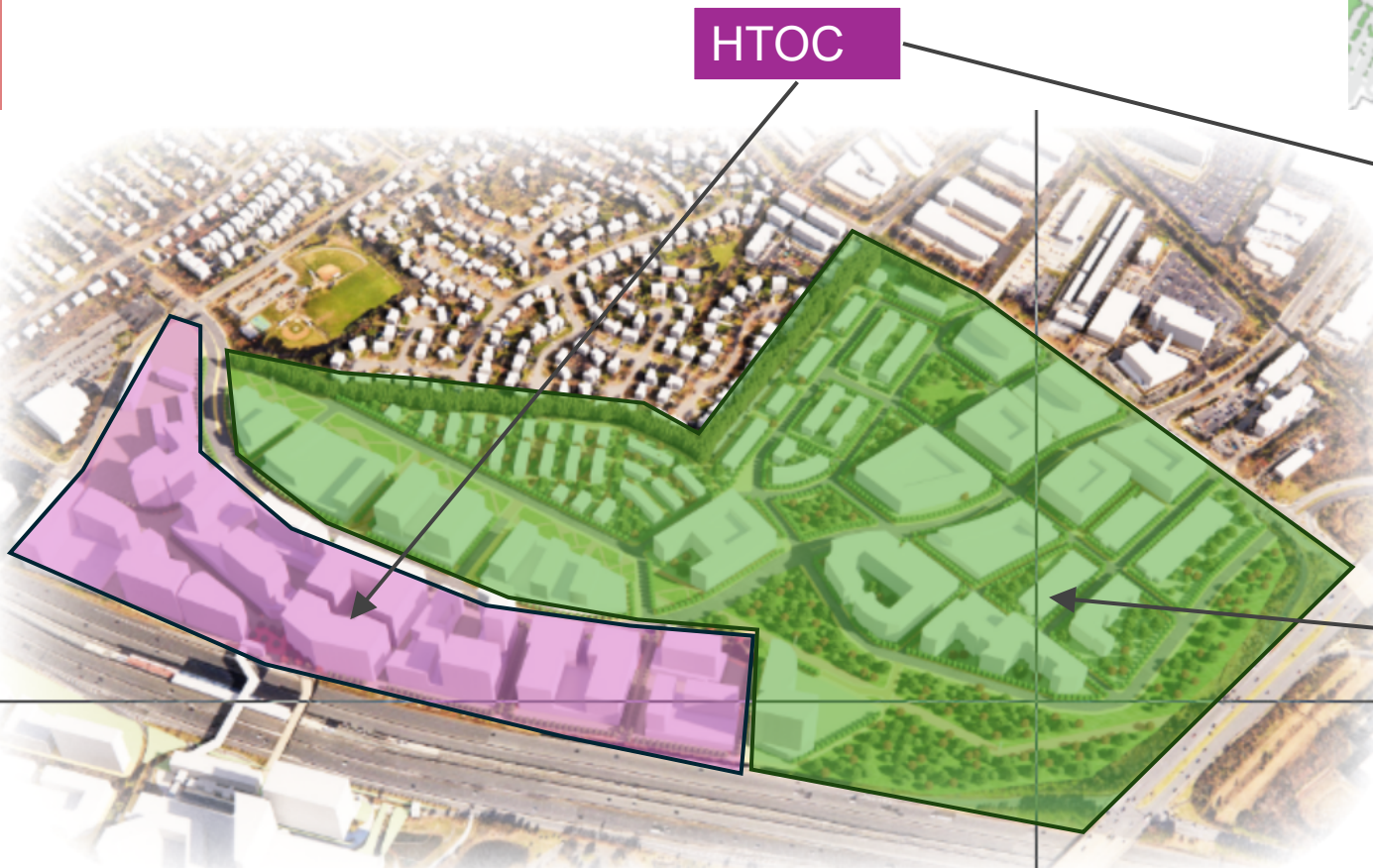
Implementation Overview
ZOTA #25-01, PD-TRG2
August 6, 2025



Transit Related Growth (TRG) Small Area Plan

- ✓ A component of the Comprehensive Plan.
- ✓ Establishes a detailed vision for future growth and changes in land use and density.
- ✓ Outlines specific public and private improvements.
 - ✓ New public and private roads.
 - ✓ New public and private parks and open spaces.
- ✓ Complements the previously approved (2011) Herndon Transit Oriented Core (HTOC) Small Area Plan.
- ✓ Divides the TRG into 3 distinct areas of varying densities and uses

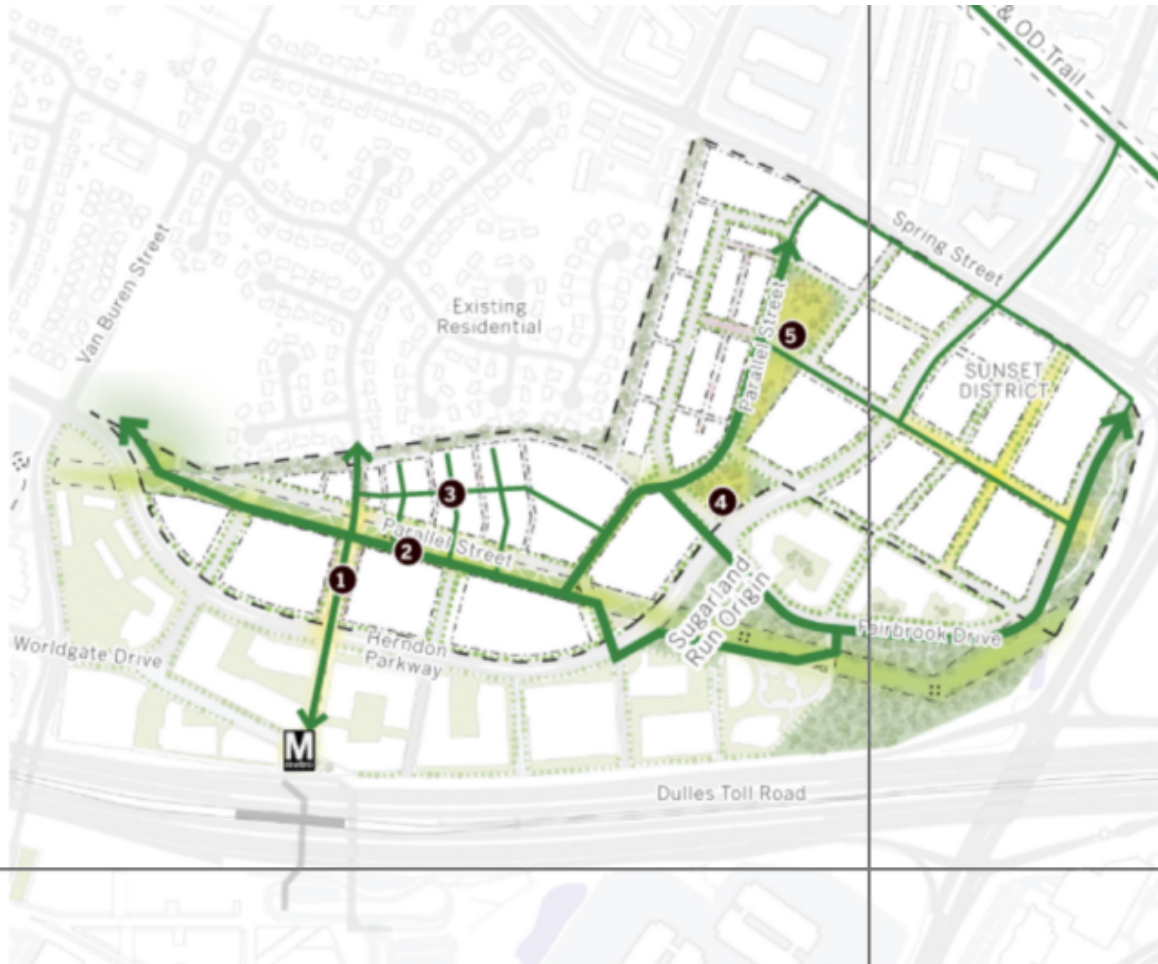
TRG and HTOC Area Plan Boundaries



TRG

HTOC

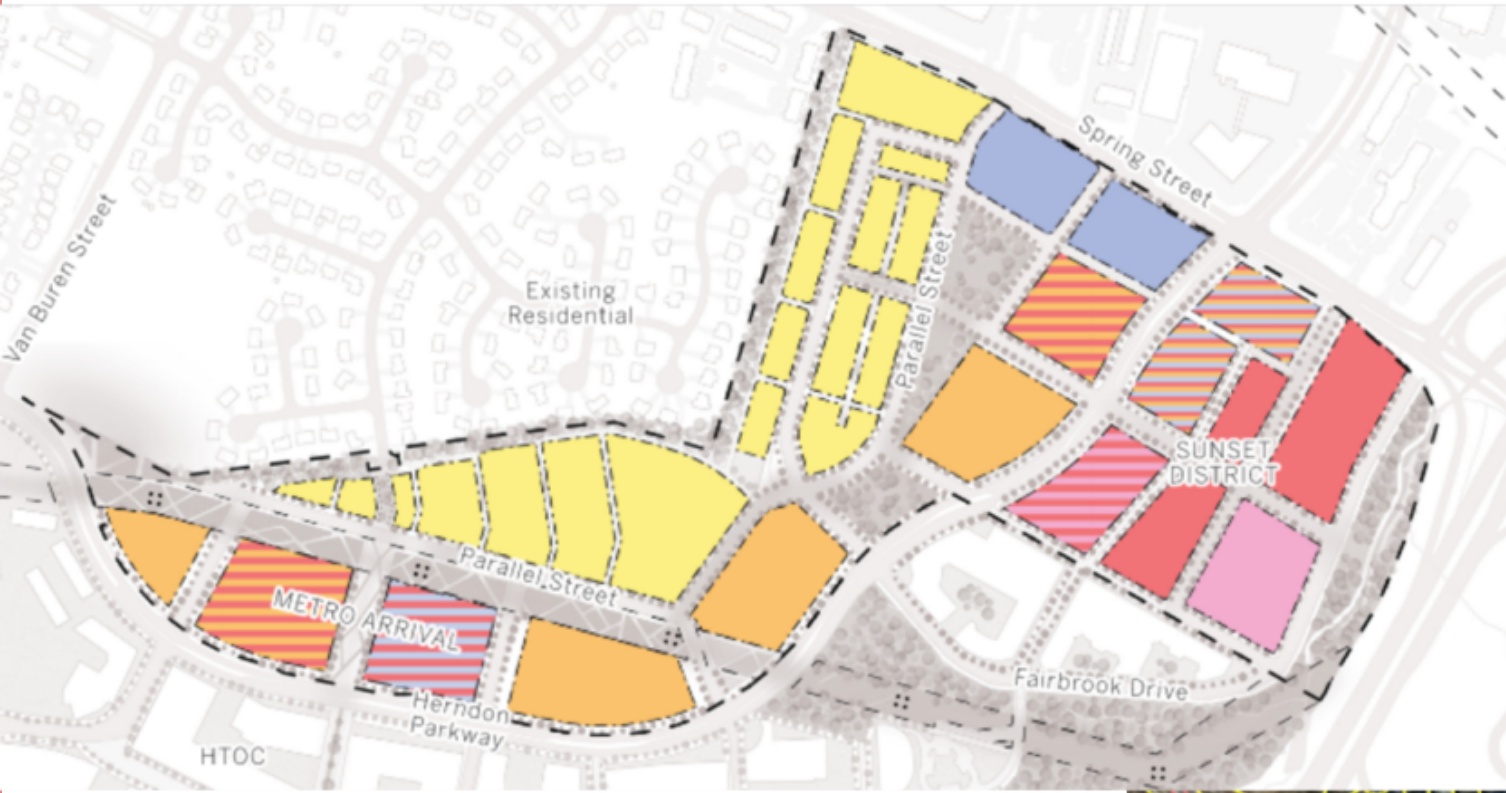
Transit Related Growth Plan Components









Open Space Network Plan

- ✓ Parks and open space
- ✓ Streets & sidewalks
- ✓ Higher density
- ✓ Transitioning density
- ✓ Redevelopment vs. repurposing and rebranding

Transit Related Growth Land Use Recommendations



- | | |
|---|--|
|  Medium Density Residential |  Office |
|  Mixed Use/Residential |  Mixed Use/Hospitality |
|  Mixed Use/Office |  Mixed Use/Residential/Office |

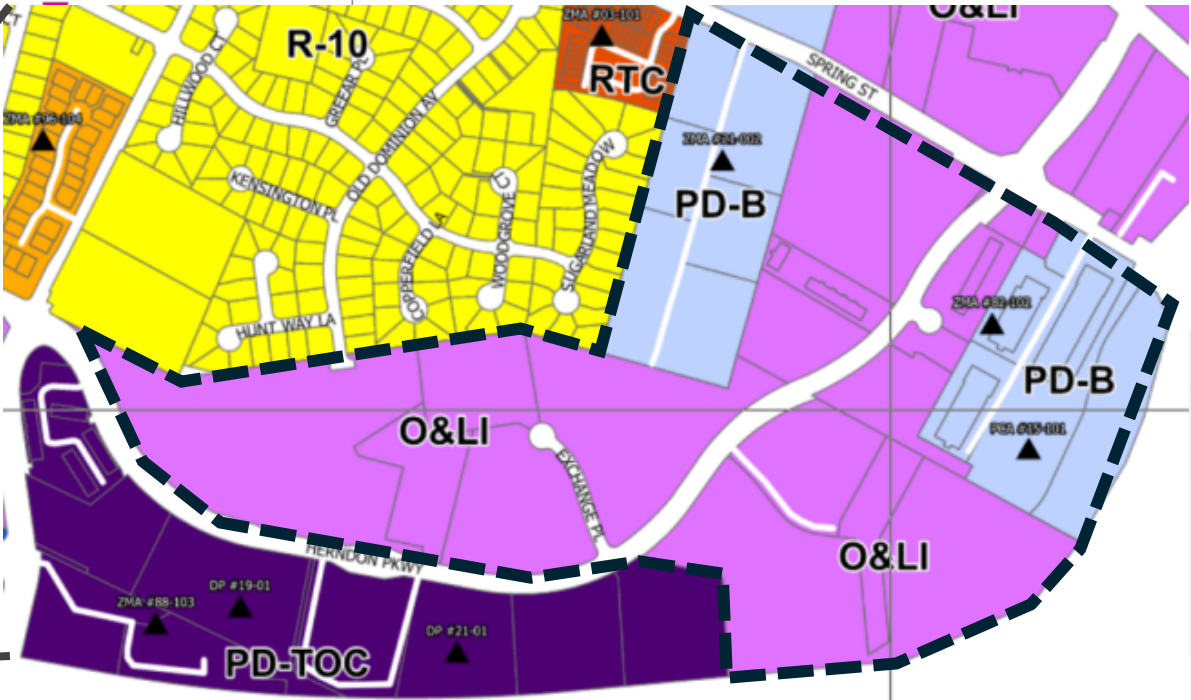
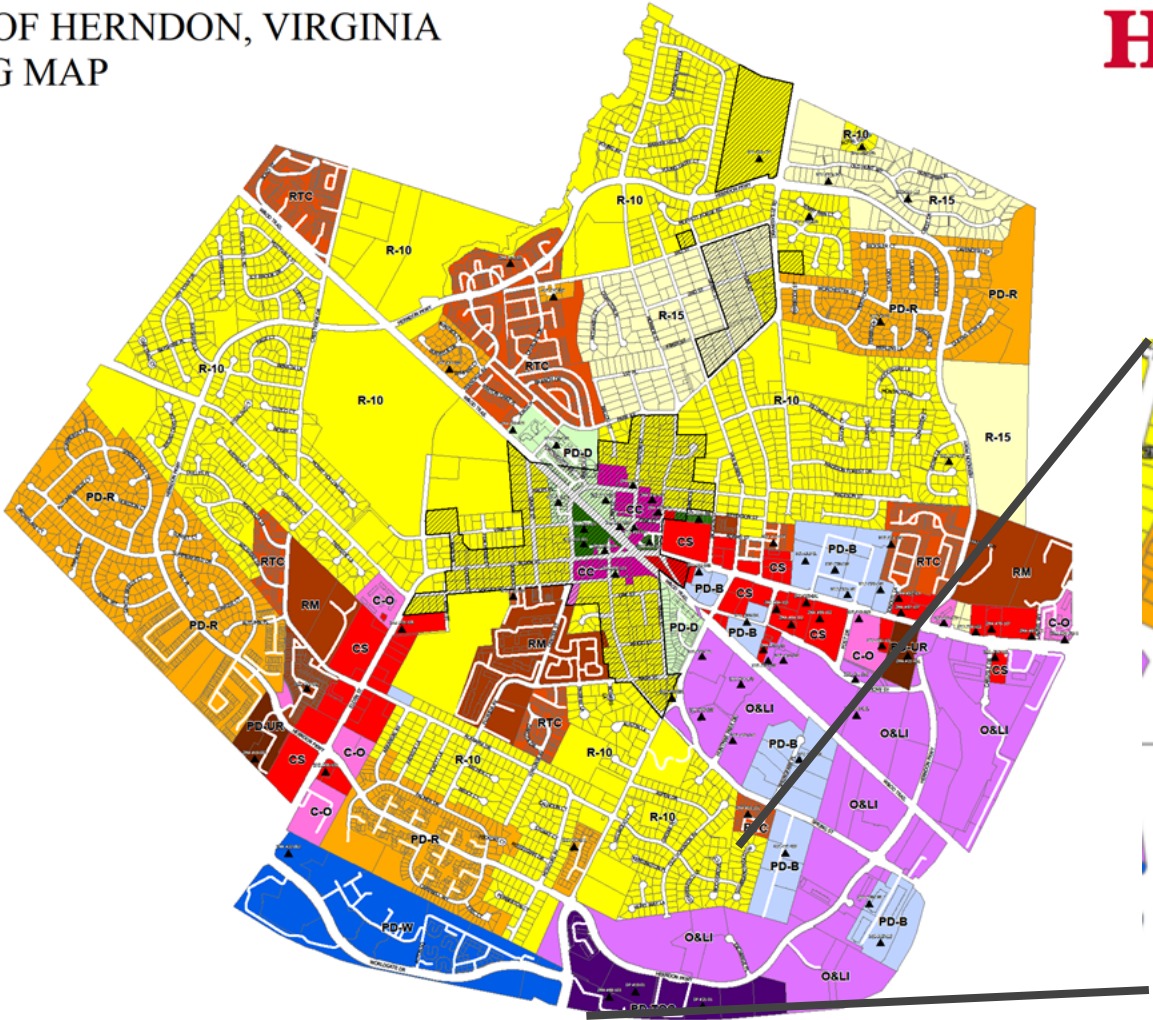
Existing Zoning

TOWN OF HERNDON, VIRGINIA
ZONING MAP

TOWN OF
Herndon
VIRGINIA



Legend
 [Hatched Box] Historic District Overlay
 [Pink Box] C-O



Transit Related Growth Implementation Steps



ZOTA #24-02, PD-TRG1 – Planned Development – Transit Related Growth Mixed Use, Medium Density Residential and Office
Adopted 1/28/2025



ZOTA #25-03, Amended electronic warehouse standards to require a special exception under the existing O&LI (Office and Light Industrial) and PD-B (Planned Development – Business) zoning districts
Adopted 4/8/2025



ZOTA #25-02, PD-TRG2 – Planned Development – Transit Related Growth Mixed Use, Low Density Residential and Low Impact Commercial
Town Council Public Hearing 8/12/2025

Future zoning ordinance text amendment for Sunset District



Agenda Item: Request to consider a donation to Arts Herndon in support of the Juneteenth event held June 21, 2025

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: Marjorie Sloan, Finance Director

Description:

At the July 15, 2025, Town Council meeting, Town Council voted to reschedule this item to a work session for further discussion.

The Fiscal Year (FY) 2025 adopted budget included donation funding for Pakistan and Juneteenth events that occur between July 1, 2024, and June 30, 2025. As a donation request to a non-profit organization outside the established donation policy, Town Council must consider and take action on the donation request.

The proposed donation request includes a \$10,000 cash donation to Arts Herndon as reimbursement to offset event costs for a Juneteenth event held on June 21, 2025.

In considering this donation request, the Town Council may:

- Award a donation as requested;
- Award a donation for another amount, capped at 100% or less of the event costs;
- Deny award of a donation;
- Other action deemed appropriate by Town Council.

Background:

The FY 2025 budget included \$10,000 in funds available for donation for a Pakistan event and a Juneteenth event, should they be planned and executed by a qualified non-profit community organization within FY 2025. As the adopted budget does not identify the donation amounts allocated for each event or to what organization the donation should be awarded, Council consideration and action on the donation request is required.

The request and supporting documentation are attached to this agenda item. All requested application materials, including required IRS determination, have been received and reviewed by staff.

At the July 15, 2025, Town Council regular meeting, the Council rescheduled this item to provide an opportunity to review the information, ask questions, and further consider this donation request.

Timing Impact:

The request, submitted for an event that took place on June 21, requires Town Council review and consideration for approval.

Strategic Focus Area:

Thriving Community

Fiscal Impact:

The cash donation requested, if awarded, will be disbursed from the FY 2026 Budget, as amended.

Legal Impact:

Under the Code of Virginia § 15.2-953, localities may appropriate public funds to any charitable institution or association, located within the locality's limits or outside the limits if the organization provides services to residents of the locality, and if such organizations are not controlled in whole or in part by any church or sectarian society. In addition, under Code of Virginia § 15.2-953, donations include the lawful provision of in-kind resources for any event sponsored by the donee.

Staff Recommendation/Next Steps:

Donations are at the sole discretion of the Town Council.

Attachments:

- 1. Arts Herndon FY 25 TOH Grant Application
- 2. Town of Herndon Ad hoc Donation Application



July 2, 2025

Town Manager
Town of Herndon
777 Lynn Street
Herndon, VA 20170

Dear Ms. Jovanovich

Thank you for your letter regarding additional information for the Town of Herndon Area Charitable and Non-Profit Organizations Request for Town Funds.

**Arts Herndon, Inc.
Area Charitable & Non-Profit Organizations Request for Town Funds**

To the Mayor, Members of the Herndon Town Council, and Town Staff,

On behalf of Arts Herndon, thank you for the opportunity to apply for arts funding. We fully understand that, especially in tight budget years, there is a need to prioritize cost-saving measures, and we appreciate your consideration of community-based organizations like ours in that context.

Arts Herndon is pleased to submit the additional information requested to supplement our original grant application. We are committed to transparency, accountability, and continued service to the residents of the Town of Herndon and beyond.

We are deeply grateful to the Mayor, Town Council, and staff for recognizing that Arts Herndon's programming significantly enhances the quality of life in our community. The Town's support allows us to continue offering meaningful cultural and educational opportunities that serve not only local residents but also the Greater Herndon area, including artists, performers, volunteers, interns, and our dedicated Board and staff.

Arts Herndon champions the value of arts and culture by celebrating, nurturing, and investing in the creative contributions of artists, musicians, and performers of all ages, backgrounds, and identities. We are committed to fostering a thriving local arts ecosystem that includes schools, grassroots groups, and community organizations.

By engaging the whole community, encouraging participation, and facilitating inclusive access to the arts, Arts Herndon continues to fulfill its mission of *Building Community Through the Arts*.

Event Budget

<u>Expenses</u>	
Expense Description	\$ Amount
Yoga	\$200
Art for All	In Stock
Herndon Museum donation	\$200
Afro American Band & Performers	\$4000
Administrative (printing, postage, phone, etc.)	\$200
Herndon Museum Reception	\$500
Afro American/Juneteenth Reception	\$750
Coroplast Signs - Fed Ex	\$200
	\$6,250

Current Board Member Roster 2025

Arts Herndon
BOARD OF DIRECTORS
Updated 6.2025

MICHAEL O'REILLY, BOARD PRESIDENT

Michael O'Reilly is principal of The O'Reilly Law Firm. Michael has been an active member of the Virginia State Bar since 1979. A Northern Virginia native, he graduated from Virginia Commonwealth University in 1976 and earned his law degree from The Catholic University of America in 1979. Mr. O'Reilly has extensive trial experience in both state and federal courts in such areas as complex commercial litigation, construction disputes, contractual and other business disputes, and personal injury

claims.

A resident of the Town of Herndon, Mr. O'Reilly has served with several local commissions, boards and organizations, including two consecutive terms as a member of the Herndon Town Council. Mr. O'Reilly served as Mayor of the Town of Herndon from 2004 to 2006. He is the Chairman of the Board of Directors of Arts Herndon, co-chair of the Herndon Chamber of Commerce; and as Chairman of the Fairfax-Falls Church Partnership to Prevent and End Homelessness.

PATRICIA MACINTYRE, VICE PRESIDENT,

Pat handles the responsibilities of Artistic Director for Arts Herndon on a volunteer basis and is Chair of the Visual Arts Programming Committee. She oversees artist submissions, the selection of artists for the Post and Sapphire Galleries and the planning for exhibits. Her many relationships and knowledge of local artists continues to be an asset to ArtSpace.

Pat is a celebrated philanthropist and local artist who received her training at Corcoran School of Art in Washington DC. whose private commissions have led to her work being exhibited in Germany, Pakistan, Egypt and other areas of the world. She's done illustrations for commercial and technical purposes as well as children's books. She has been involved in the area arts community for more than thirty years as founder, board member or supporter of Herndon and Reston organizations such as the Council for the Arts of Herndon (Art in Public Places), League of Reston Artists, Herndon Old Town Gallery, Reston Art Gallery, Reston Historic Trust and the Arts Alliance. Her pen & inks of area scenes are well known and her large-scale acrylics and murals were formerly visible on the facades of the historic Nachman Building and ArtSpace in downtown Herndon.

Pat has a special interest in working with children in the arts. She produced and hosted her own ACE Award winning cable TV show, *You Gotta Have Art*, for a run of 13 years and it's still in repeats throughout the US. Pat hosted the National Institute on Aging series, *When I Was Your Age*, and Very Special Arts selected her for one of their grants as a visiting artist to area schools. Her gallery, The Reston Art Gallery and Studios, hosts the artist's Children's Workshop each Saturday morning year round and she has been the Art Resource teacher for many years at Reston Children's Center.

Pat served as production designer, and acted in, Reston Television Theatre's *Shenandoah Night Train* and Ken Ludwig's *The Prodigal*. Her work is honored in the embassy collections of the nations which helped in the return of the US citizens during the Iran Hostage Affair. Pat assisted with the Korean War Veterans Memorial, has her works displayed at the Congressional Gala, toured the US as a fundraiser and exhibited at Presidential groundbreaking ceremonies and dedications. Pat is the Chief Financial Officer of MEDA Inc, a magnetometer manufacturer for space, defense and geophysical applications.

MARGARET A. O'REILLY, SECRETARY, CHAIR – VISUAL ARTS COMMITTEE

Margaret A. O'Reilly is an estate planning and elder law attorney with over thirty-five years of legal experience. Attorney O'Reilly graduated from Duke University with a degree in psychology, and received her law degree from Northeastern University School of Law in Boston, Massachusetts. Born and raised in Fairfax County, Attorney O'Reilly practiced law in the Boston area for 25 years before returning to northern Virginia in the fall of 2003. She has been consistently recognized as a "Best Lawyer" and as a "Super Lawyer" in the field of elder law, and as one of the top elder law attorneys in the greater Washington DC area by Washingtonian Magazine. Margaret O'Reilly, PC was ranked as one of the "Best Law Firms" for the DC area for several years by BestLawyers.com.

She is active in several community and non-profit groups, and serves on the board of directors for the Herndon Rotary Club, the Virginia Academy of Elder Law Attorneys, and Arts Herndon. She has sung with, and served as Board President of, Choralis, an 80-voice mixed chorus located in Falls Church, Virginia, which has developed a reputation for excellence in choral music performance and has been lauded for the sensitivity of its interpretations as well as technical precision.

TREASURER – currently Vacant

DON OWEN, BOARD MEMBER

Don Owens and his wife, Chris Griffin, established the Griffin Owens Insurance Group in October 1983. Both as individuals and as a community-based business, Don and Chris have been active participants in many aspects of Herndon life, and have long been supporters of the arts in Herndon. A graduate of James Madison University, Don received a Master's Degree in

Business Administration from Averett College. Don has been named as the Citizen of the Year in Herndon, business member of the year by the Dulles Regional Chamber of Commerce, and has received the Community Service Award from the YMCA. He is a past president of the Rotary Club of Herndon, and has previously served on the boards of Millennium Bank, Main Street Bank, Reston Chamber of Commerce, Dulles Regional Chamber of Commerce, and the Fairfax YMCA.

Ex-Officio

Joanna (Jo) Ormesher. President & CEO

Joanna Ormesher is a seasoned leader in cultural arts, tourism, strategic marketing, and public programming, with more than two decades of international experience. She previously served as Cultural Arts & Marketing Director for the City of Fairfax, Virginia, and concurrently as Executive Director of *Fairfax Spotlight on the Arts, Inc.* Prior to relocating to the United States in 2000, Joanna was Owner and Principal of *Profile Marketing Associates*, a UK-based firm specializing in destination marketing and economic development for downtown and heritage districts. She currently serves on the boards of *The King's Trust (UK)* and *Fall for the Book Festival* at George Mason University. She is a Member of the Institute of Directors (MIoD), the Chartered Institute of Marketing (CIM), and the National Capital Area Marketing Directors.

Joanna holds a BSc in Business, Economics, and Law from the University of London; a BA in Politics and Philosophy from the University of Wales; and an MA in Marketing from the University of Wales. She is also a Certified Parks & Recreation Professional (CPRP) with a Director accreditation (Masters level) from the National Recreation and Parks Association and North Carolina State University.

Detailed Event Itinerary

10am Yin Yoga with Meghan Parfumi

12pm Open House – Art for All

2pm African American Life in Early Herndon with Barbara Glakas, Herndon Historical Society – with video and a Special Guest - followed by a Afternoon Reception

6pm Cabaret Afro Rhythms from Argentina to New York with Al Robertson, Caro Serrano and band, with guest singer, Michele, and a backing band. Refreshments will be served

Event Location

The location for the events is at Arts Herndon, 750 Center Street. Written Permission for use of the building was provided by Comstock Holdings, I understood this has been sent directly to the Town.

All events will be held in the building.

Public Access

All events for these events and all their elements are FREE and open to the public.

All these events – and we still maintain a monthly Art Show in our Nelson J & Katherine Friant Post Gallery. This year we have been bringing more focus on the community – our Herndon Schools Pyramid Show, Herndon High School Senior Show and the FCPS Technology Art Show covers over eight weeks in the Gallery. We are also delighted once more to host the Town Calendar Photographic Competition, an interesting show that highlights the various scenes of Herndon through the camera lens.

Our Gallery always has something to delight and intrigue visitors. We are grateful for your support so we can continue this.

Goals and Activities for FY 2020-2021:

The board of directors and staff continue to focus on long-term planning and financial planning. We have created three sub-committees in order to address Fundraising, Public Art and Business Development. We continue to work with the Downtown partnerships to plan for funding and management of the Herndon Arts Center.

The Town signed an agreement to develop the downtown including building a new 18,000sq ft. arts center. In the near-term we are exploring our transition to a temporary location during building. We continue to increase current revenue streams, create new programming, expand our partnership opportunities, and look to increase venue rentals.

Current position:

For the current fiscal year (2019-2020) Arts Herndon continues to be at our budgeted target with fundraising and expenditures. As of January 15, 7 months into the year, income stood at \$100,089 and expenditures at \$130,088, with a net income of negative \$29,999. Changes in the executive position unfortunately contributed to a lack of strong fundraising over the last fiscal year. With the help of our new Fundraising Committee we have done some new fundraisers. We made full use of our local Restaurants supporting the Community and We found ourselves only able to focus on two fundraisers, a Mother's Day Tea and the Herndon Festival Beer Booth. While these fundraisers were successful more will be done in the future to increase our funding. We will be hosting a number of fundraisers this coming fiscal year as well as expanding our sponsorship and membership programs.

Fundraising FY 2019-2020

- 1. Events:** included the WinterMarkt Food Booth, Fabulous Forties Fundraiser event, Let the Good Times Roll – Mardi Gras event, the 1st Local Vibes Festival, Herndon Festival beer boot – although sadly this only broke even, Taste of the Town Restaurant promotions in association with local businesses, Hands on Art, Beer & Bingo with local brewery. Estimates for revenue were anticipated to be **\$50,000**, however the Herndon Festival we had to readjust that figure!
- 2. Development:** Building strategic partnerships and relationships with the Dulles Regional Chamber of Commerce, Herndon schools, local businesses and arts lovers. Identifying and developing major donors. Creating event specific sponsorships and Membership development

Once again, thank you to the Mayor and Council, and all staff of the Town of Herndon for all the support they have given to the Arts in Herndon. Building Community through the Arts!

Sincerely,



Joanna M Ormesher
President & CEO
Arts Herndon, Inc.



Application
Town of Herndon
Area Charitable and Non-Profit Organizations
Request for Town Funds

Section I – Organization Information

Organization Name: Arts Herndon

Mailing Address: 750 Center Street, Herndon VA 20170

Phone number: 703 295 2926 E-mail address: info@artsherndon.org

Website address: www.artsherndon.org

Name, Title, and Phone Number of Primary Contact: Joanna Ormesher, President & CEO, 703 295 2926

Name, Title, and Phone Number of Chief Executive Officer: Same

Employer Identification Number (if applicable): 52 - 1432391

Primary Purpose of the Organization and Description of its programs and services:

Arts Herndon is a multidisciplinary community arts center, recognized as a vibrant home for our diverse population. We are dedicated to educating, promoting, advancing, and cultivating the arts in all their forms.

Our mission is to expand the reach and impact of both visual and performing arts, while actively advocating for artists, performers, and all who engage with the creative process. We strive to be a catalyst for cultural enrichment, connection, and inclusion throughout the region.

Goals, Objectives and Accomplishments of the Organization. Describe how the organization benefits the citizens of the Town of Herndon.

Organizational Goals

- 1. To foster a vibrant, inclusive arts environment that reflects and celebrates the cultural, ethnic, and generational diversity of the Town of Herndon.
2. To increase access to arts experiences for all residents, regardless of background, age, income level, or ability.
3. To serve as a catalyst for community connection and dialogue through creative expression, storytelling, and shared cultural events.

4. **To nurture emerging and established artists** by providing space, resources, and opportunities to create, exhibit, and perform their work.
 5. **To contribute to the economic and social vitality of Herndon** by drawing visitors, supporting local businesses, and enhancing the Town’s reputation as a cultural destination.
-

Primary Objectives

- Present diverse arts programming — including music, theatre, visual art, and dance — that showcases artists of varied cultural backgrounds, especially reflecting Herndon’s rich multicultural community.
 - Provide arts education opportunities for youth and adults, including school partnerships, student art exhibitions, and workshops that encourage creativity, learning, and personal growth.
 - Partner with local organizations (such as Volunteer Fairfax, Rotary Club, In-Med Partnerships, FCPS, and Friends of Runnymede) to bring the arts into nontraditional spaces — like farmers markets, parks, and public libraries — making art accessible to all.
 - Create inclusive and welcoming community festivals (such as Juneteenth, HerndonPRIDE, WinterMarkt, and the Herndon Children’s Book Festival) that celebrate Herndon’s diversity and invite broad community participation.
 - Offer support to underrepresented and emerging artists — including immigrant, BIPOC, and young artists — by providing gallery space, performance venues, and promotional support.
-

Organizational Accomplishments

- **Culturally Diverse Programming:** Curated exhibitions featuring artists from Ethiopia, Cuba, Jordan, Portugal, Vietnam, and other countries represented within Herndon’s population. These exhibitions provide visibility to global perspectives and foster cross-cultural understanding.
- **Inclusive Music Events:** Hosted “Skyline Freestyle,” a Hispanic rap league with international participants, and the “East Meets West” Festival in collaboration with local Indian musicians — unique events that reflect Herndon’s global identity.
- **Youth Engagement:** Sponsored student-created theatre and art projects, including collaborations with Herndon High School, Shoestring Theatre, and MLK Day video projects with Haitian poet Manu. Also host FCPS Technology Art Shows and student art exhibits involving hundreds of young participants.
- **COVID-Era Innovation:** Adapted during the pandemic with the Window Gallery program — offering safe, viewable public art — and livestreamed concerts to keep residents engaged and connected when in-person events weren’t possible.
- **Public Art for All:** Installed the iconic LOVE sculpture and “Something Wonderful” art installation on the Herndon Town Green — public works that attract visitors and symbolize community pride.

- **Arts Outreach & Equity:** Delivered free art kits to underserved families via In-Med Partnerships; ran mobile arts programs at the Herndon Farmers Market; and maintained a multicultural Little Free Library to promote literacy across languages and cultures.
- **Community Festivals:** Organized and provided arts programming for major Town festivals — Juneteenth, HerndonPRIDE, Irish Folk Festival, WinterMarkt — all designed to welcome and celebrate Herndon’s diverse residents.

Benefits to the Citizens of the Town of Herndon

- **Fosters Inclusion and Belonging:** By intentionally programming multicultural arts events, Arts Herndon ensures that all residents — regardless of heritage — see their culture reflected and celebrated in community life.
- **Promotes Lifelong Learning:** Through workshops, classes, student exhibits, and partnerships with schools, residents of all ages have access to creative educational opportunities.
- **Enhances Quality of Life:** Free and low-cost arts events give families, seniors, and individuals a chance to enjoy world-class cultural experiences close to home — building community pride and enjoyment.
- **Strengthens the Local Economy:** By drawing visitors to downtown events and gallery exhibitions, Arts Herndon helps support small businesses, restaurants, and other local enterprises.
- **Builds a Creative, Resilient Community:** In times of challenge (such as during COVID), Arts Herndon kept the community connected and inspired, showing leadership in innovation and adaptability.

Section II – Donation Request Information

Requested Cash Donation: \$ 10,000

Purpose for which the donation will be used. Specifically describe the outcomes that will result from the expenditure of these town funds.

The purpose of this donation is to support the creation of a vibrant Juneteenth celebration in the Town of Herndon. This event will serve to unite the community in honoring and reflecting upon the historical significance of Juneteenth while also celebrating the rich artistic, cultural, and musical contributions of our diverse neighborhoods. Through shared history, education, and joyful expression, this celebration will foster greater understanding, connection, and pride within the Herndon community.

Is this donation for a specific event? YES If yes, please describe the event and how it benefits the citizens of the Town of Herndon.

Juneteenth - A Day of Reflection and Fun

10am Yin Yoga - Meghan Parfumi

12pm Open House - Arts 4 All - Make it and take it !

2pm African American Life in Early Herndon - Historical Society Presentation and video - with special guest – Presented by Barbara Glakas
6pm - Afro Rhythms from Argentina to New York - Al Robertson & Caro Serrano and Band
Cabaret with refreshments

Date of Event (if applicable): Saturday June 21st, 2025

Section III – Attachments

Submit the following documents with your application. Applications are not considered complete until all required supporting documents are submitted.

IRS Determination Letter [501(c)(3)]

Up-to-date listing of names and affiliations of the principal officers and Board of Directors

IRS Form 990

Not applicable Detailed Event Budget (if applicable)

Multi events Completed Vendor Set-up form

Completed W-9 form

Section IV - Authorization

I, Joanna Ormesher, do hereby certify that this application and related documentation is true to the best of my knowledge, information, and belief. I further agree that by signing this application, this agency agrees to abide by the Town of Herndon policies.

I acknowledge that membership or participation is open to all residents and businesses in the town without regard to race, color, religion, sex, or national origin.

I confirm that I am legally authorized to sign this application on behalf of the organization.

I understand that a donation can only be approved by the Town Council at a public meeting.

Signature: 

Date: 6/13/2025

Print Name: Joanna Ormesher

Title: President & CEO

Agenda Item: Herndon Youth Advisory Committee Structure Discussion [item rescheduled to the August 12, 2025, Town Council meeting]

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: Amanda Kertz, Town Clerk

Description:

[Note: due to the lateness of the hour, with the consensus of Council, this item was rescheduled to the August 12, 2025, Town Council meeting].

Discussion and request for Council direction on the future structure of the Herndon Youth Advisory Committee (HYAC), as part of the Town’s standard ad hoc committee review process.

Background:

The Herndon Youth Advisory Committee (HYAC) was relaunched in September 2024 to support increased youth engagement with Town government. The committee consisted of up to 12 middle and high school students, who served a term aligned with the academic school year. The most recent term concluded on June 13, 2025.

Per current Town policy, ad hoc advisory committees are reviewed at the beginning of each Council term. At the January 21, 2025, work session, staff advised that a review of HYAC would occur following the end of the school-year term.

The attached summary provides an overview of FY 2025 HYAC activities, including meeting topics, member input, and structural recommendations shared at their meeting on June 5, 2025.

Timing Impact:

As noted at the January 21 work session, this review is timed to follow the completion of the current HYAC term. Action at this point in the year allows for Council direction before the start of the 2025–2026 academic calendar.

Strategic Focus Area:

Good Governance

Fiscal Impact:

N/A

Legal Impact:

The Town Council may confirm, revise, or disband HYAC in accordance with procedures outlined in Resolution 08-G-142 and Town Clerk SOP TC 1.3 governing ad hoc committees. The Town Council may revise any ad hoc committee's mission, purpose, composition, or objectives at any time by resolution.

Staff Recommendation/Next Steps:

There is no formal staff recommendation. Town Council is requested to review the purpose, mission, and composition of HYAC, as staff is seeking direction in planning for youth engagement initiatives for the upcoming school year.

Attachments:

1. HYAC Establishing Guidelines
2. Summary of 24-25 HYAC Activities

**Town of Herndon, VA
Herndon Youth Advisory Committee
Establishing Guidelines**

January 9, 2024

Mission:

As Herndon grows in population, diversity, and a maturing youth constituency, it will take the leadership of our youth, along with the continued cooperation from the Town of Herndon, to ensure that our community remains a desirable place for everyone to reside and enjoy.

The mission of the Herndon Youth Advisory Committee (HYAC) will be to advise the Herndon Town Council on activities, issues, and decisions relating to youth in the Town and to advocate for legislation that caters to the interests and desires of our diverse youth population.

Purpose:

The youth gaining their education in Herndon today will be leading change in our community for decades to come. To augment their participation and leadership in our Town, HYAC will serve as a link between the Herndon Town Council, local school officials—including school board members and school principals—as well as other adult leaders and its youth.

The Herndon Youth Advisory Committee will:

- work with elected officials, school officials, and other adult leaders to promote awareness, safety, and involvement among our youth;
- collaborate to identify and propose solutions on issues of importance; and
- ensure that youth needs and interests are considered in decisions that affect the entire community.

Objectives:

- provide input on needs to make Herndon a place where youth can thrive;
- provide youth perspectives to the Herndon Town Council, other elected officials and other adult leaders;
- provide recommendations on decision-making processes related to issues that impact youth;
- discuss current events involving youth and assist in upcoming events;
- learn about local government and identify legislation and policies that impact youth;
- recommend ways to resolve issues and concerns involving youth;
- review youth programs and policies to ensure set goals are achieved;

- partner with local, national, and international youth organizations;
- attend public hearings, community meetings, and other events;
- maintain an understanding of community needs; and
- participate in community outreach and service projects.

Member Composition:

Members of HYAC will be appointed by Herndon Town Council and initially consist of:

1. a member of the Herndon Town Council to serve as a liaison to work with HYAC;
2. a representative from an alternative learning institute; and
3. twelve (12) middle or high school students who either 1) live in the Town of Herndon; or 2) attend classes at Herndon Middle or Herndon High Schools, who are:
 - in good standing in the community; and
 - have:
 - an interest in developing leadership skills;
 - an interest in community service and motivation to work as a volunteer for the government; and a general knowledge and understanding of community needs; and
 - an ability to express ideas and solutions regarding youth issues and concerns; interact constructively with peers in a group setting; and a willingness to engage in community outreach with diverse populations.

A chair will be selected by the members of HYAC. Town staff will be designated as an ex-officio member to serve as primary staff.

Members will serve one-year terms to coincide with the academic school year and will meet up to four times per term. All meetings will be legally convened in compliance with town and state law requirements.

Additional members may be added as needed.

MEMORANDUM

To: Kirstyn Barr Jovanovich, Interim Town Manager
From: Amanda M. Kertz, Town Clerk
Date: July 21, 2025
Subject: Herndon Youth Advisory Committee (HYAC) Meeting Summary

The Herndon Youth Advisory Committee (HYAC) convened four times during 2024-2025 school year to discuss issues and gather input relevant to Herndon's youth. The most recent meeting was held on June 5, 2025, with this committee's term ending on June 13, 2025. No formal actions were taken by the HYAC in FY 2025.

At its June meeting, members discussed community priorities and offered feedback on HYAC's structure and future direction of youth engagement. Key discussion topics included:

1. Town-wide Composting Program

Members expressed support for a Town-wide composting initiative and asked that the Town Council consider the feasibility of such a program.

2. Program Reflections and Communications

Members reflected on the 2025 HYAC term, highlighting their contribution to the Town branding process, including the suggestion to feature the caboose. They also requested increased youth visibility in Town communications.

3. Youth Perspectives on Town Issues

Members provided input on a range of Town services and policy areas:

- Transportation and Facilities: Requested street maintenance improvements (Crestview/Sterling) and additional trash cans near the Skate Park and 7-Eleven.
- Housing: Discussed past state proposals for development on faith-based land and expressed interest in ongoing housing policy discussions.
- Legislative Engagement: Indicated a desire to participate in future conversations, such as noise ordinance enforcement.
- Inclusive Programming: Recommended more accessible recreation and events for youth; including those with varying abilities.

4. Committee Structure and Engagement Enhancements

Members proposed several ideas to improve and expand youth engagement:

- Increase project-based activities, including community service, and explore the development of a volunteer database.
- Create more consistent opportunities for youth input across Town initiatives.
- Strengthen communication and outreach to foster civic involvement.
- Expand school-based collaboration and broaden grade-level eligibility.
- Strengthen partnerships with Fairfax County Public Schools (FCPS) and existing student leadership groups to promote continuity and increase participation in programs such as internships and externships.

Agenda Item: Review donation policy, process along with all events (pipeline) in flight for the next 18 months - Councilmember del Aguila

Meeting Date: August 6, 2025

Category: Discussion

Prepared by: Councilmember Cesar del Aguila

Description:

Councilmember del Aguila requested this discussion item to review the donation policy, process, and upcoming events (pipeline) in flight for the next 18 months.

Background:

Please view the attached Agenda Request Form Councilmember del Aguila submitted.

Timing Impact:

Included in the attached request form.

Strategic Focus Area:

Thriving Community

Fiscal Impact:

Included in the attached request form.

Legal Impact:

N/A

Staff Recommendation/Next Steps:

Following discussion on the Community Cultural Festivals Donation Policy at the [July 8, 2025 work session](#), staff was directed to conduct a comprehensive review of the Town's donation policy, which is underway. Council also approved changes to the Community Cultural Festivals Donation Policy on [July 15, 2025](#), under [Resolution 25-G-36](#).

This is a discussion item; staff has no further recommendation.

Attachments:

1. Agenda Item Request Form - del Aguila
2. Presentation - del Aguila

Town Council Agenda
Request to Add Item Form

The deadline to submit a request for a discussion item to be added to a work session agenda is five (5) business days before the requested meeting date. Completing and submitting this form does not constitute direction to staff to perform any pre-work on the requested topic prior to the meeting. The purpose of adding an item to the agenda is to provide a description of the issue and background information to the Council body prior to discussing the item during a public work session.

Alternatively, Councilmembers may bring items up for discussion with the body during the Roundtable portion of a work session without first adding the item to a published agenda.

Submission Date:	July 28, 2025
Requested by:	Cesar del Aguila
Work Session Date Requested:	8/6/2025
Short Description of Issue or problem item addresses:	Review donation policy, process along with all events (pipeline) in flight for the next 18-months
Background Information:	The town appears to be losing opportunities to capture and promote events, so we need a review of active events' pipeline, process and policies.
Timing Impact:	Losing opportunities for town events diminishes our brand and does not promote Herndon as a regional destination.
Strategic Focus Area:	Focus Area 5: Thriving Community, Goal 3: Honor the diversity of the town, Objectives 3.1: Offer and support opportunities for artistic and cultural expression.
Possible Fiscal Impact/Cost	\$60,000
Possible Legal Impact:	Unknown
Possible Staff Impact:	Unknown
Recommendation for Action / Suggested Next Steps:	Update policies and process to increase pipeline of events and success rate for event application that have been submitted.
Attachments:	Attachment included via email

Town of Herndon

Donation / Event Policies, Process, and Pipeline
8/6/2025 Council work session

Focus Area 5:
Thriving
Community
Herndon cultivates
and celebrates the
diversity and
vitality of our
community.

- Objectives 3.1 Offer and support opportunities for artistic and cultural expression.
- 3.2 Leverage town resources to provide programs and amenities that serve the town's diverse cultural and demographic populations.

Strategies

- 1. Develop plan for initiation of new and/or revision of existing events, with a focus on local cultural impact, neighbor connection, and resource need.
- 2. Establish policies and procedures for engaging local residents, with emphasis on the town's many diverse communities.

Success Measures

1. Establishment and utilization of a Community Cultural Festivals Donation Program.

2. Increased number and variety of Community Cultural Festivals representative of the Herndon community.

3. Increased customer satisfaction of town events, as measured in biennial survey.

Supporting Policies

- What changes are needed in the current policy and processes to ensure that the “Success Measures” are improved?
- What modifications are necessary to the “Donation Application Submission Requirements” to enhance flow?
- How do we increase “Win” rate?

Active Event Pipeline – Just a suggestion!

Active Event Pipeline FY26

