



**TOWN COUNCIL  
WORK SESSION AGENDA**

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

Tuesday, January 13, 2026 | 7:00 PM

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- 1. Call to Order**
- 2. Discussion**
  - a. Streetery Pilot Program Briefing
  - b. Proposed Community Donation Policy
- 3. Roundtable**
- 4. Closed Meeting**
  - a. A closed meeting pursuant to the 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 the Code of Virginia Section 2.2-3711(A)(1), to conduct a discussion relative to the performance of a member of the Town Council
- 5. Adjournment**

**Agenda Item:** **Streeterly Pilot Program Briefing**

**Meeting Date:** January 13, 2026

**Category:** Discussion

**Prepared by:** David Stromberg, Zoning Administrator

**Description:**

This is a briefing on the Streeterly Pilot Program that ended on November 30, 2025. The Streeterly Pilot Program was created to provide an alternative for downtown restaurants that did not have sufficient space on their own property to rent public property for outdoor seating. No action is being requested from the Town Council at this time.

**Background/Timing Impact:**

The Streeterly Pilot Program was created by Resolution dated May 28, 2024. The Town Council extended the Streeterly Pilot Program to run through the 2025 season that lasted from March 15 through November 30, 2025 (Resolution 25-G-08).

In February 2025, the economic development manager at the time visited the following restaurants to introduce the Streeterly Pilot Program and provide each restaurant with an application: Mile 20, Green Lizard, Jimmy's, Dairy Queen, Sully's Pour House, Zeffirelli Ristorante Italiano, La Bonne Vie, Herndon's Bodega and La Champita Grill, and Great Harvest Bread Company. Copan Restaurant, Anita's New Mexico Style Mexican Food, and Aslin/Izzi Coffee Bakery Pizza are outside the pilot program boundaries but were provided with general information.

Mile 20 was the only restaurant to establish a Streeterly during the 2024 and 2025 pilot period.

**Timing Impact:**

As the Streeterly Pilot Program ended on November 30, 2025, this is an opportunity to brief the Council on the pilot program.

**Strategic Focus Area:**

Thriving Community

**Fiscal Impact:**

The Finance Department compared gross reported meals receipts for the period of May through October in 2024 and 2025 and identified a net increase of approximately

\$1,700. At the 4.5% meals tax rate, this resulted in an estimated additional \$77 in tax revenue to the Town. The applicant paid a rental fee of \$1,300 for use of four public parking spaces in the James Lot. While total staff hours were not formally tracked, it is likely that the rental fee and incremental meals tax revenue did not fully offset the staff costs associated with administering the Streeterly Pilot Program.

**Legal Impact:**

The Streeterly Pilot Program has expired. No further action is required unless the Town Council elects to reinstate the program for 2026. Outdoor seating remains a legal, by-right use for restaurants when located on private property.

**Staff Recommendation/Next Steps:**

Staff recommends no further action and allowing the Streeterly Pilot Program to remain expired, based on limited participation and no measurable increase in tax revenue.

**Attachments:**

None

**Agenda Item:** Proposed Community Donation Policy

**Meeting Date:** January 13, 2026

**Category:** Discussion

**Prepared by:** Dan Hoffman, Town Manager, Kirstyn Jovanovich, Deputy Town Manager

**Description:**

At the direction of Town Council, staff has prepared a draft Community Donation Policy for Town Council consideration. This discussion will introduce the draft policy, and staff is seeking further direction from Town Council on the adoption of this inclusive and comprehensive policy, replacing existing donation policies.

**Background/Timing Impact:**

In 2023, the Town Council repealed the Town's charitable/non-profit donation policy, which was an application process by which nonprofit organizations could request a donation from the town for programs or services benefiting the Herndon community. Since then, as part of the annual budget process, Town Council has approved direct donations to arts organizations operating within the Town of Herndon. The repeal of the charitable or non-profit donation policy eliminated the Town's competitive, open process through which community organizations could request funding for events, activities, and programming intended to benefit the broader community.

In early 2024, and in recognition of the desire to support community events beyond the specific arts organizations receiving funding through the Town's budget process, Town Council established the Community Cultural Festivals Donation Policy. This policy created a mechanism for nonprofit organizations to request funding support for new events held within the Town. Since its adoption, the policy has been amended twice, and funding has been included in the FY 2024, FY 2025, and FY 2026 budgets. In addition, the Town Council recently adopted a small donations policy that provides authority to the Town Manager to approve small donations of \$250 or less.

Since the inception of the Community Cultural Festivals Donation Policy, staff has provided Council with multiple updates regarding the status and use of the program, as well as briefings on the Town's broader event programming and special event review process. Separately, the Town has continued to allow local organizations to utilize Town property for community events through an established special event permitting and review process.

With Council’s stated goals of: (1) supporting representative and diverse community event programming within the Town, and (2) supporting local nonprofit organizations, Council directed staff to develop a more comprehensive and consistent donation program that would better achieve these objectives.

In response, staff has developed a proposed Community Donation Policy that consolidates and replaces the existing De Minimis (small) Donation Policy and the Community Cultural Festivals Donation Policy. The proposed policy establishes a single, comprehensive framework for community donations, including clear standards, eligibility criteria, and an administrative review and approval process.

As part of this effort, and given the Council’s continued interest in community events, staff has also developed Special Event Guidelines to support the Town’s existing special event permitting process. The Guidelines clarify expectations, requirements, and cost-recovery practices for organizations seeking to use Town property for events and activities. The Special Event Guidelines are an administrative document, maintained and administered by the Town Manager, and are intended to complement the proposed Community Donation Policy by providing transparency into how events are reviewed, permitted, and supported.

**Timing Impact:**

Considering and adopting the comprehensive Community Donation Policy early in the calendar year will support Town Council in allocating and appropriating donation funding as part of the FY 2027 budget process. Upon adoption, the policy would take effect immediately, with staff preparing to launch the program in late spring using funds appropriated in the FY 2027 budget. Funding levels for the program remain at the discretion of Town Council.

Establishing Council direction on community donations at this time will also allow staff to provide clear and consistent guidance to organizations currently receiving Town support, particularly for events planned for late 2026 and 2027. Many community organizations begin planning large-scale events a year or more in advance, and early policy direction will support effective planning and coordination.

**Strategic Focus Area:**

- Thriving Community
- Strong Fiscal Stewardship
- Good Governance

**Fiscal Impact:**

Donations are discretionary and subject to Town Council approval through the annual budget process. Any funding designated for community donations will be allocated and appropriated by Town Council as part of that process. Distribution of approved funds will be administered in accordance with the Town Council–adopted Community Donation Policy and applicable administrative guidelines.

**Legal Impact:**

In accordance with the Code of Virginia Section 15.2-953, localities may appropriate funds to any charitable or non-profit organization if the organization provides services to the residents of the locality and if such organizations are not controlled in whole or in part by any church or sectarian society.

**Staff Recommendation/Next Steps:**

Staff requests Town Council feedback and direction on the proposed Community Donation Policy. Following Council input, staff recommends that the policy be scheduled for consideration and action at a future regular Town Council meeting.

**Attachments:**

1. Policy (Draft)

**Town of Herndon  
Community Donation Policy**

**I. Purpose**

The purpose of this policy is to establish a fair, transparent, and consistent process for providing Town donations to qualified community-based nonprofit or not-for-profit organizations that deliver programs, events, and services which advance the Town's strategic priorities and enhance the quality of life in Herndon.

This policy consolidates and replaces all prior donation programs, including the Community Cultural Festivals Donation Policy (as amended, 25-G-36) and the Small (De Minimis) Donation Policy (25-G-41), creating one unified structure for annual community donations administered by Town staff under guidelines set by Town Council.

Donations and Town support are discretionary and subject to funding availability and operational capacity.

**II. Policy Objectives**

1. Equity and Transparency: Ensure equal opportunity for qualified organizations to apply for Town donations through a clear, time-bound, and publicly announced process.
2. Strategic Alignment: Direct Town resources toward programs that reflect the Town's strategic priorities.
3. Operational Efficiency: Empower Town staff to administer the program objectively, without requiring case-by-case Town Council action.
4. Accountability: Provide clear evaluation criteria and consistent reporting requirements.

**III. Program Structure**

1. Program Administration: The program is administered by Town staff under the direction of the Town Manager.
2. Town Council Role: Confirms program framework and evaluation matrix, as well as annual funding allocation through the annual budget adoption process. Town Council does not review or approve individual applications.

3. State Code Authority: In accordance with the Code of Virginia Section 15.2-953, localities may appropriate funds to any charitable or non-profit organization if the organization provides services to the residents of the locality and if such organizations are not controlled in whole or in part by any church or sectarian society.

#### **IV. Donation Categories**

1. Community Donation
  - a. To support qualified community-based nonprofit or not-for-profit organizations providing community-based programs, events, educational initiatives, or services that align with the Town's strategic plan.
  - b. Maximum annual funding and application requirements:
    - i. Eligible organizations may submit only one application per fiscal year. An eligible organization may request funding for multiple programs, services, events, or initiatives within a single application.
    - ii. Maximum donation of up to \$50,000 per organization per fiscal year, regardless of the number of programs, services, or events included in the application.
    - iii. Applications submitted by the same organization in excess of this limit, or outside of the single-application requirement, will not be considered.
  - c. Town Facilities and Services (Cost Recovery; Subject to Availability): Town facilities and Town-provided services, including but not limited to Police, Public Works, Parks, or other operational support, are not guaranteed and are subject to staff availability, operational capacity, and approval through applicable Town processes. Organizations requesting the use of Town facilities or Town-provided services in support of an event, program, or activity must include the full cost of such facilities and services in the project budget and donation request submitted with the application. Approved donation awards may be used to pay for eligible Town facility use fees and Town-provided services on a cost-recovery basis. The Town does not waive facility fees or donate services under this policy. Town services are not donated, not waived, and not guaranteed.
  - d. Donation awards will not exceed 75% of the organization's annual revenue, based on the organization's most recently completed fiscal year financial statements, and inclusive of the value of any Town facilities or services funded through the donation award.
  - e. Donation requests under this category are evaluated using the Community Donation Evaluation Matrix.

- f. Awards are discretionary and subject to available funding; submission of an application does not guarantee funding.
  - g. Awardees are required to submit an annual summary describing fund use and program outcomes of previous year donations.
2. De Minimis (Small) Donations
- a. To provide small discretionary contributions to non-profit and not-for-profit organizations.
  - b. De Minimis Donations are defined as a donation of cash, services, or items with a value per donation of less than \$250.
  - c. Approval of small donation requests are determined by the Town Manager.
3. Facility Use Fees
- a. The Town Manager is authorized to waive Town facility use fees for federal, state, and local elected representatives and other governmental entities when hosting official constituent of public meetings in or on Town-owned properties. The Town does not promote or advocate political or religious events or activities. This provision does not apply to nonprofit or community organizations requesting support under the Community Donation Program.
  - b. For all other qualified, community-based nonprofit or not-for profit organizations, donation requests made under the Community Donation program may be used to pay for facility use fees for events or activities held on Town-owned property.
  - c. Use of Town property and facilities for events funded through this program remains subject to the Town's Special Events Guidelines and Special Event Permit requirements.

## **V. Funding and Eligibility**

- 1. Annual Funding: Council appropriates a total funding amount each fiscal year during budget adoption. Once funds are exhausted, no additional awards are made with the fiscal year.
- 2. Eligible Applicants: Nonprofit or not-for-profit organizations 501(c)(3), 501(c)(4), or 501(c)(6) in good legal standing, based in Virginia with address of record on file with SCC, established for a minimum of two years, providing services, programs, events, or activities that benefit the residents of the Town of Herndon. Individuals and businesses are not eligible for funding through this program. Monies will not be remitted to individuals, business entities, or announced

candidates for political office. The Town does not promote or advocate political or religious events.

**VI. Application and Review Process**

1. Community Donation Program

During the annual open application period, organizations will submit a Community Donation Request Application. See timeline below. (Events subject to the Special Events Guidelines may also be evaluated using criteria outlined in the Special Event Rating Scale for operational and designation purposes.)

These deadlines apply to all categories of donation requests of \$250 or more in value.

<b>Step</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Description</b>
<b>Application Period</b>	January 1 – February 15	Applicant	Organizations submit applications with required documentation (event/program/service description, proposed budget, anticipated impact).
<b>Staff Review &amp; Evaluation</b>	February 16 – May 15	Community Donation Evaluation Committee	Committee reviews and scores applications using the Council-approved evaluation matrix.
<b>Award Determination</b>	May 15 – June 15	Town Manager	Town Manager reviews staff recommendations and approves final awards.
<b>Award Notification</b>	July 1	Finance Department	Applicants notified of results; award agreements issued.

The Community Donation Evaluation Committee consists of three Town staff members appointed by the Town Manager. Committee members with a conflict of interest shall recuse themselves from scoring or discussion of the affected application.

Applications that do not include required documentation, including a complete and itemized budget accounting for Town facility and service costs where applicable, may be deemed incomplete and not eligible for funding.

2. De Minimis (Small) Donation

Organizations may request a Small Donation (value of less than \$250) from the Town throughout the year; these requests are not limited to the open application period for donations of \$250 or more.

Organizations may request a Small Donation by submitting the request to the Town Manager’s Office and/or their designee. The Town Manager will review and either approve or deny small donation requests. The decision of the Town Manager is final.

Funding for small donations is included as part of the donation allocation made by Town Council during the annual budget process. Donation requests under this program are subject to funding availability, and on a first-come first-served basis.

**VII. Evaluation Criteria Matrix**

All applications for the Community Donation Program are evaluated using the following matrix:

**Community Donation Evaluation Matrix**

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
<b>Community Benefit</b>	30%	The extent to which the proposed event, program, or service is open and welcoming to all members of the community and fosters civic engagement, cultural celebration, education, or enrichment.	<p><b>1 (Limited):</b> Serves a defined population or area of the Town or group; narrow or exclusive audience.</p> <p><b>3 (Moderate):</b> Free and open to the public; serving two or more defined populations or area(s) of the Town, but limited engagement.</p> <p><b>5 (Strong):</b> Free and open to the public, broad public benefit, multicultural, and focused on community building.</p>
<b>Alignment with Town Strategic Priorities &amp; Brand</b>	20%	Demonstrates direct alignment with one or more focus areas of the Town’s Strategic Plan. Reinforces the Town’s “Live Differently” brand.	<p><b>1 (Weak):</b> Does not reference specific Town Strategic Plan focus areas or the “Live Differently” brand.</p> <p><b>3 (Moderate):</b> Cites at least one strategic focus area and includes the Town brand in promotional materials.</p> <p><b>5 (Strong):</b> Provides a detailed plan showing how it directly implements two or more Town strategic goals and uses the town brand as a central theme.</p>

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
<p><b>Financial Soundness &amp; Sustainability</b></p>	<p>20%</p>	<p>Financial health, realism of proposed budget, leveraged funding sources, and ability to sustain the initiative beyond Town support.</p>	<p><b>1 (High Reliance):</b> Town funding accounts for 75% or more of the total initiative budget.</p> <p><b>3 (Balanced):</b> Town funding accounts for 40%–60% of the initiative budget, with at least one other committed funding source (e.g., grants, sponsorships).</p> <p><b>5 (Sustainable):</b> Town funding is less than 25% of the initiative budget, and a multi-year financial plan identifies secured funding for future years.</p>
<p><b>Organizational Capacity</b></p>	<p>10%</p>	<p>The organization’s ability to successfully plan and deliver the proposed initiative, based on experience, staff/volunteer capacity, and partnerships.</p>	<p><b>1 (Minimal):</b> Organization has less than two years of experience with similar initiatives and no documented partnerships.</p> <p><b>3 (Moderate):</b> Organization has successfully completed at least two similar initiatives and has one or more active partners.</p> <p><b>5 (Proven):</b> Organization has 5+ years of experience, a dedicated project lead, and formal written agreements with multiple community partners.</p>
<p><b>Community Reach &amp; Impact</b></p>	<p>10%</p>	<p>Anticipated reach within the Town of Herndon and regional visibility. For events: expected attendance. For programs/services: measurable participation or outcomes.</p>	<p><b>1 (Small Group):</b> Expected attendance for events or program participation is less than 50 people.</p> <p><b>3 (Moderate):</b> Expected attendance for events or program participation is 50–500 people, with documented outreach to at least two different community demographics.</p> <p><b>5 (Strong):</b> Expected event attendance or program participation exceeds 500 people or serves a regional audience with specific, measurable KPIs for impact.</p>

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
<b>Economic Impact</b>	10%	For events or initiatives that attract visitors or promote local business engagement. Not applicable to all requests; scored “N/A” if not relevant.	<p><b>1 (Minimal):</b> No plan for local vendor/business involvement or visitor attraction.</p> <p><b>3 (Moderate):</b> Includes at least two local Herndon businesses as vendors or partners.</p> <p><b>5 (Clear Benefit):</b> Documented plan to attract out-of-town visitors (e.g., hotel stays) and uses at least five local vendors/businesses.</p>

**VIII. Post-Award Requirements**

Awardees must sign an agreement, use funds as stated, and submit a report within 60 days of project completion including attendance, outcomes, and financial summary.

**IX. Prohibited Contributions and Repayment of Funds**

1. The Town shall not waive facility use fees or donate Town services, personnel time, or resources as part of the Community Donation Program. Town facilities, staff support, and operational services (including Police, Public Works, Parks, or other departments) shall be provided on a cost-recovery basis only.

Donation funds awarded under this policy may be used, if approved, to pay for eligible Town facility use fees and Town-provided services identified in the applicant’s approved donation request and budget.

Funds shall not be remitted to individuals, for-profit businesses, or announced candidates for political office. The Town does not promote or advocate political or religious events or activities.

2. Donation funds awarded under this policy must be used for the purposes, programs, services, or events identified in the approved application and agreement.

If an organization fails to initiate, complete, or substantially carry out the approved program, service, or event; materially deviates from the approved use of funds without prior written approval from the Town; or otherwise uses the funds in a manner inconsistent with the approved application or agreement, the Town may require repayment of all or a portion of the donated funds.

The Town Manager shall determine whether repayment is required and the amount of repayment, based on the circumstances and documentation provided. Failure to repay funds as required may result in ineligibility for future Town donations and other remedies available to the Town.

**X. Policy Amendments**

The Town Manager is authorized to make non-substantive administrative updates and revisions to this policy and set administrative fees, as appropriate.

**XI. Effective Date**

This policy is effective upon date of adoption and replaces the Community Cultural Festivals Donation Policy as amended (Resolution 25-G-36) and the De Minimis (Small) Donation Policy (Resolution 25-G-41).