



## TOWN COUNCIL WORK SESSION AGENDA

Town Council Chambers  
765 Lynn Street, Herndon, VA 20170

Tuesday, February 10, 2026 | 7:00 PM

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- 1. Call to Order**
- 2. Discussion**
  - a. Communication Program Update
  - b. Proposed Community Donation Policy - Follow Up
- 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
- 5. Adjournment**

**Agenda Item:** Communication Program Update

**Meeting Date:** February 10, 2026

**Category:** Discussion

**Prepared by:** Brent Heavner, Chief Communications Officer

**Description:**

Staff has prepared an overview presentation of the Town’s communications program to provide Town Council with an update on recent organizational changes, current capabilities, and the strategic direction of this function.

**Background/Timing Impact:**

Over the past year, the Town has undergone a period of transition within its communications program, including leadership changes and a broader realignment of responsibilities. Most recently, the Town integrated its Communications and Economic Development functions into a collaborative department focused on coordinated messaging, business engagement, resident outreach, and brand stewardship. This integration is intended to strengthen alignment between how the Town communicates with its community and how it supports economic vitality, customer service, and civic engagement.

As part of this evolution, staff has realigned communication resources to better support town-wide priorities, expanded internal coordination with departments, and added multimedia production capacity to improve the Town’s ability to deliver timely, accessible, and engaging content across multiple platforms. In addition, staff has been focused on activating and integrating the town brand across communications, outreach materials, digital platforms, and community engagement efforts. This work is ongoing and is intended to ensure consistency, clarity, and alignment with the Town’s values and strategic priorities.

The accompanying presentation provides an overview of these changes, highlights current initiatives, and outlines how the communications program is positioned to continue supporting effective engagement with residents, businesses, and visitors.

**Timing Impact:**

This informational briefing is being provided to update Town Council on the status and direction of the Town’s communication program. Approximately ten months into recent organizational and leadership changes, staff is at an appropriate point to share progress on brand activation efforts and confirm alignment with Council priorities identified in the Strategic Plan. No action is requested.

**Strategic Focus Area:**

Thriving Community  
Good Governance

**Fiscal Impact:**

There is no fiscal impact associated with this informational briefing. The communications initiatives discussed are being implemented within existing approved budget resources.

**Legal Impact:**

None.

**Staff Recommendation/Next Steps:**

This is an informational briefing; no recommendation or guidance requested at this time.

**Attachments:**

1. Presentation

# Communication Program Update

Town of Herndon, Office of Communication & Economic Engagement

# Key External Audience Segments



**Residents**



**Businesses**



**Visitors**

# Key External Audience Segments



**Residents**

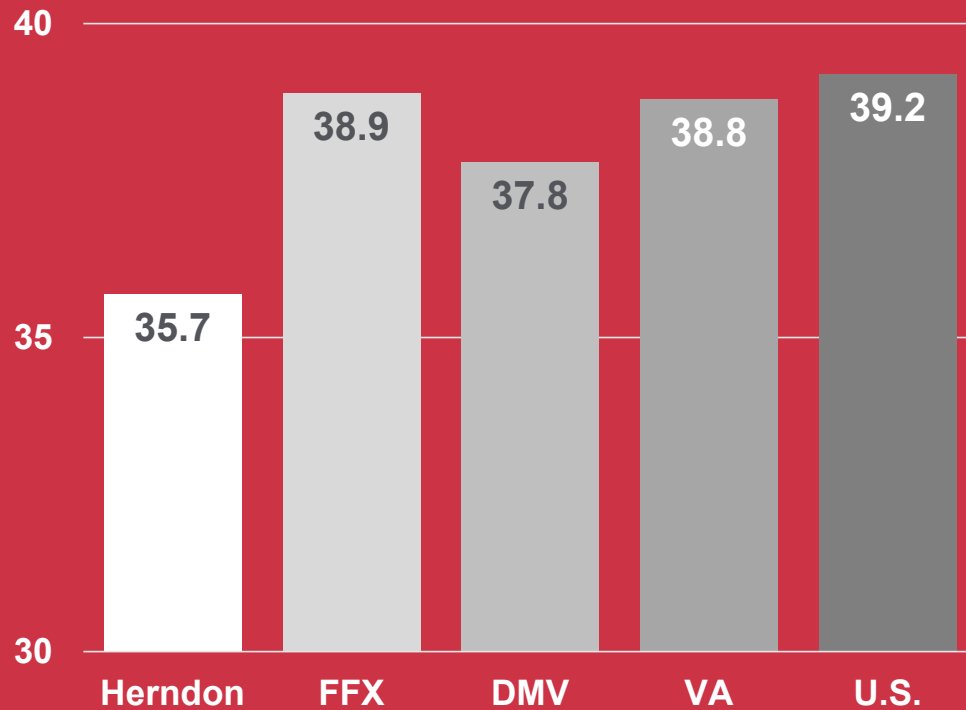


**Businesses**



**Visitors**

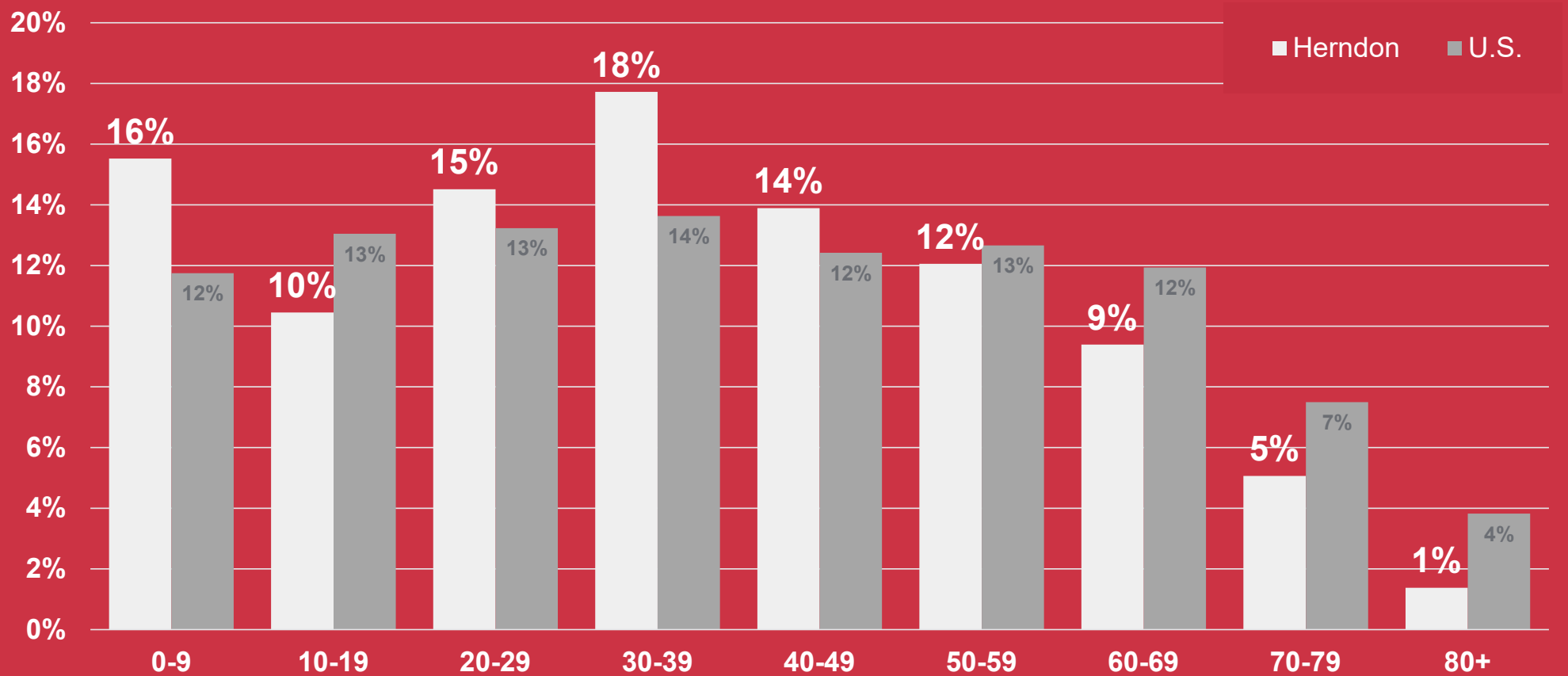
# Median Age



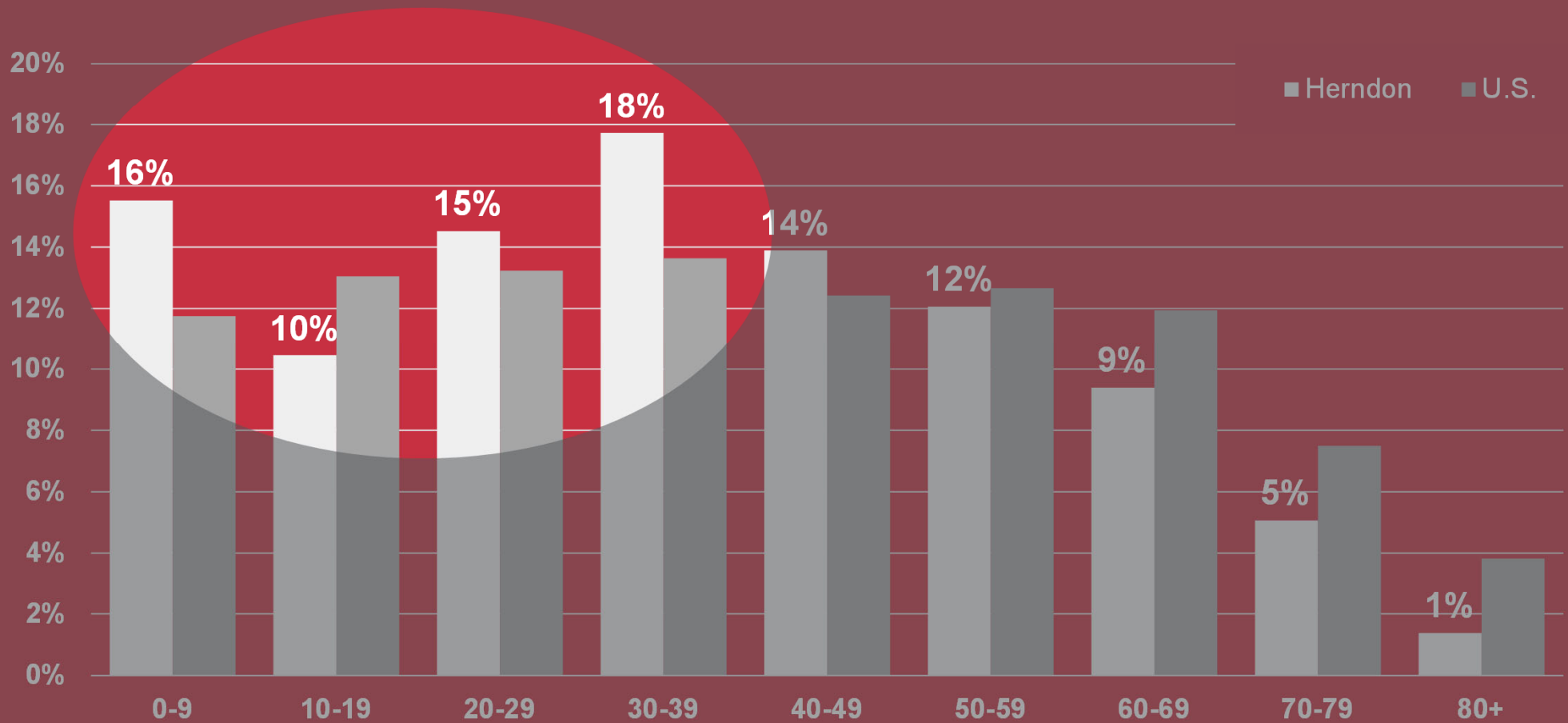
**35.7**  
Median age

Herndon's median age is 6% lower than the DMV's, 8% lower than Commonwealth's and 9% lower than the U.S. as a whole.

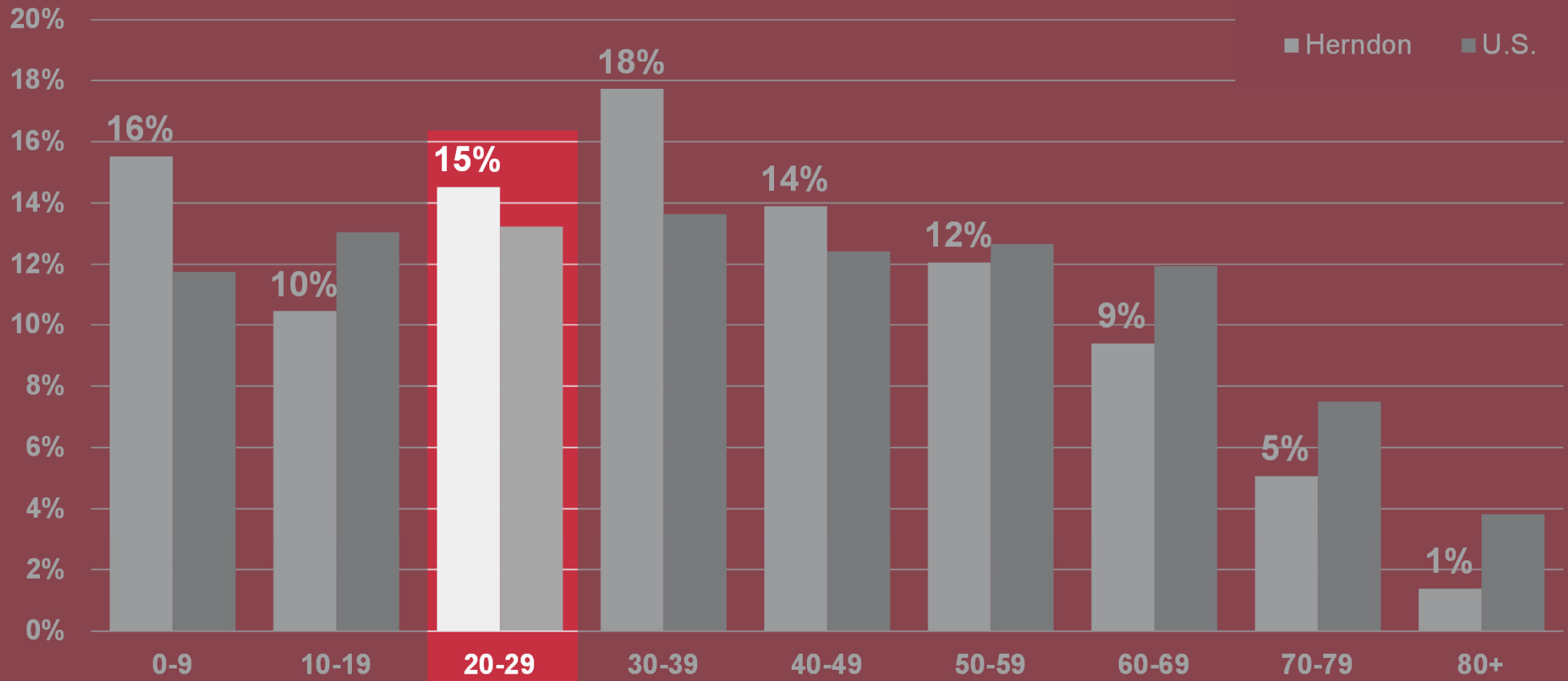
# Age Distribution, Herndon vs. U.S. Population



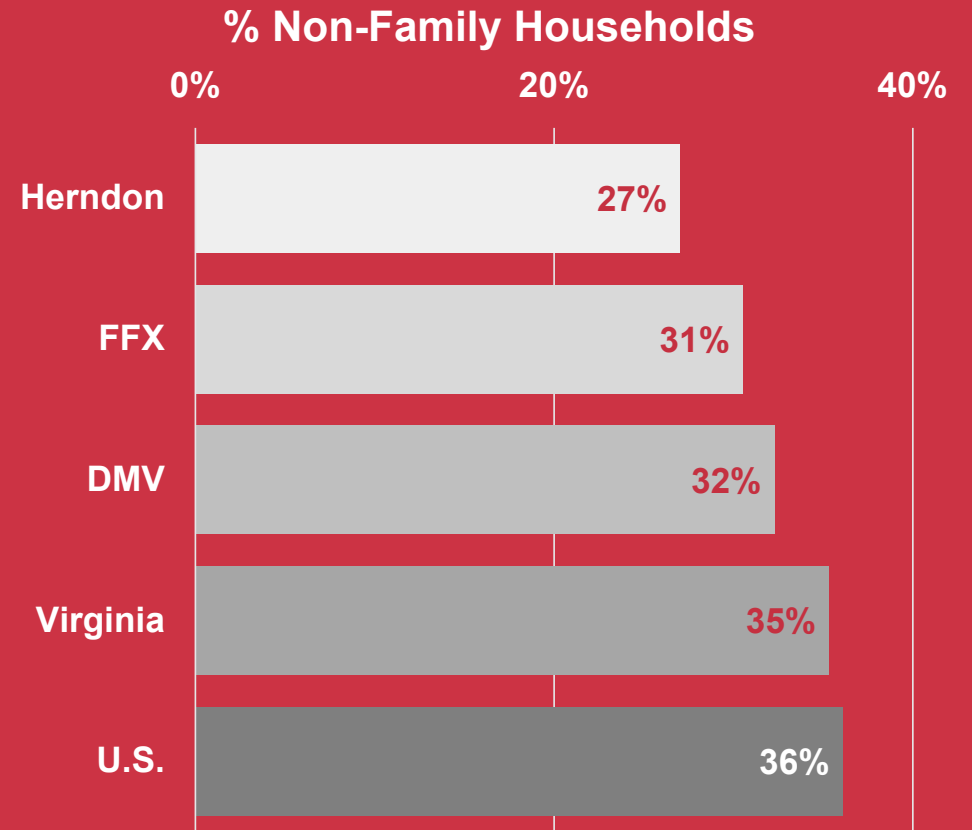
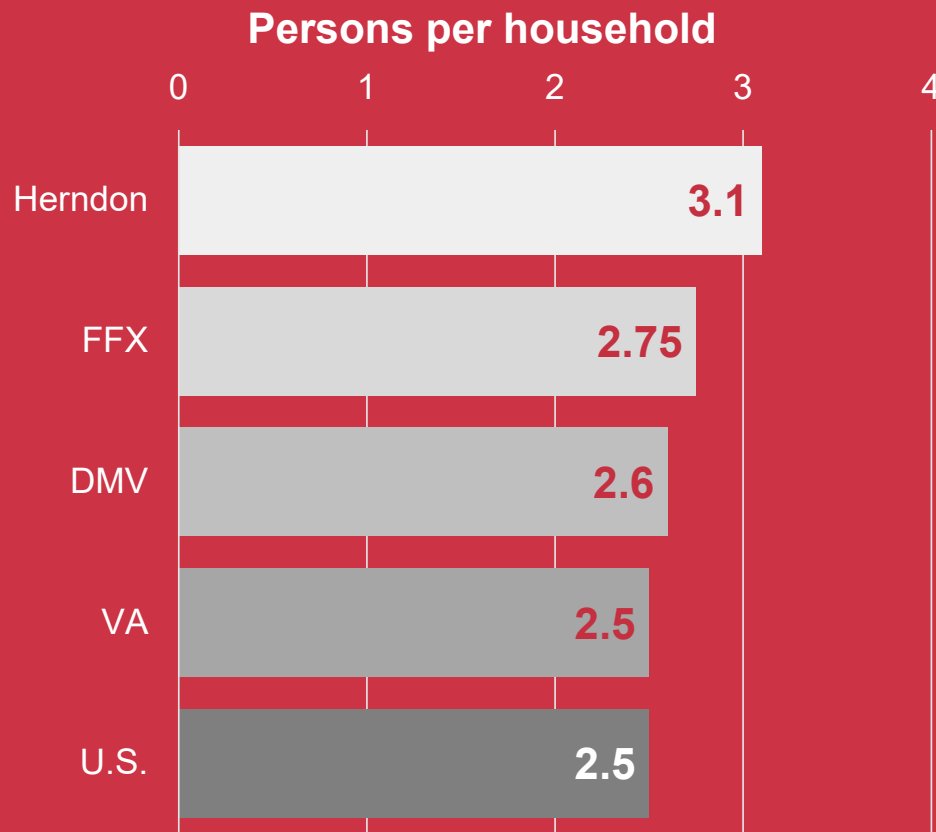
# Age Distribution, Herndon vs. U.S. Population



# Age Distribution, Herndon vs. U.S. Population

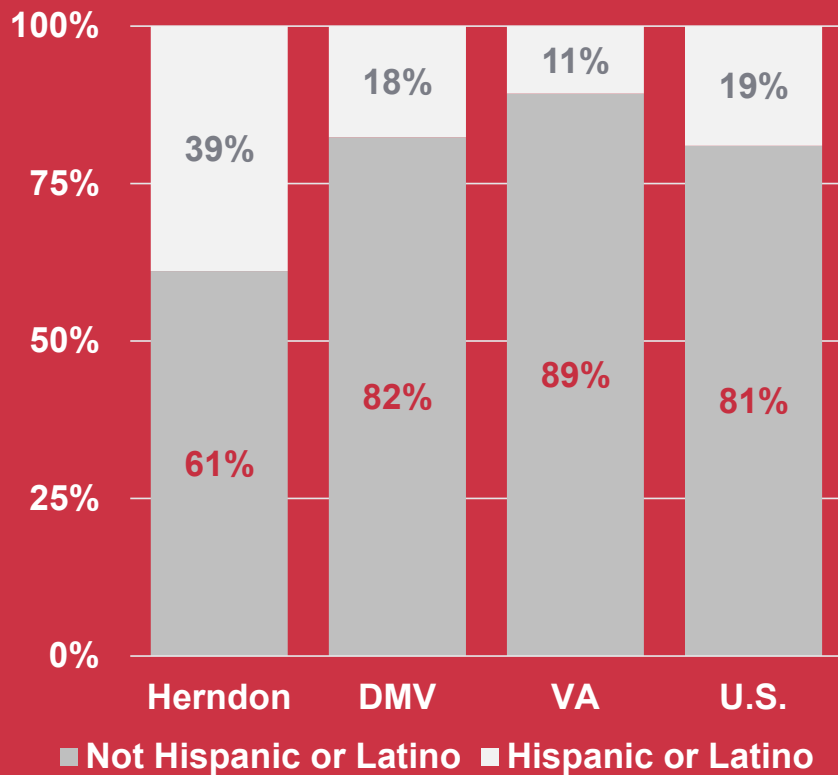


# Household Composition

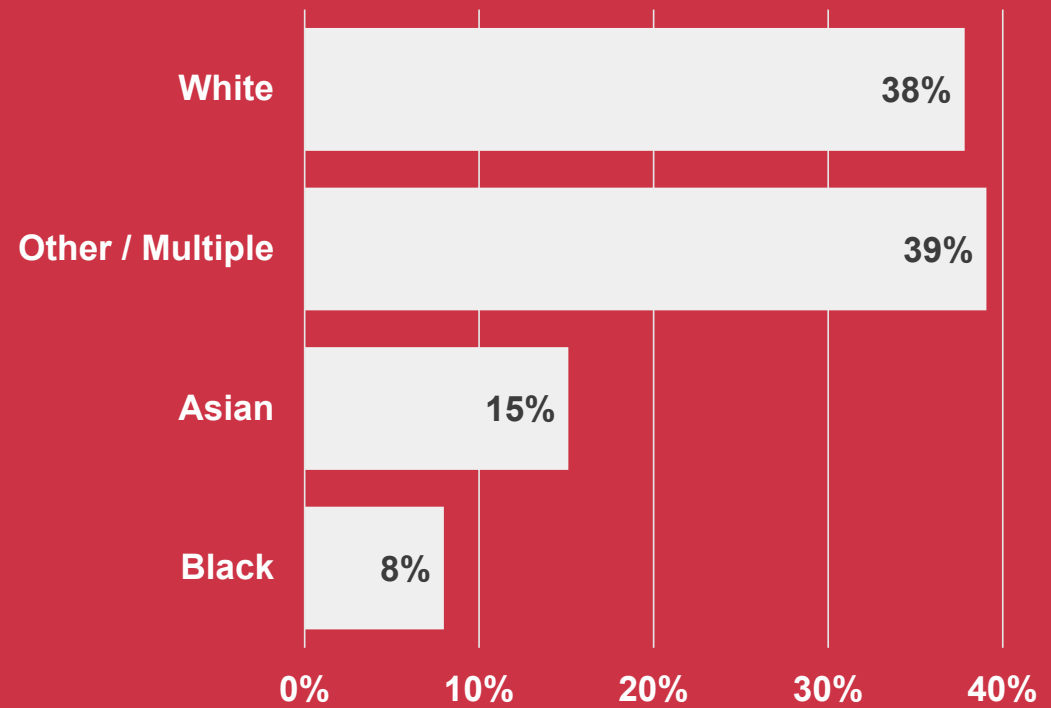


# Race & Ethnicity

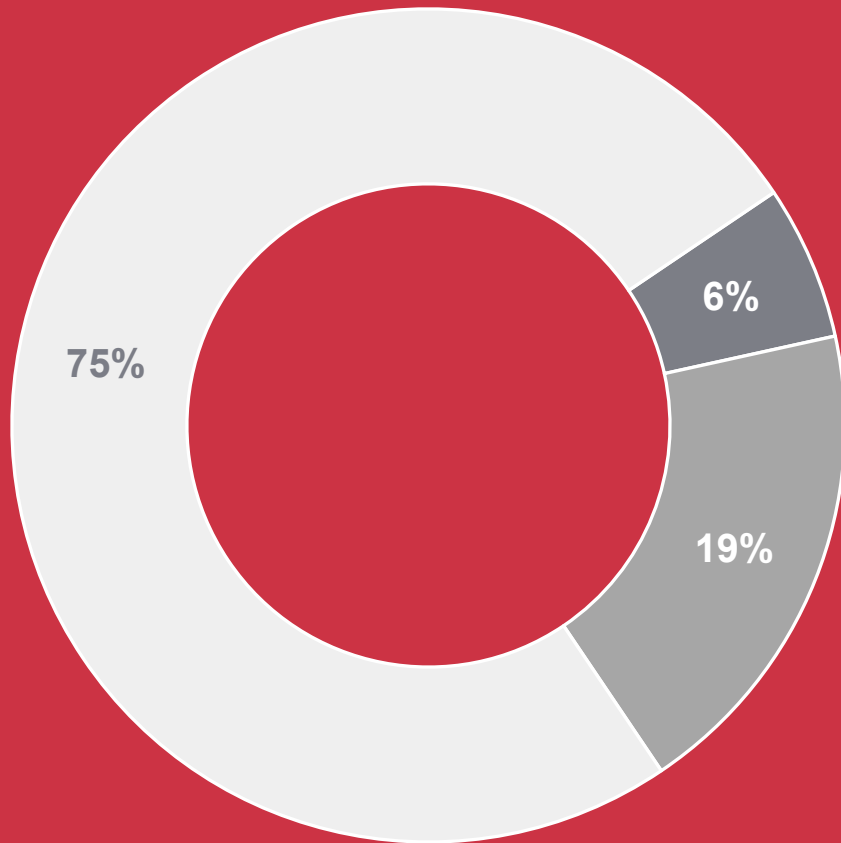
## % Hispanic or Latino



## % Residents by Race



# Languages Spoken



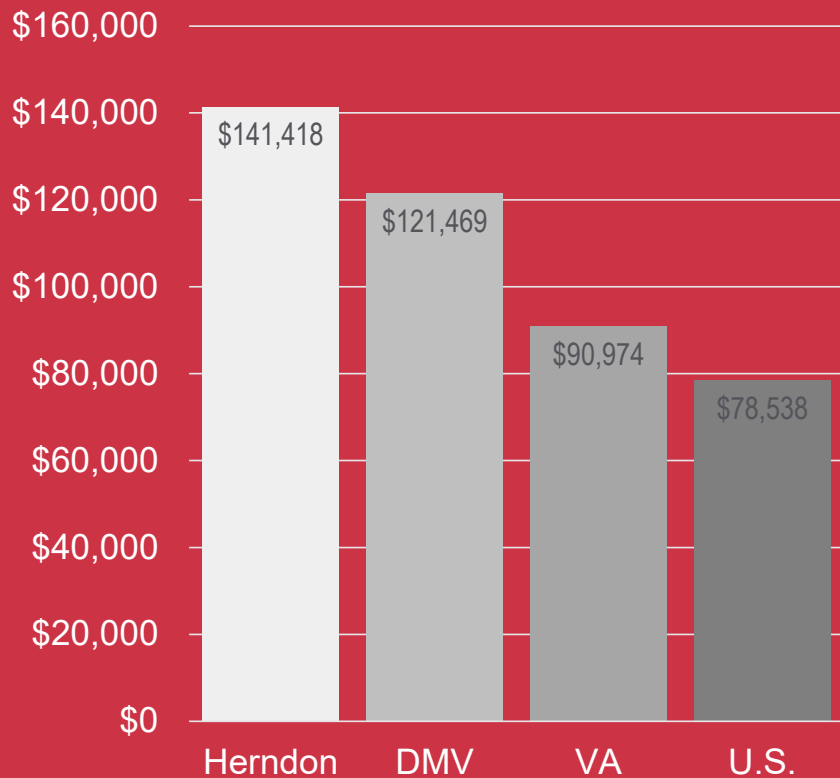
■ Not Proficient in English,  
Speaks Other Language

■ Not Proficient in English,  
Spanish Speaker

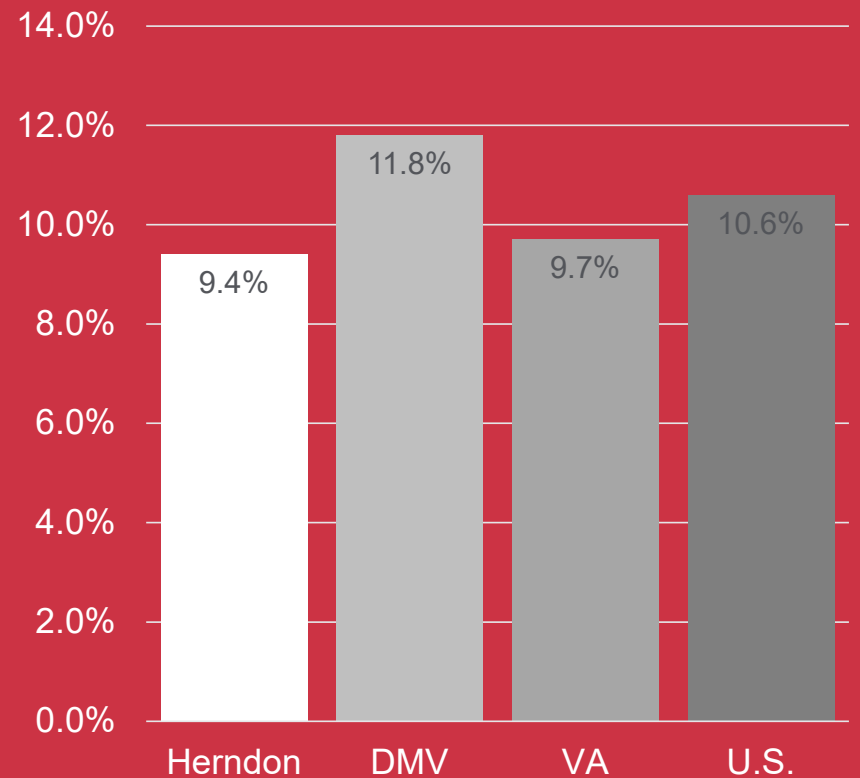
■ Proficient in English

# Income

## Median Household Income



## Poverty Rate





## To Summarize...

In aggregate residents of Herndon are younger, more diverse, more likely to be living as part of families, than average residents of the DMV, Virginia, and the United States as a whole.



# How Does this Guide our Communications?

What media habits and technology preferences do we need to understand to communicate with residents of Herndon effectively?

# General Trends

- A majority under 30 are online “constantly.”
- Smartphone adoption is up 32% over the past decade and exceeds 91% nationwide. Trend is now accelerating among older residents.
- Most Americans express interest in local government news, but only 68% receive it at least “sometimes.”
- Fewer than half of U.S. adults (45%) say it is easy to get the local government information they need.
- 25% of those who sometimes follow local government news are satisfied with its quality.
- 70% Americans rely on friends and family for local government information, while just 32% use local government websites.

SOURCE: Pew Research Center; Neonich.

LIVE DIFFERENTLY.

TOWN OF  
**Herndon**  
VIRGINIA

## In the Herndon Context...

- 54% of people at Herndon's media age say they use the internet **almost constantly**.
- Households at Herndon's median HHI are **21% more likely to subscribe to broadband** than the average home.
- People living in areas like Herndon tend to have a 99% smartphone adoption rate.
- Less than 33% of people in Herndon's median age group get news from traditional sources. At least 45% of people in Herndon's median age **group regularly get news from social media**.
- In aggregate based on demographics, residents of Herndon are considerably more likely to be social media users than the average U.S. adult.

# Program Assessment & Path Forward

# Where We're Going...

- **Maturing as an organization** with regard to our communication functions.
- An integrated **internal service provider** that supports all Town functions.
- A **brand steward** that manages the Town's brand internally and influences its perception externally.

# Current MARCOM Program

**Focus on public information  
and press relations functions**

**1.8 Employees**

**Print-first allocation of  
outreach resources**

**Nascent brand adoption**

# FY26 MARCOM Program

Focus on public information  
and press relations functions

1.8 Employees

Print-first allocation of  
outreach resources

Nascent brand adoption

# Beyond a Focus on Public Information

- Available isn't enough.
- Proactive content calendar with native-format content.
- More connected content across platforms (and better measurement).
- More storytelling, infotainment, and celebration of who we are.
- Every touchpoint is an opportunity for brand expression.
- Get real people face-to-face when we can.

# FY26 MARCOM Program

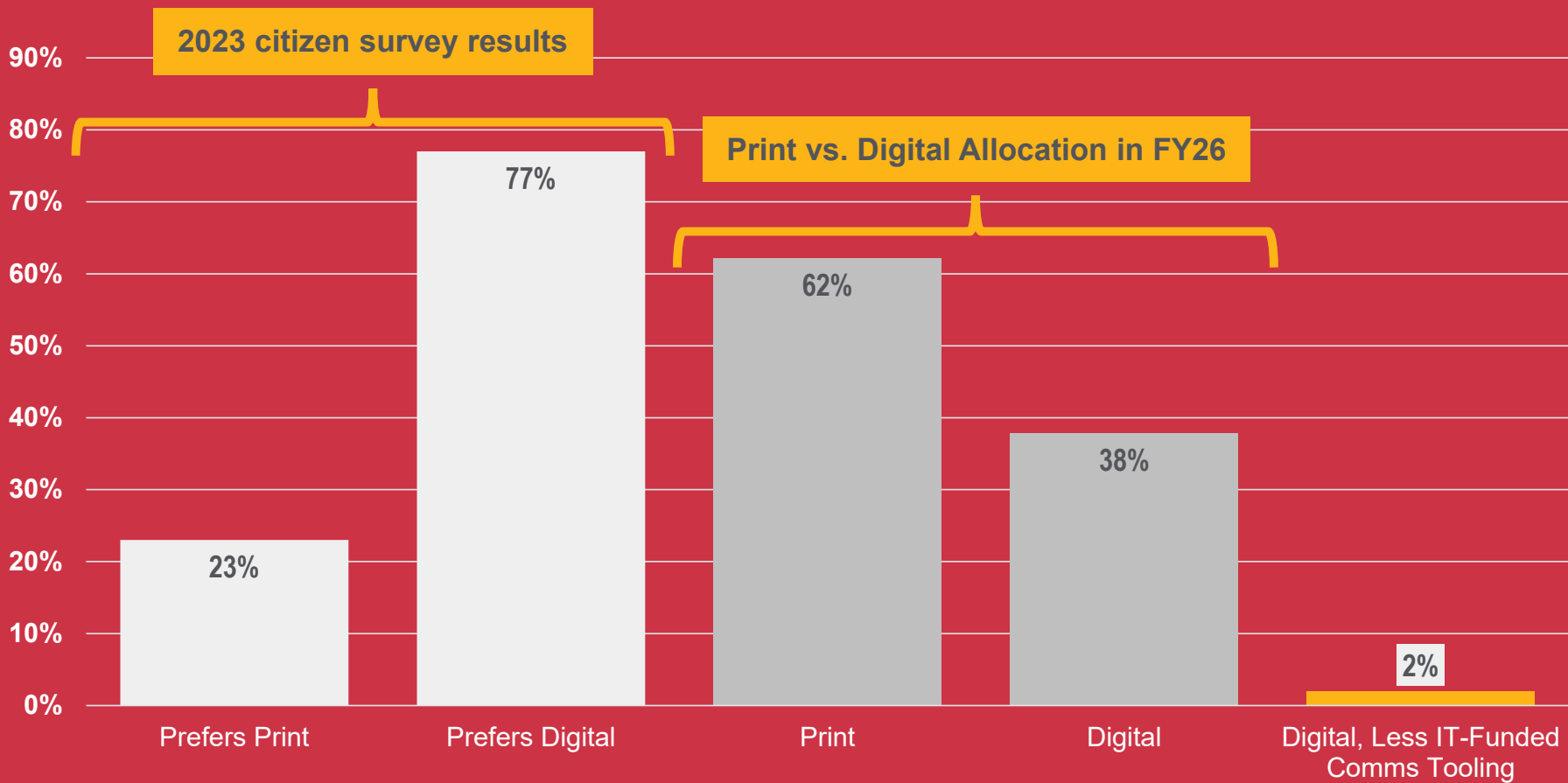
Focus on public information  
and press relations functions

1.8 Employees

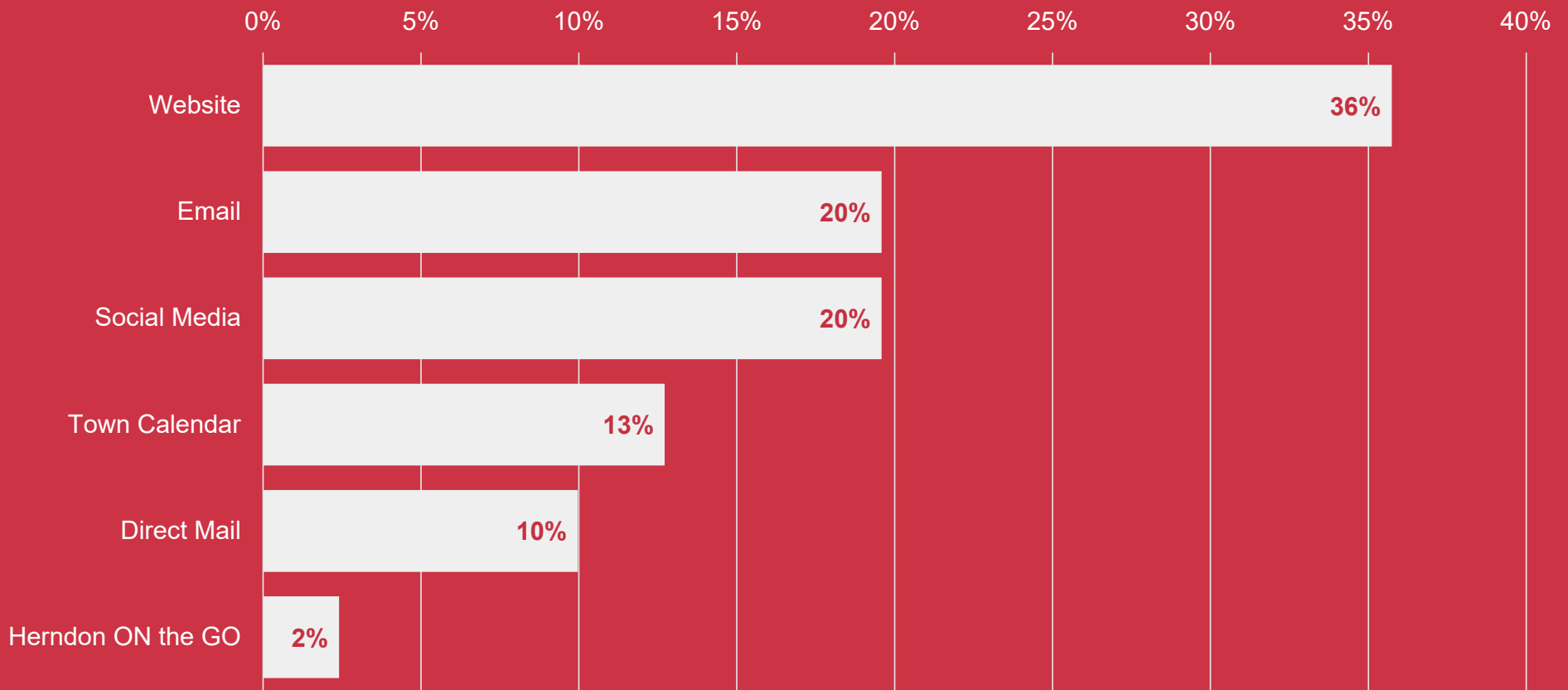
Print-first allocation of  
outreach resources

Nascent brand adoption

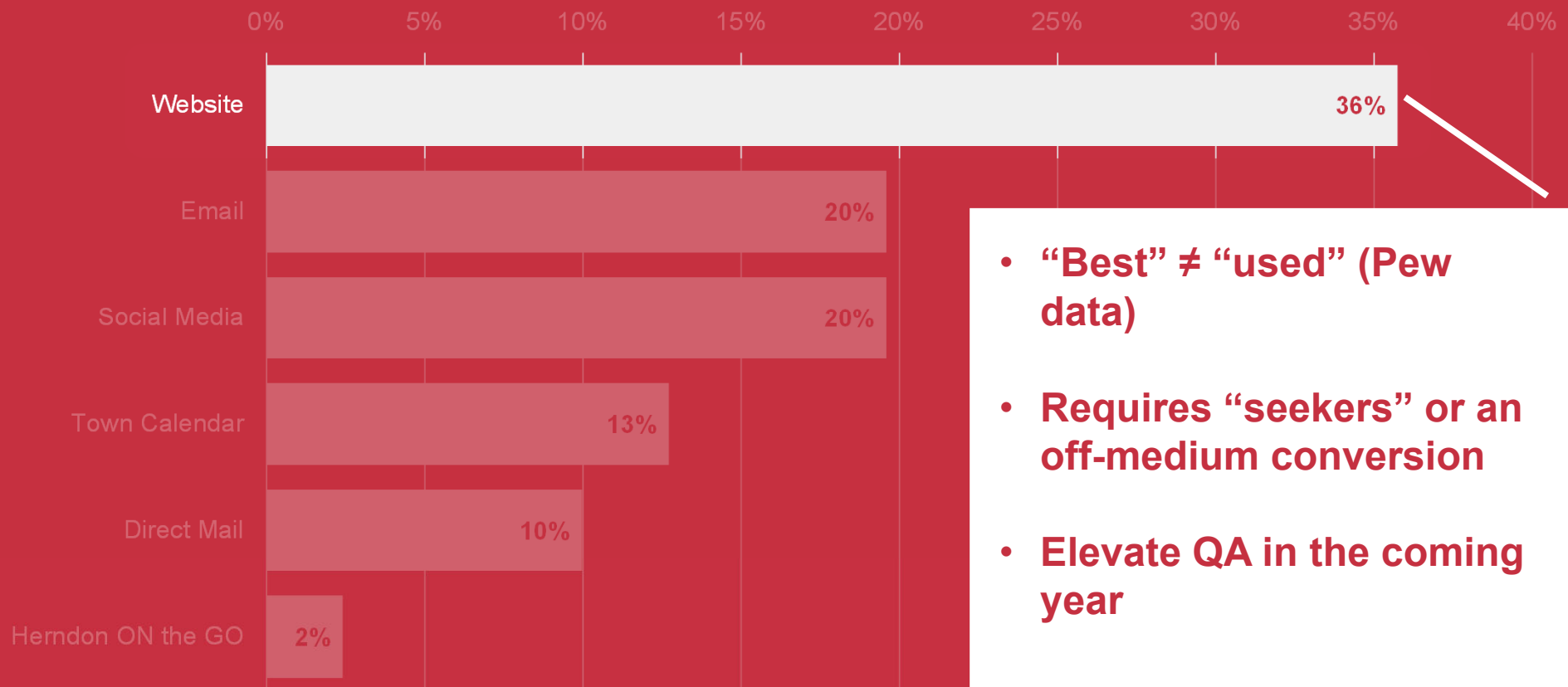
# Preferences vs. Prioritization



# Resident Survey - “Best Way to Learn”

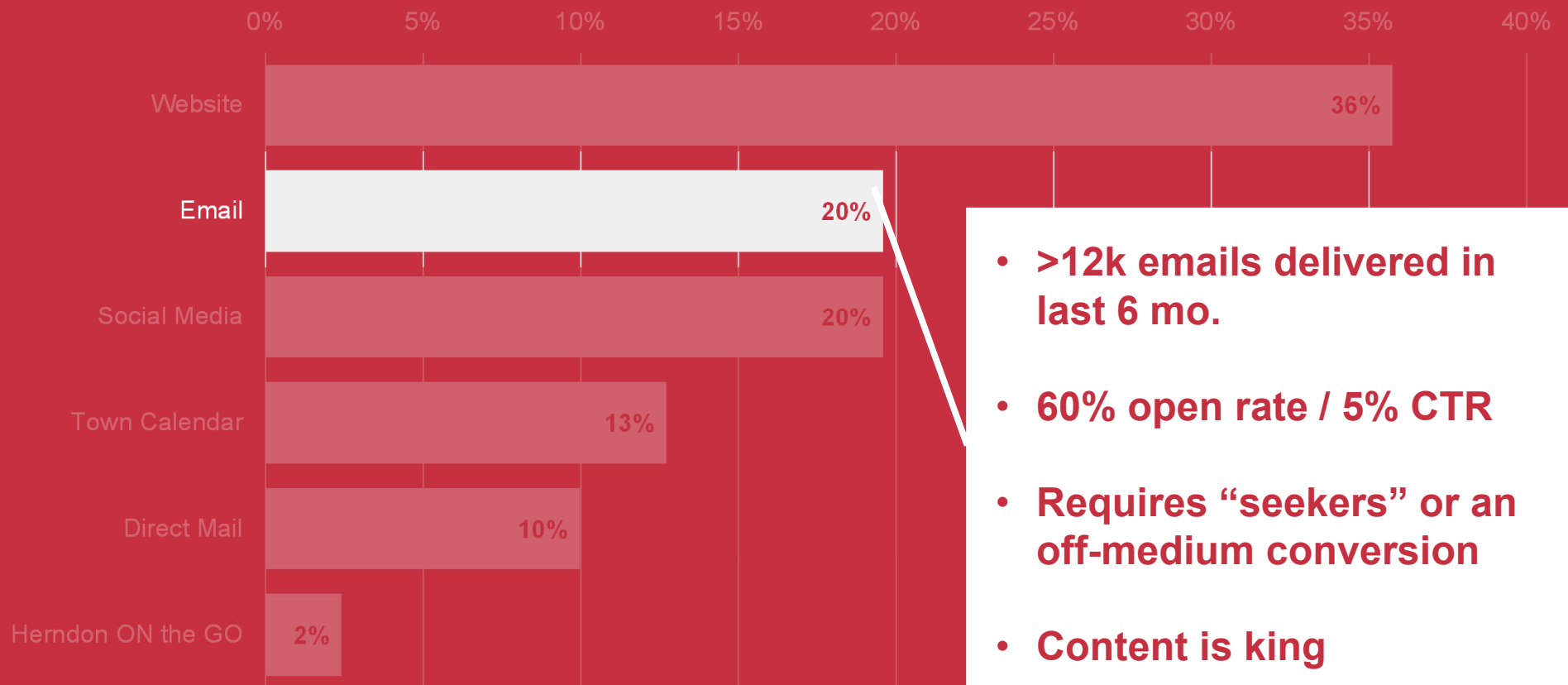


# Resident Survey - “Best Way to Learn”



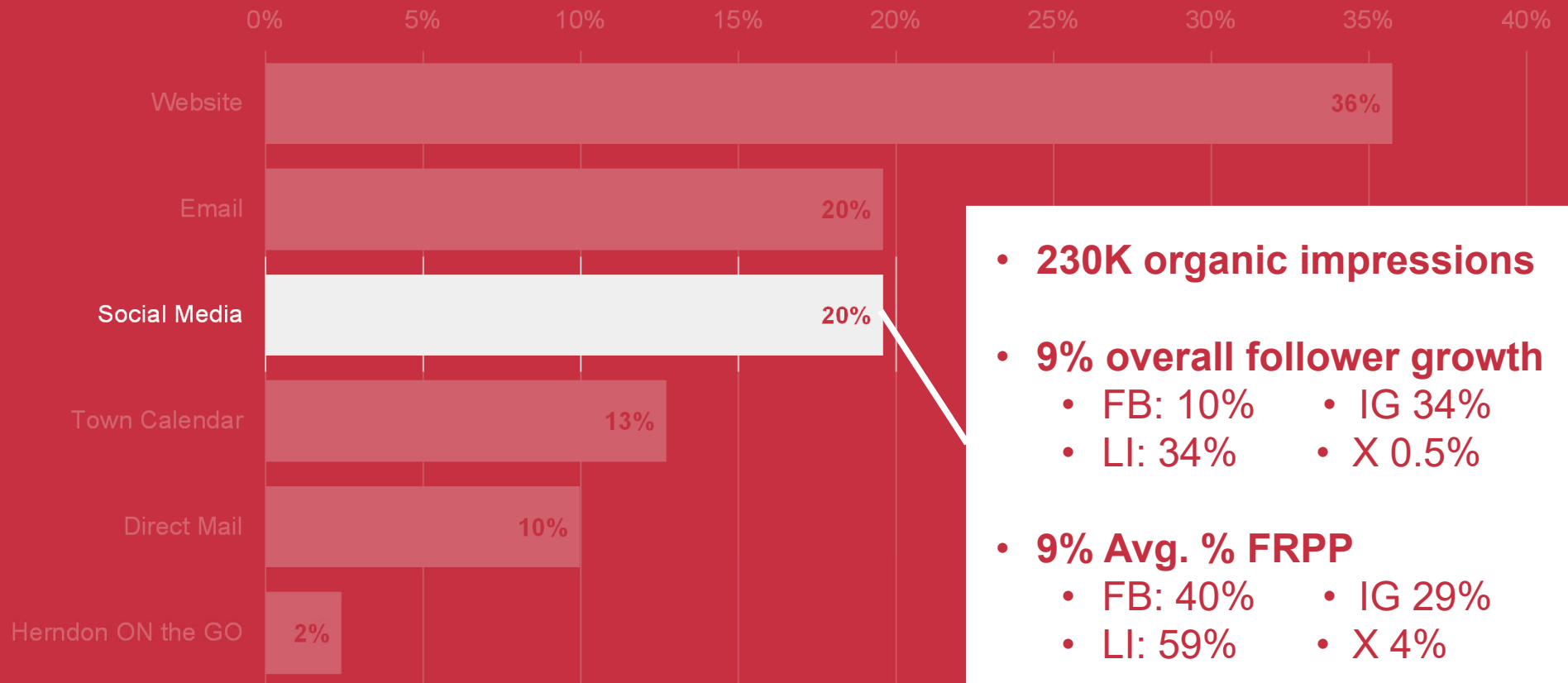
- “Best” ≠ “used” (Pew data)
- Requires “seekers” or an off-medium conversion
- Elevate QA in the coming year

# Resident Survey - “Best Way to Learn”

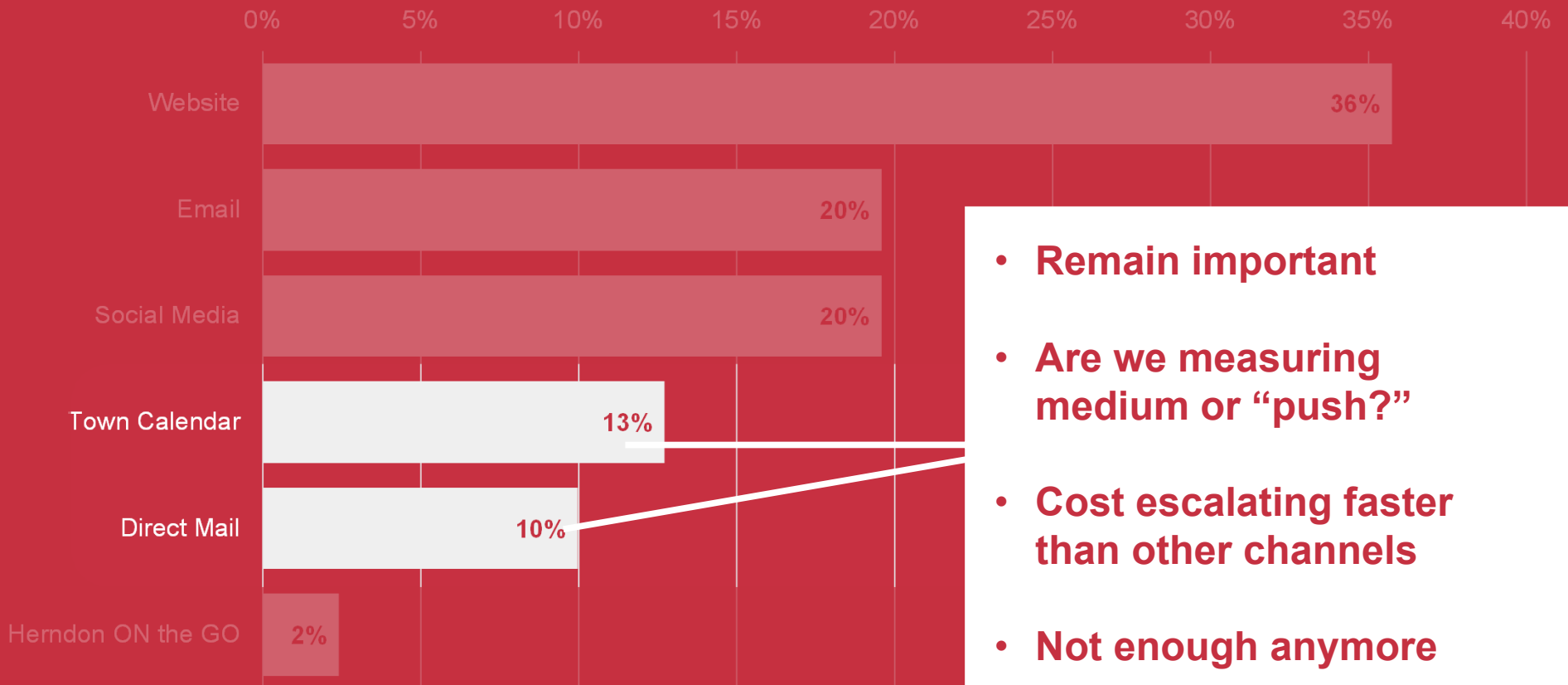


- **>12k emails delivered in last 6 mo.**
- **60% open rate / 5% CTR**
- **Requires “seekers” or an off-medium conversion**
- **Content is king**

# Resident Survey - “Best Way to Learn”



# Resident Survey - “Best Way to Learn”



- Remain important
- Are we measuring medium or “push?”
- Cost escalating faster than other channels
- Not enough anymore

# FY26 MARCOM Program

Focus on public information  
and press relations functions

1.8 Employees

Print-first allocation of  
outreach resources

Nascent brand adoption

# Staffing

- Focus on content AND internal service provision – needs of our audiences AND our internal clients / the organization as a whole.
- Tooling, processes, and coordination can be force multipliers.
- Marketing Supervisor – content, workflow, campaign coordination.
- Multimedia Production Specialist – dramatically enhance our collateral production capacity, especially video and photo content.

# FY26 MARCOM Program

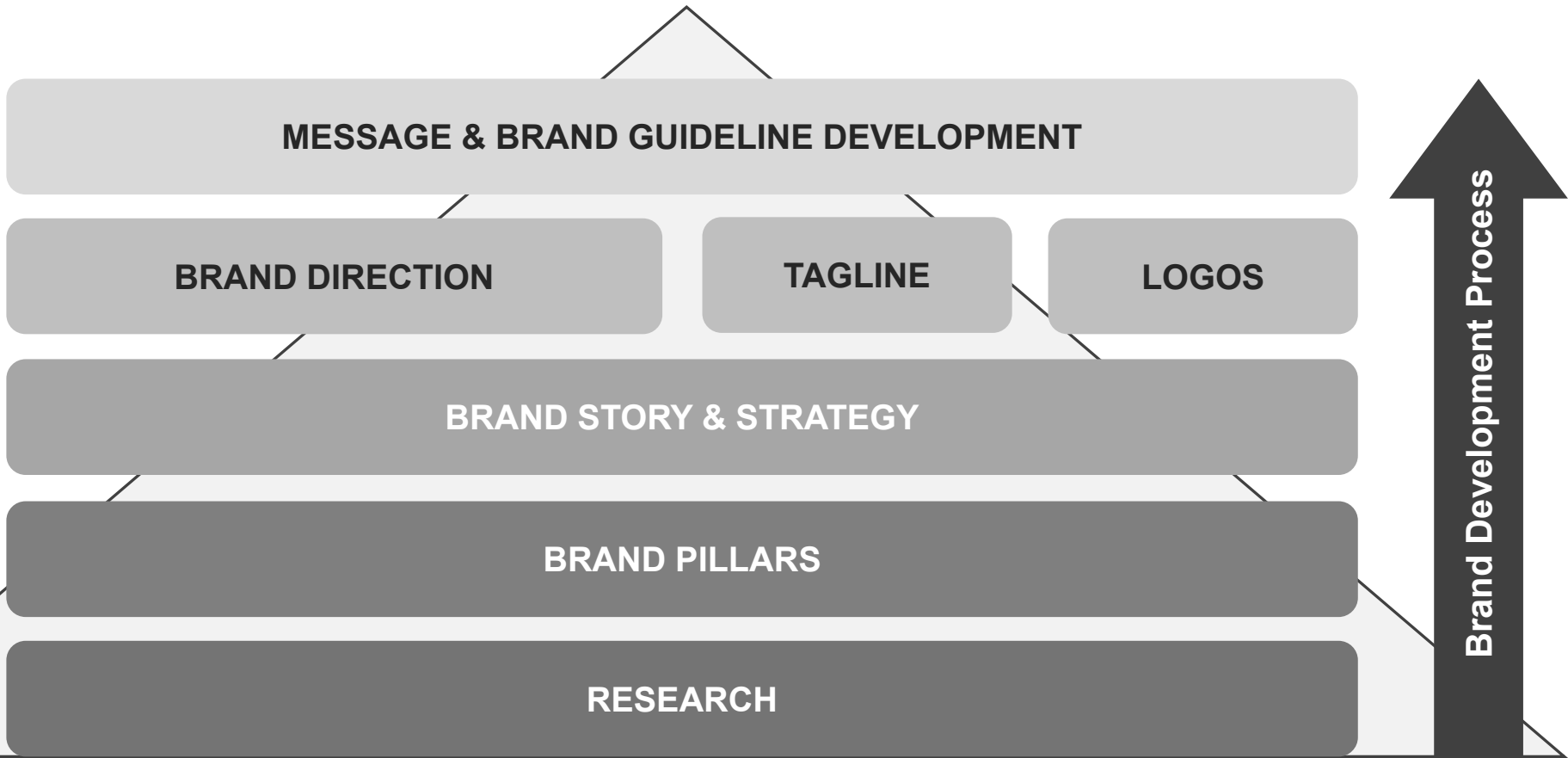
Focus on public information  
and press relations functions

1.8 Employees

Print-first allocation of  
outreach resources

Nascent brand adoption

# Brand Development Process



# Brand Development Process



## Brand System

- Governance
- Fidelity
- Workability
- Socialization
- Adaptation

# Brand Implementation Process



## Strategic Foundation



TOWN OF  
**Herndon**  
LIVE DIFFERENTLY.

**Implementation**

**Activation**

**Amplification**

**Adaptation**

TOWN OF  
**Herndon**

**LIVE DIFFERENTLY.**

**Agenda Item:** Proposed Community Donation Policy - Follow Up

**Meeting Date:** February 10, 2026

**Category:** Discussion

**Prepared by:** Dan Hoffman, Town Manager

**Description:**

At the direction of Town Council, staff prepared a draft Community Donation Policy for Town Council consideration, which was first presented and discussed during the January 13, 2026 work session. As a follow up to that discussion, staff has tested the Evaluation Criteria included in the draft policy utilizing several hypothetical donation scenarios. This evening's discussion will focus on reviewing the results of those test scenarios and staff is seeking Town Council direction on adjustments to the Evaluation Matrix and/or policy as we work toward scheduling adoption of this 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 less than \$250.

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.

During the January 13, 2026 work session, staff briefed the Town Council on 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 a result of that discussion, staff has evaluated several test donation scenarios utilizing the Evaluation Matrix included in the proposed policy. This exercise will provide Town Council and staff with additional information in evaluating the Evaluation Matrix and allow Town Council to provide further direction to staff in moving toward adoption of the policy.

**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:**

Strong Fiscal Stewardship  
Good Governance  
Thriving Community

**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)
2. Presentation (PowerPoint)

## **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 Minimus (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>	10%	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)
<b>Financial Soundness &amp; Sustainability</b>	15%	Financial health, realism of proposed budget, leveraged funding sources, and ability to sustain the initiative beyond Town support.	<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>
<b>Organizational Capacity</b>	10%	The organization’s ability to successfully plan and deliver the proposed initiative, based on experience, staff/volunteer capacity, and partnerships.	<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>
<b>Community Reach &amp; Impact</b>	15%	Anticipated reach within the Town of Herndon and regional visibility. For events: expected attendance. For programs/services: measurable participation or outcomes.	<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>	20%	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).

# Community Donation Evaluation Matrix Review

Town Council Work Session  
February 10, 2026



# Evaluation Matrix – Current Weights

Category	Weight
Community Benefit	30%
Alignment with Town Strategic Priorities & Brand	10%
Financial Soundness & Stability	15%
Organizational Capacity	10%
Community Reach & Impact	15%
Economic Impact	20%
	<b>100%</b>



# Evaluation Matrix – Test Case Scenarios

## Scenarios:

- 1) **Local School PTSA** – requests donation for annual celebration event for graduating students
- 2) **Community Theater Program** – requests donation for general operating support of multiple programs
- 3) **Local Thrift Store** – requests donation for general operating support
- 4) **School Marching Band** – requests donation for instruments for less than 50 students
- 5) **Friends of Residing Area Park** – requests donation for tree restoration of local county park
- 6) **Community Cultural Festival** – a new start up nonprofit requests donation to host a multicultural food festival
- 7) **Large Downtown Event** – a nonprofit requests donation to host a large downtown event
- 8) **Summer Concert Series** – requests donation to cover fees to run a free weekly concert series in Town

## Assumptions:

- 1) All applicants submitted application accurately and timely
- 2) All applicants meet the requirements under Section V: Funding and Eligibility

# Local School PTSA

A well-established local school Parent Teacher Student Association (PTSA) requests a donation to fund an annual celebration event for graduating students that will take place at the Herndon Community Center. Event attendance is expected to be between 50-500 people but is exclusive to graduating students who attend that local school. Any sponsors or donations for the event will be listed on the local school's website only. The PTSA is requesting a donation that is approximately 30% of the initiative budget for the event.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	3.00
Financial Soundness & Stability	4.00
Organizational Capacity	5.00
Community Reach & Impact	3.00
Economic Impact	1.00
<b>Total Unweighted Score</b>	<b>17.00</b>
<b>Total Unweighted Score %</b>	<b>57%</b>
<b>Total Weighted Score %</b>	<b>47%</b>



# Community Theater Program

A local community theater program requests a donation for general operating support for multiple programs, services, events, and initiatives during that fiscal year. Events have an entry fee but are open to all members of the public to participate. The attendance for events and programs is expected to exceed 500 people and include a wide range of multicultural themes. Any sponsors or donations to the community theater program will be incorporated as a central theme in all published program fliers. The community theater program already partners with four other local vendors/businesses. The requested funding is 25% or less of the initiative budget.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	5.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	4.00
<b>Total Unweighted Score</b>	<b>29.00</b>
<b>Total Unweighted Score %</b>	<b>97%</b>
<b>Total Weighted Score %</b>	<b>96%</b>



# Local Thrift Store

A local thrift store that opened one year ago in Town requests a donation for general operating support. The thrift store is open to the public, selling donated items for low prices. The thrift store states that it would like to use the funds to expand its scholarship program for local high school students, as well as renovate the interior of the store to allow for more local and out-of-town visitors. The Town brand will be a central theme of the thrift store, and lists Thriving Community and Environmental and Economic Stability as direct impacts the thrift store has to the Town. The thrift store is requesting a donation that is 50% of the initiative budget.

	Score
Community Benefit	4.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	3.00
Organizational Capacity	1.00
Community Reach & Impact	5.00
Economic Impact	2.00
<b>Total Unweighted Score</b>	<b>20.00</b>
<b>Total Unweighted Score %</b>	<b>67%</b>
<b>Total Weighted Score %</b>	<b>68%</b>



# School Marching Band

A local school's marching band requests a donation to fund new instruments for less than 50 students. The instruments purchased with the funding would be exclusively for members of the marching band. The marching band is requesting a donation that is 75% of the total initiative budget. There are no plans for local vendor or business involvement, and the Town brand would not be included anywhere.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	1.00
Financial Soundness & Stability	1.00
Organizational Capacity	3.00
Community Reach & Impact	1.00
Economic Impact	1.00
<b>Total Unweighted Score</b>	<b>8.00</b>
<b>Total Unweighted Score %</b>	<b>27%</b>
<b>Total Weighted Score %</b>	<b>24%</b>



# Friends of Residing Area Park

A residing area nonprofit organization for a county park outside of Town requests a donation for tree restorations. The nonprofit provides a detailed plan showing how it directly implements the strategic priorities as well as Town brand. The nonprofit has 5+ years of experience, and formal agreements with multiple community partners in and out of Town. The county park is visited by over 500 people, but the nonprofit cannot directly list how many Town residents make up this number. The donation requested accounts for less than 25% of the initiative budget.

	Score
Community Benefit	1.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	5.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	1.00
<b>Total Unweighted Score</b>	<b>22.00</b>
<b>Total Unweighted Score %</b>	<b>73%</b>
<b>Total Weighted Score %</b>	<b>60%</b>



# Community Cultural Festival

A brand new nonprofit requests a donation to host a multicultural food festival in Town to celebrate many diverse populations. The event has no entrance fee and is open to the public, but attendees must pay for food and beverage purchases. The Town brand will be a central theme of the festival, and the nonprofit cites Thriving Community as a strategic focus area of the festival. Attendance is expected to be between 50-500 people, made up of residents as well as out-of-town visitors. Three local restaurants in Town are partners in the food festival. The donation request makes up 70% of the initiative budget of the event.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	4.00
Financial Soundness & Stability	2.00
Organizational Capacity	1.00
Community Reach & Impact	3.00
Economic Impact	4.00
<b>Total Unweighted Score</b>	<b>19.00</b>
<b>Total Unweighted Score %</b>	<b>63%</b>
<b>Total Weighted Score %</b>	<b>71%</b>



# Large Downtown Event

A local nonprofit requests a donation to fund a large downtown fundraising event for its organization. A charity bicycle raise is proposed, that would shut down major streets downtown and require both Town resources and the use of Town-owned spaces. The event would be free and open to the public to spectate but require a fee to participate. Attendance is expected to exceed 500 people and attract tourism in Town. The nonprofit has successfully completed two similar initiatives, but on a much smaller scale. The “Live Differently” brand will not be referenced in the event, but there will be partnerships with over five other local businesses in Town. The donation request makes up 30% of the initiative budget.

	Score
Community Benefit	2.00
Alignment with Town Strategic Priorities & Brand	1.00
Financial Soundness & Stability	4.00
Organizational Capacity	3.00
Community Reach & Impact	5.00
Economic Impact	5.00
<b>Total Unweighted Score</b>	<b>20.00</b>
<b>Total Unweighted Score %</b>	<b>67%</b>
<b>Total Weighted Score %</b>	<b>67%</b>



# Summer Concert Series

A well-established local nonprofit proposes a weekly summer concert series in Town-owned outdoor spaces from June through August. Concerts feature local and regional musicians, including multicultural programming, and attendance is free and open to the public. Attendance each week is expected to be over 500 people, including residents and out-of-town visitors. Seven local restaurants have partnered with the nonprofit for this weekly event, and plan to have food stands set up for attendees to purchase food. The donation requested accounts for 70% of the initiative budget.

	Score
Community Benefit	5.00
Alignment with Town Strategic Priorities & Brand	5.00
Financial Soundness & Stability	2.00
Organizational Capacity	5.00
Community Reach & Impact	5.00
Economic Impact	5.00
<b>Total Unweighted Score</b>	<b>27.00</b>
<b>Total Unweighted Score %</b>	<b>90%</b>
<b>Total Weighted Score %</b>	<b>91%</b>





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**Herndon**

LIVE DIFFERENTLY.