TOWN OF Herndon VIRGINIA

Town Council
Work Session
Agenda Item 3.a.

Agenda Item: **Virginia Main Street Program Discussion**

Meeting Date: October 6, 2026

Category: Discussion (7:00 PM)

Prepared by: Collin Okoniewski, Economic Development Manager

Description:
Staff will provide an overview of the Virginia Main Street program, including its purpose, structure, the Main Street Approach, and the resources and expectations associated with participation. The discussion will also outline how the program could be applied in Herndon to support the long-term vitality and management of Downtown Herndon.

Background/Timing Impact:
Virginia Main Street, administered by the Virginia Department of Housing and Community Development (Virginia DHCD), provides a framework for community-based economic development and revitalization of downtown commercial districts. The program emphasizes public-private partnership and locally driven strategies focused on economic vitality, design, promotion, and organizational capacity.

Staff has been evaluating the Main Street model as a potential framework for strengthening Downtown Herndon through a dedicated nonprofit organization capable of supporting business engagement, promotion, programming, partnerships, and other downtown initiatives. Exploring Main Street status represents the initial step in that process and provides access to technical assistance, training, grants and other Virginia Main Street resources as the local program develops.

Timing Impact:
The October 6 discussion is intended to provide Council with an understanding of the Virginia Main Street program and receive direction on the proposed approach. Based on Council feedback, staff anticipates returning to the regular meeting on October 27 with a resolution supporting and authorizing an application for Exploring Main Street status.

Neither the proposed resolution nor the Town's application for Exploring Main Street status is dependent upon a local government funding commitment. Any future consideration of financial support for a Main Street organization would occur separately.

Strategic Focus Area:
Environmental and Economic Sustainability
Thriving Community

Fiscal Impact:
There is no direct fiscal impact associated with this discussion item or with applying for Exploring Main Street status. Neither the proposed resolution nor the Exploring Main Street application is dependent upon a commitment of local government funding.

Any future Town financial support for a Main Street organization would be considered separately.

Legal Impact:
There is no direct legal impact associated with this discussion item. A resolution supporting and authorizing the Town's application for Exploring Main Street status will be presented separately for Council consideration later in October.

Staff Recommendation/Next Steps:
Staff is seeking Council feedback in advance of returning later in October with a formal resolution supporting the Town's application for Exploring Main Street status.

Attachments:
None