Town Council
Work Session
Agenda Item 2.b.

Agenda Item: **Town Calendar Process Briefing**

Meeting Date: February 4, 2025

Category: Discussion

Prepared by: Anne Papa, Chief Communications Officer

Description:
A discussion of the process by which the Herndon Town Calendar is produced, to include the annual photography contest run under the auspices of Arts Herndon.

Background:
The Herndon Town Calendar is produced annually by the town's Communications Department and is delivered via US mail in December to all town residents and businesses. Anecdotally and empirically, as measured in the town's 2023 Residential Satisfaction Survey (and prior surveys), the calendar is relied on among town residents for information on meetings, events and programs. Since 2011, Arts Herndon has coordinated a community-wide calendar photo contest to determine the photography that appears in the calendar. Arts Herndon and the town promote the contest, via numerous channels; the contest deadline is typically mid-June. Following, all contest entries are exhibited at Arts Herndon. Throughout the duration of the exhibit, Arts Herndon visitors are encouraged to vote for their favorite photo; the "People's Choice" award is then presented at a reception held to recognize the photographers. Also at the reception, the Mayor announces the month-by-month photos that will appear in the calendar. Selection of these from among the contest entries is determined by the town and by Arts Herndon and is typically a mix of people, places and images of iconic Herndon, appropriate to the seasons they represent in the calendar.

Typically, the contest receives approximately 50 entries per year. Prior to COVID, Arts Herndon engaged professional photographers to judge the entries and determine which would be featured in the exhibit and eligible for inclusion in the calendar. Since COVID, Arts Herndon has included all submitted photographs in the exhibition and all are eligible for calendar inclusion.

Timing Impact:
This discussion item is brought forward at the direction of the Town Council.

Related Strategic Plan Goals:

- Thriving Community Goal 2: Encourage an engaged and informed community; Objective 2.2: Employ communications strategies and tactics that engage intended audiences

Strategic Focus Area:



Thriving Community

Fiscal Impact:
Annual cost (based on 2025):
Calendar printing $14,500
Calendar postage $2,800
Photography (Town Councilmembers, Boards & Commissions, staff): $2,000
Arts Herndon Community Photo Contest: No cost
TOTAL: $19,300

Legal Impact:
None

Staff Recommendation/Next Steps:
None. This is a discussion item.

Attachments:
None