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

Expenses	
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 Milennium Bank, Main Street Bank, Reston Chamber of Commerce, Dulles Regional Chamber of Commerce, and the Fairfax YMCA.

Ex-Offico

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.