Application
Town of Herndon
Area Charitable and Non-Profit Organizations
Request for Town Funds

Section I – Organization Information

Organization Name: Arts Herndon

Mailing Address: 750 Center Street, Herndon VA 20170

Phone number: 703 295 2926 E-mail address: info@artsherndon.org

Website address: www.artsherndon.org

Name, Title, and Phone Number of Primary Contact: Joanna Ormesher, President & CEO, 703 295 2926

Name, Title, and Phone Number of Chief Executive Officer: Same

Employer Identification Number (if applicable): 52 - 1432391

Primary Purpose of the Organization and Description of its programs and services:

Arts Herndon is a multidisciplinary community arts center, recognized as a vibrant home for our diverse population. We are dedicated to educating, promoting, advancing, and cultivating the arts in all their forms.

Our mission is to expand the reach and impact of both visual and performing arts, while actively advocating for artists, performers, and all who engage with the creative process. We strive to be a catalyst for cultural enrichment, connection, and inclusion throughout the region.

Goals, Objectives and Accomplishments of the Organization. Describe how the organization benefits the citizens of the Town of Herndon.

Organizational Goals

1. **To foster a vibrant, inclusive arts environment** that reflects and celebrates the cultural, ethnic, and generational diversity of the Town of Herndon.
2. **To increase access to arts experiences** for all residents, regardless of background, age, income level, or ability.
3. **To serve as a catalyst for community connection and dialogue** through creative expression, storytelling, and shared cultural events.

4. **To nurture emerging and established artists** by providing space, resources, and opportunities to create, exhibit, and perform their work.
5. **To contribute to the economic and social vitality of Herndon** by drawing visitors, supporting local businesses, and enhancing the Town's reputation as a cultural destination.

Primary Objectives

- Present diverse arts programming — including music, theatre, visual art, and dance — that showcases artists of varied cultural backgrounds, especially reflecting Herndon's rich multicultural community.
- Provide arts education opportunities for youth and adults, including school partnerships, student art exhibitions, and workshops that encourage creativity, learning, and personal growth.
- Partner with local organizations (such as Volunteer Fairfax, Rotary Club, In-Med Partnerships, FCPS, and Friends of Runnymede) to bring the arts into nontraditional spaces — like farmers markets, parks, and public libraries — making art accessible to all.
- Create inclusive and welcoming community festivals (such as Juneteenth, HerndonPRIDE, WinterMarkt, and the Herndon Children's Book Festival) that celebrate Herndon's diversity and invite broad community participation.
- Offer support to underrepresented and emerging artists — including immigrant, BIPOC, and young artists — by providing gallery space, performance venues, and promotional support.

Organizational Accomplishments

- **Culturally Diverse Programming**: Curated exhibitions featuring artists from Ethiopia, Cuba, Jordan, Portugal, Vietnam, and other countries represented within Herndon's population. These exhibitions provide visibility to global perspectives and foster cross-cultural understanding.
- **Inclusive Music Events**: Hosted "Skyline Freestyle," a Hispanic rap league with international participants, and the "East Meets West" Festival in collaboration with local Indian musicians — unique events that reflect Herndon's global identity.
- **Youth Engagement**: Sponsored student-created theatre and art projects, including collaborations with Herndon High School, Shoestring Theatre, and MLK Day video projects with Haitian poet Manu. Also host FCPS Technology Art Shows and student art exhibits involving hundreds of young participants.
- **COVID-Era Innovation**: Adapted during the pandemic with the Window Gallery program — offering safe, viewable public art — and livestreamed concerts to keep residents engaged and connected when in-person events weren't possible.
- **Public Art for All**: Installed the iconic LOVE sculpture and "Something Wonderful" art installation on the Herndon Town Green — public works that attract visitors and symbolize community pride.

- **Arts Outreach & Equity**: Delivered free art kits to underserved families via In-Med Partnerships; ran mobile arts programs at the Herndon Farmers Market; and maintained a multicultural Little Free Library to promote literacy across languages and cultures.
- **Community Festivals**: Organized and provided arts programming for major Town festivals — Juneteenth, HerndonPRIDE, Irish Folk Festival, WinterMarkt — all designed to welcome and celebrate Herndon's diverse residents.

Benefits to the Citizens of the Town of Herndon

- **Fosters Inclusion and Belonging**: By intentionally programming multicultural arts events, Arts Herndon ensures that all residents — regardless of heritage — see their culture reflected and celebrated in community life.
- **Promotes Lifelong Learning**: Through workshops, classes, student exhibits, and partnerships with schools, residents of all ages have access to creative educational opportunities.
- **Enhances Quality of Life**: Free and low-cost arts events give families, seniors, and individuals a chance to enjoy world-class cultural experiences close to home — building community pride and enjoyment.
- **Strengthens the Local Economy**: By drawing visitors to downtown events and gallery exhibitions, Arts Herndon helps support small businesses, restaurants, and other local enterprises.
- **Builds a Creative, Resilient Community**: In times of challenge (such as during COVID), Arts Herndon kept the community connected and inspired, showing leadership in innovation and adaptability.

Section II – Donation Request Information

Requested Cash Donation: $_10,000_____

Purpose for which the donation will be used. Specifically describe the outcomes that will result from the expenditure of these town funds.

The purpose of this donation is to support the creation of a vibrant Juneteenth celebration in the Town of Herndon. This event will serve to unite the community in honoring and reflecting upon the historical significance of Juneteenth while also celebrating the rich artistic, cultural, and musical contributions of our diverse neighborhoods. Through shared history, education, and joyful expression, this celebration will foster greater understanding, connection, and pride within the Herndon community.

Is this donation for a specific event? YES ___ If yes, please describe the event and how it benefits the citizens of the Town of Herndon.

Juneteenth - A Day of Reflection and Fun

10am Yin Yoga - Meghan Parfumi_____

12pm Open House - Arts 4 All - Make it and take it !

2pm African American Life in Early Herndon - Historical Society Presentation and video - with special guest – Presented by Barbara Glakas
6pm - Afro Rhythms from Argentina to New York - Al Robertson & Caro Serrano and Band
Cabaret with refreshments

Date of Event (if applicable): Saturday June 21st, 2025

Section III – Attachments

Submit the following documents with your application. Applications are not considered complete until all required supporting documents are submitted.

__X__ IRS Determination Letter [501(c)(3)]

__X__ Up-to-date listing of names and affiliations of the principal officers and Board of Directors

__X__ IRS Form 990

Not applicable Detailed Event Budget (if applicable)

Multi events Completed Vendor Set-up form

__X__ Completed W-9 form

Section IV - Authorization

I, __Joanna Ormesher_____, do hereby certify that this application and related documentation is true to the best of my knowledge, information, and belief. I further agree that by signing this application, this agency agrees to abide by the Town of Herndon policies.

I acknowledge that membership or participation is open to all residents and businesses in the town without regard to race, color, religion, sex, or national origin.

I confirm that I am legally authorized to sign this application on behalf of the organization.

I understand that a donation can only be approved by the Town Council at a public meeting.

Signature:  Date: _6/13/2025_____

Print Name: __Joanna Ormesher_____

Title: ____President & CEO_____