# Town of Herndon

Donation / Event Policies, Process, and Pipeline

8/6/2025 Council work session

# Focus Area 5: Thriving Community

Herndon cultivates and celebrates the diversity and vitality of our community.

- Objectives 3.1 Offer and support opportunities for artistic and cultural expression.
- 3.2 Leverage town resources to provide programs and amenities that serve the town’s diverse cultural and demographic populations.

# Strategies

- 1. Develop plan for initiation of new and/or revision of existing events, with a focus on local cultural impact, neighbor connection, and resource need.
- 2. Establish policies and procedures for engaging local residents, with emphasis on the town's many diverse communities.

# Success Measures

1. Establishment and utilization of a Community Cultural Festivals Donation Program.

2. Increased number and variety of Community Cultural Festivals representative of the Herndon community.

3. Increased customer satisfaction of town events, as measured in biennial survey.

# Supporting Policies

- What changes are needed in the current policy and processes to ensure that the “Success Measures” are improved?
- What modifications are necessary to the “Donation Application Submission Requirements” to enhance flow?
- How do we increase “Win” rate?

# Active Event Pipeline – Just a suggestion!

