TOWN OF Herndon VIRGINIA

Town Council Work Session
Agenda Item 2.d.

Agenda Item: **Dulles Regional Chamber of Commerce Donation Request for the 2026 Friday Night Live! Concert Series**

Meeting Date: December 2, 2025

Category: Discussion

Prepared by: Dan Hoffman, Town Manager

Description:
This is a request for consensus direction from the Town Council regarding the Dulles Regional Chamber of Commerce (DRCC) request for town funding and services in support of the 2026 Friday Night Live! (FNL) concert series.

Background:
The Town has historically provided certain town services at no cost to the Dulles Regional Chamber of Commerce (DRCC) for the Friday Night Live! (FNL) concert series. These services were not previously appropriated through the Town's budget process, nor were the associated costs recovered from DRCC. In recent years, staff has worked with DRCC to better communicate the Town's costs, reduce support burdens (i.e., trash removal), and align the event with the town's established special event review process.

At its April 15, 2025, meeting, the Town Council reached consensus to provide DRCC with a $20,000 cash donation and certain town services in support of the 2025 FNL season for an estimated total town contribution of $59,474. On November 3, 2025, DRCC requested the same level of support from the town for the 2026 season. The Fiscal Year (FY) 2026 budget does not include funding for a donation to the DRCC, and the FNL event does not qualify for a donation under the town's current Community Cultural Festivals Donation policy.

The contract for the 2026 FNL season is in progress and is expected to be executed by December 31, 2025. The 2026 season includes 15 concert dates: May 1, 8, 22, 29, June 5, 12, 26, July 10, 17, 24, 31, August 7, 14, 21, 28, 2026.

The DRCC is requesting a total town contribution of $46,513 for the 2026 season, consisting of a $20,000 cash donation and approximately $26,513 in donated town services (public works and police support). The estimated value of donated services may adjust as staff finalizes contract details with the applicant.

Staff is seeking Town Council consensus on whether to authorize a cash donation and donated town services in support of the 2026 FNL season.

Staff is continuing to review donation policies and special event guidelines to inform future processes.

Timing Impact:
The applicant has submitted their event application, and the Special Event Review Committee is actively working through its review. The funding request is being made at this time to align with the event application process and provide DRCC with clarity regarding the town's level of support for the 2026 season.

Strategic Focus Area:
Thriving Community
Good Governance

Fiscal Impact:
Based on the 15-concert 2026 schedule, the Town's estimated total contribution, including both cash and donated services, is $46,513. If the Town Council authorizes a cash donation to DRCC, the $20,000 may be paid from the funds appropriated for event donations. The FY 2026 budget includes $75,000 in this line item. If a $20,000 cash donation is approved, the remaining balance available for other event donations in FY 2026 would be $55,000.

Legal Impact:
Under the Code of Virginia § 15.2-953, localities may appropriate public funds to any charitable institution or association, located within the locality's limits or outside the limits if the organization provides services to residents of the locality, and if such organizations are not controlled in whole or in part by any church or sectarian society. In addition, under Code of Virginia § 15.2-953, donations include the lawful provision of in-kind resources for any event sponsored by the donee.

Staff Recommendation/Next Steps:
Donations are at the sole discretion of the Town Council. Staff recommends that the Town Council provide consensus direction on whether to authorize a $20,000 cash donation and donated town services to the Dulles Regional Chamber of Commerce in support of the 2026 Friday Night Live! concert series. Upon receiving Council direction, staff will:

- Finalize the 2026 FNL contract with DRCC for execution by December 31, 2025; and
- Communicate the town's level of support to DRCC and incorporate that direction into the event contract.

Attachments:
None