MEMORANDUM

To: The Honorable Town Council

From: Kirstyn Jovanovich, Interim Town Manager

CC: Scott Robinson, Acting Deputy Town Manager
Special Events Review Committee

Date: June 2, 2025

Subject: Community Cultural Festivals Donation Program – Status Report

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This report provides information on the status of donation requests through the Community Cultural Festivals Donation program for Fiscal Year (FY) 2025 year-to-date. Information is also provided on donation and event applications in process for events scheduled to occur later in FY 2025.

2024-2029 Strategic Plan
Strategic Focus Area 5: Thriving Community; Goal 3 – Honor the Diversity of the Town; Objective 3.2 - Leverage Town resources to provide programs and amenities that serve the Town's diverse cultural and demographic populations.

Program Background

On October 24, 2023 Town Council adopted Resolution 23-G-72[1], to establish the Community Cultural Festivals Donation program. This program is intended to support non-profit or not-for profit organizations to establish new festivals within the town's corporate limits, that are free, open to the public, and celebrate the cultures represented within the Herndon community.

The program was launched at the end of January 2024, and Town Council allocated $60,000 in the adopted budgets since FY 2024. The program policy limits the donations to 50% of the total estimated event budget or $15,000, whichever is less.

Donations are provided to a non-profit or not-for-profit organization in good legal standing; the organization does not need to be located in Herndon, but does need to benefit the Herndon community. All donation applications under this program are approved administratively. Donations are not approved unless all requirements are met, and the appropriate event application process is substantially completed.

Donation Program Funding - Summary

Fiscal Year	Program Budget	Approved Donation Amount	Pending Donation Amount	Balance
FY 2024	$60,000	$25,000[2]	N/A	$32,985
FY 2025	$60,000	$43,007	$0[3]	$16,993
FY 2026	$60,000	$0	$0	$60,000

[1] Policy amended by Resolutions 24-G-01 (January 9, 2024) and 24-G-41 (July 16, 2024).
[2] Prior to the formal creation of the Donation Program in January 2024, Town Council approved a $2,015 donation from this funding category for the Pakistan Heritage Day Celebration that occurred on October 21, 2023 in FY2024.
[3] Based on submitted requests and $15,000 donation limit.

Event Applications and Donation Requests Detail – FY2025[4]

Event Name	Proposed Date	Location	Host Organization	Event Application Status	Donation Application Status	Donation Amount
FY2025 – Events Occurring July 1, 2024 – June 30, 2025						
¿Qué Pasa? Herndon	September 14, 2024	Lynn Street/Town Green	Virginia Hispanic Chamber of Commerce	Approved	Approved	$15,000
Irish Folk Festival	September 28, 2024	Arts Herndon (Private)	Comhaltas Ceoltoiri Eireann (CCE), O'Neill Malcom Branch	Approved, TUP	Approved	$10,300
Children's Book Festival	October 19, 2024	Arts Herndon (Private)	Friends of Runnymede	Approved, TUP	Approved	$9,000
Tree Planting	October 20, 2024	Town Hall Square	Reston/Herndon Clergy Group	Approved	N/A	N/A
Veteran's Day Ceremony	November 11, 2024	Town Green	American Legion Post 184	Approved	Not Eligible	N/A
Tree Lighting Event	December 7, 2024	Town Hall Square	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
WinterMarkt	December 14, 2024	Lynn Street, Municipal Parking Lot	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
Beauty of the East	April 19, 2025	Town Green	Silver Light Seniors	Approved	Approved	$8,707
Grace Hill Church Easter	April 20, 2025	Town Green	Grace Hill Church	Approved	N/A	N/A
International Workers Day	May 1, 2025	Town Hall Square	New Virginia Majority	Approved	N/A	N/A

[4] Based on event application status as of COB May 14, 2025.

Event Name	Proposed Date	Location	Host Organization	Event Application Status	Donation Application Status	Donation Amount
Friday Night Live	2025 Season	Town Green	Dulles Chamber of Commerce	Approved	Not Eligible	N/A
Native Plant Sale	May 10, 2025	Runnymede Park	Friends of Runnymede	Approved	N/A	N/A
Brewbilee	June 28, 2025	Town Green	Strange Fruit Brewing	Pending	Not Eligible[5]	N/A

[5] This event was funded in FY 2024 through this Donation Program and therefore is not eligible under current policy for a donation for the same event FY 2025. Town Council has allocated separate funding in the adopted FY 2025 budget for a Juneteenth or Pakistan event, which is available through a separate donation request process and requires Town Council action. To date, no funding request has been made for this event.