Community Cultural Festivals Donation Policy Revision and Special Events Briefing

Herndon Town Council Work Session

July 8, 2025

TOWN OF Herndon

LIVE DIFFERENTLY.

Agenda

- Special Events
  - Types of events
  - Process and Requirements
  - Available Venues

- Community Cultural Events Donation Policy
  - Current policy
  - Types of donation requests received
  - Current policy limitations
  - Policy revisions requested by Council
  - Alternatives to consider for a donation program

Special Events

- Events on town property are managed or facilitated by the Department of Parks and Recreation
- Events on private property are managed entirely by the private organizer, with limited town involvement

Types of Events

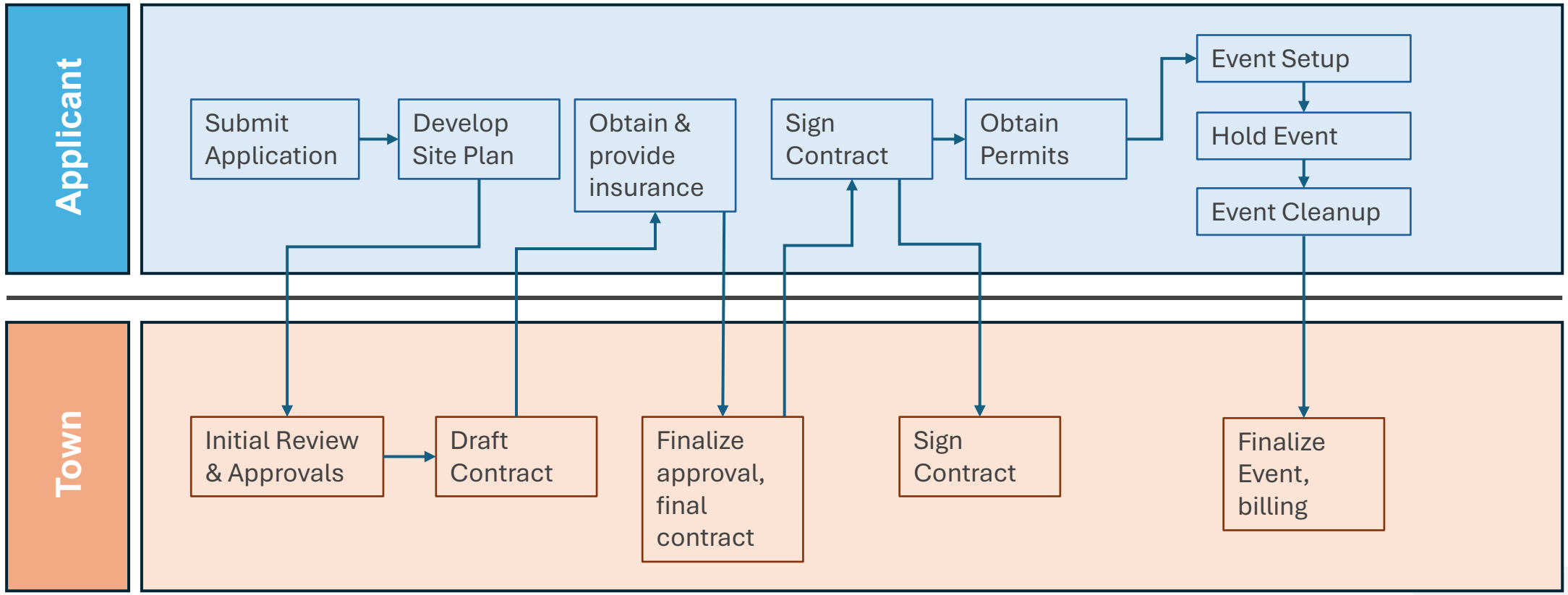
Type	Managed	Location	Requirements
Town Managed	Planned & managed by Town staff	Town property	Free & open to the public, serving the community
Outside Organization on Town Property	Planned & managed by an outside organization	Specific town property sites designated for the program	Free & open to the public, serving the community
Events on Private Property	Planned & managed by an outside organization	Private property	Temporary Use Permit (TUP) required if on property not zoned for use, no town services provided

Events FY 2024-2025

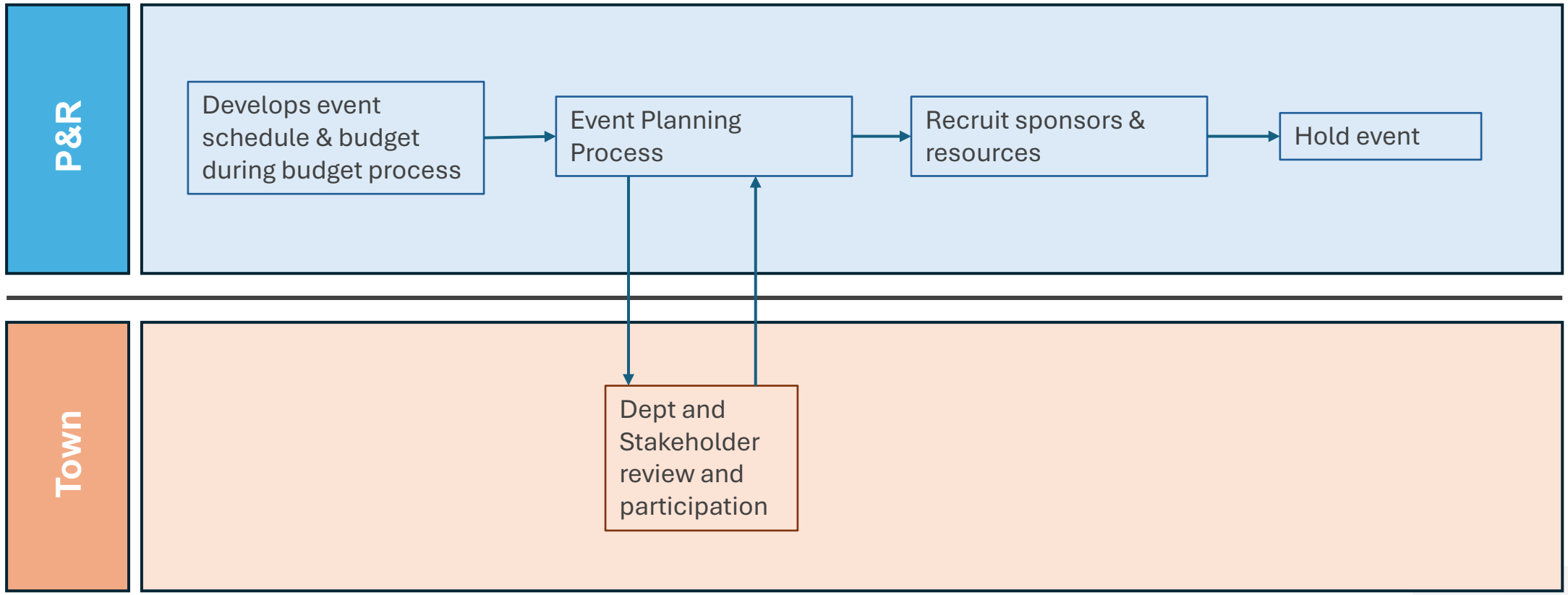
Type	**Summer** (July-Sept)	**Fall** (Oct-Dec)	**Winter** (Jan-Mar)	**Spring** (Apr-June)
Town Managed	• 4th of July Fireworks • Farmer's Market Fun Days • Pickleball Tournament • Puzzle Palooza • Nature Fest • Summer Camps	• Harvest Moon Swim Meet • Pumpkin Plunge • Homecoming Parade • Turkey Trot • Holiday Arts & Craft Show	• HCC Open House • HCC Beach Resort • VIP Dance • Kids Fishing Derby • Puzzle Palooza	• Aqua Egg Hunt • Hoppy Egg Hunt • Stream Clean up • Mayor's Volunteer Appreciation • Bike to Work Day • Pickleball Tournament • Town Square Tuesdays
Outside Organization on Town Property	• Friday Night Live (17 concerts) • Farmers Markets	• Veteran's Day • Que Pasa • Holiday Tree Lighting • WinterMarkt		• Memorial Day, Cemetery • Native Plant Sale • New VA Majority • Beauty of the East • Easter Service

Events on Private Property – The town approved 6 TUP's for private events in FY 25.

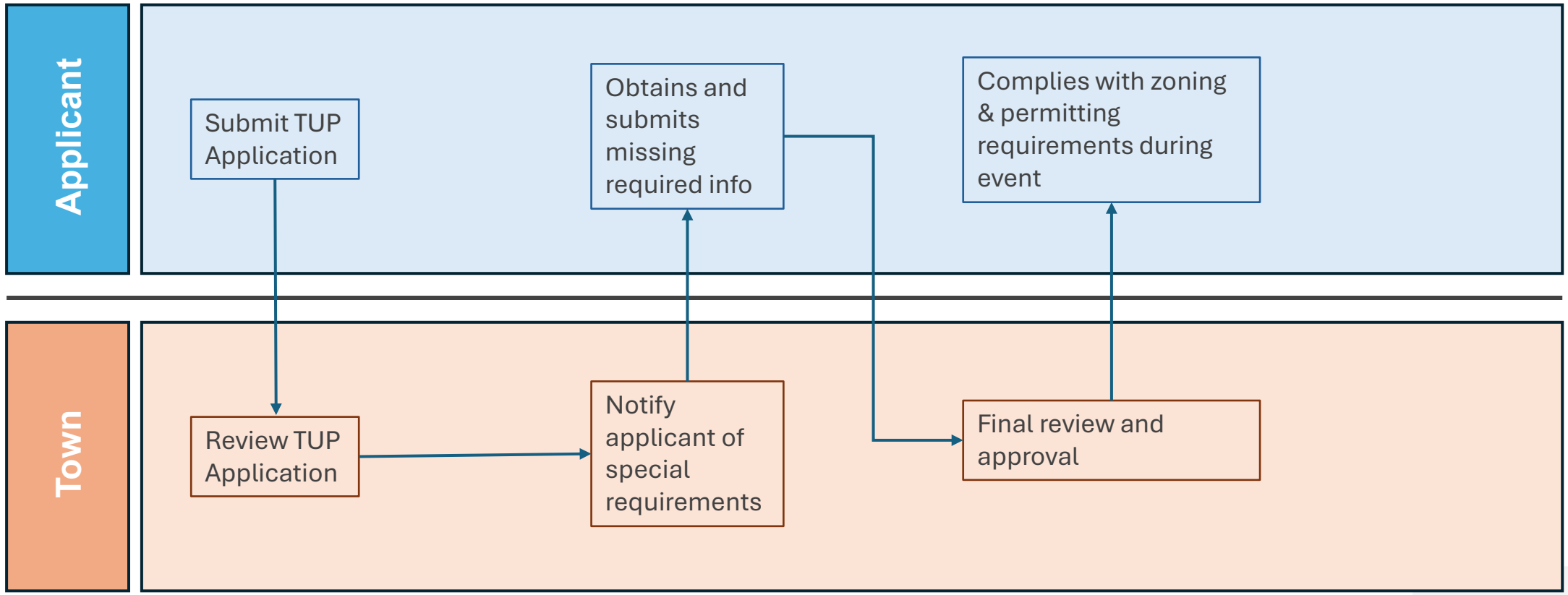
Application Process – Events by Organizations



Application Process – Events by Town



Application Process – TUP



Event Requirements, dependent on scope

- ABC license for alcohol, if alcohol will be served
- Health department food licenses, if food will be served
- Approval by NOVA Parks, if the W&OD trail will be used or modified
- Carnivals, Fairs and Festivals – Fire and Rescue (fairfaxcounty.gov)
- Fairfax County Fire Marshal if propane, or other liquified petroleum will be used for cooking
- Fairfax County Fire Marshal for temporary tents of a certain size and capacity
- Amusement permits
- Structural permits
- Certificate of Insurance
- Site & Safety Plans
- Noise Permit
- Reimbursement to Town for provided services

Available Venues

Location	Size	Capacity
Town Green	15,295 SqFt	1,020 people
Town Hall Square	4,500 SqFt	300 people
Lynn Street	Center St to Spring/Station St	Varies
Parking Lots HMC Lot, James Lot		
HCC Facility Rentals, Picnic Shelter Rentals	Varies	Varies

Plan an Event

On Town of Herndon website

https://www.herndon-va.gov/residents/events/plan-an-event



Residents » Events »

Plan an Event

Font Size: Share & Bookmark Feedback Print

What you need to know about planning an event in the Town of Herndon:

- Venues
- Application Process and Deadlines
- **Submission Requirements:**
  - Site Plans
  - Public Safety & Security Plan
  - Set-up & Clean-up Plan
  - Permits & Insurance
  - Noise
  - Alcohol & Food
  - Amusements & Entertainment
  - Fees
  - Cancellations & Refunds
- **READY TO APPLY?** Click here.

Some Events May be Eligible for Town Donations, Through the Town Community Cultural Festival Donation Policy

Community Cultural Festivals Donation Policy Revision

Authority

Va. Code Sec. 15.2-953

- Any locality may make appropriations of public funds, of personal property or of any real estate and donations to any charitable institution or association, located within their respective limits or outside their limits if such institution or association provides services to residents of the locality; however, such institution or association shall not be controlled in whole or in part by any church or sectarian society.

- “Donations” includes the lawful provision of in-kind resources for any event sponsored by the donee.

Current Policy

- Appropriation approved by Town Council during the budget process to provide donations to support non-profit events.
- Organizations may only receive a donation for one new Community Cultural Festival per fiscal year; applies to new events only.
- Donated services not captured.
- Donation provided = lesser of 50% of the total event budget or $15K.
- Funding availability is on a first-come, first served basis during the fiscal year.
- Administered and maintained by the Town Manager's office.

Types of Donation Requests Received

	Type	Description	Approval
1	Budgeted – Line item	General Fund appropriation naming specific organization to receive funds	Town Council
2	Cash Donation – Community Cultural Festival	Cash provided under current policy as event support to non-profit organizations holding approved events in the Town	Delegated to Town Manager
3	Services	Formerly known as “in-kind”; services provided that are considered as event support	Town Council
4	Fee Waivers	Waiving of stated rental, permitting and other town fees	Town Council
5	Discounts	Includes free HCC passes, discounted fees, other donated “prizes”	Town Council
6	Ad-hoc	Request for donation outside of Current Policy	Town Council

Current Policy limitations

- Limited to Community Cultural Events.
  - Once per fiscal year for new events.
  - Service donations, waivers, etc. not described and not captured well in town accounting.
  - Inability to apply for funds after first event.
- Confusion between the donation process and event application.
- No authority for small, worthwhile donations.
- Lack of broader policy leads to ad-hoc requests.
- Ad-hoc requests have no policy, which results in inconsistent consideration.

Policy Revisions Requested by Council

- Allows first year, second year and third year donations
    - Lesser of 50% or $15,000
    - Lesser of 25% or $7,500
    - Lesser of 12% or $3,750
- Definition provided for new community cultural festival
- Significant changes to event nature, theme, or target audience may allow event to be considered for subsequent funding
- Costs for town services are the responsibility of the organizer.

Alternatives to Consider for Donation Policy

- **Maintain Policy:**
  - Continue with current policy without the proposed revisions.

- **Amend Current Policy:**
  - Update current policy requirements as proposed.
  - Does not resolve all gaps identified.

- **Repeal Policy and Create New Expanded Program:**
  - Correct policy limitations through a new policy.
  - Current Council would update donation priorities.
  - Document approval process for other donation types.
  - Provide opportunities throughout the year.

- **Repeal Policy and Discontinue Donation Program:**
  - Eliminate authority for Town Manager approval of donations.