Town of Herndon
Community Cultural Festivals
Amended Policy Statement
July 15, 2025

Background
Town Council has expressed support in providing funding to encourage the development and hosting of Community Cultural Festivals within the Town of Herndon. ~~Often referred to in discussions with Town Council as "mini-festivals," the~~The purpose of this program ~~desire~~ is to complement the town's already robust community event opportunities, with focus placed on celebrating and sharing the cultures represented in the community.

This policy statement ~~sets~~ establishes a ~~the foundation~~framework for ~~supporting~~ donations supporting~~for~~ Community Cultural Festivals within the Town of Herndon. This policy framework will guide ~~the~~ staff's development of necessary processes and procedures to fulfill the Town Council's policy objectives as directed through this policy statement.

The objectives of this policy are to:

1. support a variety of events each year that celebrate and share the cultures represented in the community, are open and welcoming to all, and bridge parts of the Herndon community to meet and together build understanding and community;
2. serve as an economic driver to bring visitors to Herndon and support the local business community, in the downtown and in commercial centers throughout the Town; and
3. support and activate the Town of Herndon brand.

Available Funding
The Town Council may allocate funding for Community Cultural Festivals donation program through the annual budgeting process. Funding availability is subject to Town Council action.

Monetary Donations in Support of Community Cultural Festivals
The Town Council's intention is to provide a monetary contribution, with limited provision of ~~in-kind~~ town support services, ~~in support of the~~to establish~~ment of~~ Community Cultural Festivals within the town's corporate limits. ~~In-kind town~~Town support services ~~in support of~~for Community Cultural Festivals are not guaranteed and are based on availability of staffing and resources. If town support services are required, they must be contracted separately. The associated costs will be the responsibility of the host organization.

For the purposes of this policy statement, *Community Cultural Festivals* are community-oriented events that are free and open to the public, may be held on public or private property, and celebrate and share the cultures represented in the Herndon community. For the purposes of this policy statement, Community Cultural Festivals shall not directly benefit any business or individual.

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Program Qualifications and Guidelines

- Non-profit and not-for-profit organizations in good legal standing hosting or co-hosting a Community Cultural Festival may be eligible for a donation through this program. Individuals and businesses are not eligible for funding through this program; monies shall not be remitted to individuals, business entities, or announced candidates for political office. The Town does not promote or advocate political or religious events.

- To make a funding request, qualified applicants must complete an application process and provide a detailed total event budget estimate and an event description that describes why the proposed event is a ~~new~~ community cultural festival, and submit to the Town within the procedures' stated time frame applicable to the planned event size.

- Funding requests through this donation program shall not exceed:

    - **First-Year Funding (New Event):** F~~f~~ifty percent (50%) of the total event budget or ~~fifteen thousand dollars (~~$15,000~~)~~, whichever is less, for the first year;

    - **Second-Year Funding:** Twenty-five percent (25%) of the total event budget or $7,500, whichever is less, for the second year; or

    - **Third-Year Funding (Final Year):** Twelve percent (12%) of the total event budget or $3,750, whichever is less, for the third year; and

    - Community Cultural Festivals occurring beyond the third year will not be eligible for funding through this donation program.

- For the purposes of this policy, a new Community Cultural Festival is defined as an event that (1) has not been held within the Town of Herndon within the last five calendar years; and (2) has not previously received funding under the Community Cultural Festival Donation Program.

    - New events are eligible for the maximum available funding eligibility as outlined above under First-Year Funding.

    - Second-Year funding eligibility applies to:
        - Events hosted by the same organization that received First-Year Funding for the same event in the prior fiscal year; and
        - The event remains substantially similar in name, theme, purpose, and target audience.

    - Third-Year funding (Final Year) eligibility applies to:
        - Events hosted by the same organization that received Second-Year funding for the same event in the immediately preceding fiscal year, and
        - The event remains substantially similar in name, theme, purpose

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and target audience.

- Subsequent year funding:
  - No funding through this program shall be provided beyond the third year.
  - Organizations are expected to develop self-sustaining models beyond the third year of town support.

- If the organization proposes significant changes to the nature, theme, or target audience of the festival, the event will be reviewed to determine if it qualifies as a *new* Community Cultural Festival or a continuation of a previously funded event.

- Hosting the event in a different location within the Town or on different dates does not, by itself, qualify an event as a "new" festival for purposes of funding eligibility.

- Community Cultural Festival donation applications will be reviewed administratively by Town staff to ensure all special event and donation eligibility requirements are met. Approved disbursements for Community Cultural Festivals will be remitted to the non-profit or not-for-profit event host/co-host. The Town will not contract with or disburse funds directly to event vendors or contractors.

- Requests for funding for Community Cultural Festivals are open throughout the fiscal year (July 1 – June 30), subject to funding availability, and on a first come, first served basis. Once the fiscal year's allocated funding is appropriated, no additional donation requests will be considered for the fiscal year. Applications may be submitted up to one calendar year before the event date.

- Organizations receiving donations will be required to submit post-event reporting on attendance and other statistics as defined.

- ~~Organizations may only receive a donation through this program for one new Community Cultural Festival per fiscal year. For the purposes of this policy, Community Cultural Festivals are considered new if (1) they have not been held within the town within the last five years and (2) have not received a donation through this program.~~

- The application process is administered and maintained by the Town Manager's Office, and the Town Manager has the authority to administratively update and revise the process and set applicable administrative fees, as appropriate.

Logo Use

- Organizations awarded funding for a Community Cultural Festival through this donation program may use, on a limited basis, the town logo on the event marketing materials, representing the Town as a donating organization.

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- The Town may provide cross-marketing support for Community Cultural Festivals receiving monetary support from the Town through this program.

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