

**TOWN OF HERNDON, VIRGINIA
TOWN COUNCIL**

RESOLUTION

JULY 16, 2024

Resolution- to amend the Community Cultural Festivals Policy Statement to increase the limit for funding requests to fifteen thousand dollars (\$15,000).

The Town Council wishes to increase the allowable donation limits for events eligible to receive donations under the Community Cultural Festivals donation program from ten thousand dollars (\$10,000) to fifteen thousand dollars (\$15,000).

Under the Code of Virginia, localities may appropriate funds to any charitable or non-profit organization if the organization provides services to the residents of the locality and if such organizations are not controlled in whole or in part by any church or sectarian society.

THEREFORE, BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia that:

1. The Community Cultural Festivals Policy Statement, dated July 16, 2024, as amended, is adopted.

A Copy – Teste:

Amanda E. Morrow Ketz

Amanda E. Morrow Ketz
Chief Deputy Town Clerk



MOTION: del Aguila
SECOND: LeBlanc
RE: Resolution 24-G-41
ACTION: Adopted

Votes

Ayes: Hedrick, Alam, del Aguila, Dhakal, LeBlanc, Mayor Olem

Nays: None

Absent from Vote: Scherff

Absent from Meeting: Scherff

Town of Herndon
Community Cultural Festivals
Policy Statement, as amended
July 16, 2024

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 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 the foundation supporting donations 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 services, in support of the establishment of Community Cultural Festivals within the town’s corporate limits. In-kind town services in support of Community Cultural Festivals are not guaranteed and are based on availability of staffing and resources.

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.

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 shall not exceed fifty percent (50%) of the total event budget or fifteen thousand dollars (\$15,000), whichever is less.
- 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 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.
- The Town may provide cross-marketing support for Community Cultural Festivals receiving monetary support from the Town through this program.