



## **Friday Night Live! FACTS 2015**

2014 was the 20<sup>th</sup> season of FNL. During the year FNL and its volunteers received numerous awards including, Distinguished Volunteer Service Award, Citizen of the Year, recognition from the Town of Herndon, Virginia House of Delegates, Fairfax County Board of Supervisors and others.

FNL was conceived in 1994 by Doug Downer who was Vice President of The Herndon Chamber of Commerce. It was presented to the Mayor and Town Council in early 1995 and the resolution supporting the Chambers new event was approved by the Town on February 28, 1995.

FNL has grown over the last 20 years to be the most successful and longest running free outdoor concert series in the DC area. Many other communities have tried to copy our event with limited success.

FNL is an event of The Herndon Chamber of Commerce and proceeds from the event help fund the Chamber. The Chamber's primary purpose is to promote business in and around Herndon, but our Chamber does a lot more. Education, scholarships, workforce training, diversity and veterans' issues are but a few of the activities the Chamber spends its resources on. The Herndon Chamber is now a subsidiary of The Dulles Regional Chamber of Commerce.

FNL is funded by beer and wine sales, vendor fees and sponsorship dollars that come largely from our own Chamber members and volunteers. FNL is regarded by the Virginia ABC as the best run event of its kind in the area. We are frequently cited by them as a model of how an outdoor event like ours should be run.

FNL is supported by The Town of Herndon, who in addition to allowing us to use the Town Green also provides police and public works support for the event. The total cost of police and public works support generally runs under \$25,000 per season and FNL reimburses the Town for \$10,000 of those costs.

FNL is proud to have been able to support other community organizations through our event. We do that in both donations as well as providing revenue generating opportunities where 100% of the proceeds go to the community organizations participating. Since 1995 we have contributed over \$269,000 through these programs to mostly youth oriented organizations in and around the Town.

In addition to funds we also assist other organizations and local businesses in a number of ways including allowing them to use our Porta-Johns, equipment, tents, ice machine, etc. for their events.

FNL is planned, organized and run almost completely by volunteers who invest thousands of hours of their time each season. Men and women from Herndon and the surrounding communities who give their time and efforts to help provide a safe and fun community event where families can come and enjoy themselves. Those who Marshall the entrances and the crowd, check ID's, sell beer and make announcements all do so as volunteers. They do it to support their community, neighbors, for the personal satisfaction they get from the success of the event as well and the friendships they have made with FNL fans and fellow volunteers.

FNL has promoted downtown Herndon and since 1995 hundreds of thousands of people have come to Downtown Herndon to enjoy and listen to music at FNL. One only needs to look around the Downtown on any Friday in the summer to see the business and even more importantly, the exposure that FNL creates.