

	Agenda Title:	Agenda Date:
	Request for Financial Support for Plain Air Cape Charles	November 20, 2025
	Subject/Proposal/Request:	
	Request for Town Council consideration of financial support for the 2026 Plein Air Cape Charles event, coordinated with the 250 th Sail Fest Celebration on June 18-21, 2026.	
Town of Cape Charles	Attachments:	For Council:
	Proposal Letter from Arts Enter & LemonTree Gallery, Projected Event Budget	Action: X Information:
	Staff Contact(s):	Reviewed by:
	Libby Hume, Town Clerk	Rick Keuroglan, Town Manager

Background:

Arts Enter and the LemonTree Gallery have requested that the Town of Cape Charles provide financial support for *Plein Air Cape Charles*, a multi-day open-air painting festival proposed for June 18–21, 2026. The event is intentionally aligned with the 250th Sail Fest Celebration to enhance overall tourism activity and community engagement during this high-visibility weekend.

Plein air art festivals are growing in popularity nationwide, particularly in small coastal and historic towns similar to Cape Charles. These events draw artists and visitors eager to experience local landscapes and cultural offerings. The organizers emphasize that the event is not only an arts-focused gathering but also a strategic driver of tourism, economic activity, and long-term cultural branding for the town.

Item Specifics:

In their proposal, Arts Enter and the LemonTree Gallery highlight how plein air events nationwide have supported downtown vibrancy, boosted small business revenues, and strengthened community identity. Their vision for Plein Air Cape Charles aligns strongly with the town’s goals to promote heritage, arts, and tourism while supporting local businesses.

Please see the proposal and projected budget for the full details.

Recommendation:

Staff recommends that Town Council review the proposal and determine whether to provide financial support for Plein Air Cape Charles as part of the 250th Sail Fest Celebration.

If Council chooses to proceed, staff recommends identifying an appropriate funding source within the FY26 budget to support the event.