



**Town of Haymarket, Virginia
Strategic Plan
Adopted December 2, 2024**

Mission:

The Town of Haymarket is a diverse, welcoming community where residents and businesses thrive through transparent governance, fiscal responsibility, and public safety to achieve a vibrant quality of life.

Vision:

Our vision is to be a forward-looking small town that preserves our unique character and traditions, while fostering a safe, pedestrian-friendly, and inclusive community where residents, businesses, and visitors can flourish for generations.

Values:

Transparency	Accountability
Fiscal Responsibility	Community
Inclusive	Collaborative
Integrity	Effective

Goals:

Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town Feel

Promote Fiscal Responsibility and Organizational Excellence

Enhance Public Safety and Community Policing

Foster Economic Development, Tourism, and Support Town Businesses

Preserve Haymarket History

Enhance Community Engagement



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Goals and Strategies

1. Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town Feel

- 1.1. Complete the implementation of the town park
- 1.2. Complete, expand, and maintain the town streetscape
- 1.3. Investigate, evaluate and assess the feasibility of a municipal parking lot, secure parking lot for Police Department, and Utility Workshop
- 1.4. Collaborate with County Supervisor, Council Members, Town Manager, Chief of Police, Partners at State level, VDOT to improve traffic flow and safety including bike, rail and pedestrian
- 1.5. Investigate the feasibility and implementation of the Traffic Safety Plan initiative - Prince William County Safe Streets for All Grant, VDOT
- 1.6. Fund and implement the Town Hall site plan

2. Promote Fiscal Responsibility and Organizational Excellence

- 2.1. Volunteer Assistance/Internship to create asset inventory
- 2.2. Investigate 2, 5, 10, 20-year financial plan
- 2.3. Research rules of engagement, roles and responsibilities of liaisons and council members
- 2.4. Investigate opportunities to network with other small-town jurisdictions and VML to report to council on state legislation and local zoning regulations
- 2.5. Procure a consultant to conduct the Update to the Town's Comprehensive Plan
- 2.6. Create and distribute a Town Services "one-pager"

3. Enhance Public Safety and Community Policing

- 3.1. Conduct an annual evaluation of resource needs as compared to demands of department (calls, legislative impacts, police practices)

Commented [EK1]: Staff actively working on finalizing the Town Park Pavillion and Restroom Facilities RFP for Public Notice. Draft RFP is on the Work Session Agenda for June 30, 2025

Commented [EK2]: Town Staff are working with the Contractors to finalize the punch list items for the Town Park Sidewalk.

Commented [EK3]: Town Manager has secured 1 quote for a Consulting Firm to prepare a cost estimate for the Town Hall Site Plan – based on the quote, TM will discuss the fee with the Finance Liaisons on 6/30 at Finance Liaison Mtg.
TM has reengaged John Heltzel, architect, to prepare a cost estimate to restart the Town Hall building plans, update cost estimate for the building plans and finalize all documents to be ready for bid.



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- 3.2. Continue community engagement for community policing initiative including daily interactions, community events, bicycle patrol, school bus stops, etc.
- 3.3. Investigate technological advancements to enhance public safety and make recommendations and collaborate with Council
- 3.4. Achieve first certification and maintain certification every four years

4. Foster Economic Development, Tourism, and Support Town Businesses

- 4.1. Develop an advertising campaign for the business community - funding and personnel
- 4.2. Expand Partnership with PW County Economic Development and Tourism
- 4.3. Benchmark other towns and how they provide funding for start-up small businesses and promote businesses
- 4.4. Investigate ways to use economic development funds and increase participation at the Business Round Table
- 4.5. Investigate ways to engage face to face with existing businesses
- 4.6. Develop a plan to highlight the business community: add Business Spotlight through weekly videos, spotlight types of businesses, social media pages, Restaurant Week

5. Preserve Haymarket History

- 5.1. Update the contributing resources list to encompass all historic structures, and previous structures
- 5.2. Develop a plan of recognition of historical sites through a walking program and signage program
- 5.3. Document and archive historical assets
- 5.4. Develop a Historic Preservation program and museum plan
- 5.5. Investigate the possibility of providing grant funding for local preservation efforts

6. Enhance Community Engagement

- 6.1. Complete and implement the communications plan for the Town
- 6.2. Provide list of events, purpose, costs/revenue on an annual basis for Council feedback and input

Commented [EK4]: Town Staff is working to better advertise our businesses through several methods, 1) Launching the Mayor's Message - a short video highlighting a in town business or nonprofit, videos are interview style with the Mayor
2) At business roundtable meetings the Town is giving away 3 promotional videos to our businesses - done through a ticket drawing.
Will continue to work on methods to promote businesses

Commented [EK5]: See note on 4.1 – Utilizing Economic Development funds to fund these efforts

Commented [EK6]: Town has launched a Historic Walking Tour Guide - self led program. Town hosts one Staff led walk a year (in summer in participation with PWC)

Commented [EK7]: Complete the Communications Plan - working on Implementation