



Town of Haymarket, Virginia Strategic Plan

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

Commented [EK1]: Comment from the PC: Are the values aligned and applicable to the Town of Haymarket's Vision?

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; to include the park pavilion and public restrooms
- 1.2. Complete, expand, and maintain the town streetscape
- 1.3. Investigate, evaluate and assess the feasibility of a municipal parking lot
- 1.4. Investigate the feasibility of a secure parking lot for Police Department and Utility Workshop for the Town
- 1.5. 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
- 1.6. Investigate the feasibility and implementation of the Traffic Safety Plan initiative - Prince William County Safe Streets for All Grant, VDOT
- 1.7. Fund and implement the Town Hall site plan to include improved security and safety measures for the Town Hall Complex

2. Promote Fiscal Responsibility and Organizational Excellence

- 2.1. Volunteer Assistance/Internship to create asset inventory
- 2.2. Investigate 2, 5, 10, 20-year capital improvement plan
- 2.3. Procure a consultant to conduct the Update to the Town's Comprehensive Plan
- 2.4. Create and distribute a Town Services "one-pager"
- 2.5. Enhance cybersecurity measures within Town Hall and Police Department, to include routine audits and training and implementation of cybersecurity strategy and policy

Commented [EK2]: Comment from the PC: is there going to be discussion on adding a Goal/Strategy for a Community Center?



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3. Enhance Public Safety and Community Policing

- 3.1. Investigate the feasibility and implementation of maximum speed limits throughout the Town of Haymarket
- 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 initial VLEPSC certification and maintain certification every four years
- 3.5. Town Manager, Haymarket Policy Department and Security Contractor discuss options for phased implementation of immediate security upgrades that would benefit current security for staff and future Town Hall renovations

Commented [EK3]: I recommend we edit this initiative as Chief has accomplished the initial VLEPSC certification. Since it falls into a maintenance category, do we remove it from this section and relocate to the back of the document?

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

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

5. Preserve Haymarket History

- 5.1. Update the contributing resources list to encompass all historic structures, and previous structures
 - 5.1.1. Document and archive historical assets
- 5.2. Develop a plan of recognition of historical sites through a walking program and signage program
- 5.3. Investigate and define a Historic Preservation program
- 5.4. Develop a museum plan



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6. Enhance Community Engagement and Placemaking

- 6.1. Track community engagement enhancements: for example, provide list of events, purpose, costs/revenue on an annual basis for Council feedback and input
- 6.2. Encourage murals and community art in partnership with the Town
- 6.3. Town design and install a LOVE sign
- 6.4. Modify ordinance to allow community artwork
- 6.5. Partner with businesses to encourage art in the community
- 6.6. Establish the annual Town Government Day
- 6.7. Define programming for youth government education



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November 3rd, 2025, Annual Strategic Plan Review

Successfully Completed Strategic Plan Strategies:

- Defined rules of engagement and clarified roles and responsibilities for liaisons and council members
- Explored networking opportunities with small-town jurisdictions and the Virginia Municipal League (VML) to provide council updates on state legislation and local zoning regulations
- Researched, developed, and implemented a comprehensive Compensation Study for all Town employees
- Conducted an annual assessment of departmental resource needs in relation to service demands, legislative changes, and evolving police practices
- Strengthened partnerships with Prince William County Economic Development and Tourism to support regional growth
- Finalized and executed the Town's Communications Plan to enhance outreach and transparency



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The Mayor and Town Council were surveyed in the Fall of 2025 during a Strategic Plan Working Retreat to determine the top 10 ranking priorities amongst the Council. The following priorities have been set based on the survey results. It shall be noted that the lower scores represent the highest-ranking priorities.

Top 10 Priorities for the Town Council, as set by the Council Survey

The lower response values equal higher priority level

Priority	Strategy	Response Average
1 *	Fund and implement the Town Hall site plan to include improved security and safety measures for the Town Hall Complex	1.50
2 **	Complete the implementation of the Town Park Plan; to include the Park Pavilion and Public Restrooms	1.50
3	Procure a consultant to conduct the Update to the Town's Comprehensive Plan	7.50
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	8.00
5	Enhance cybersecurity measures within Town Hall and Police Department, to include routine audits and training and implementation of cybersecurity strategy and policy	8.83
6	Complete, expand, and maintain the town streetscape	9.33
7	Volunteer Assistance/Internship to create asset inventory	9.50
8	Town Manager, Haymarket Police Chief and Security Contractor discussion options for phased implementation of immediate security upgrades that would benefit current security for staff and future Town Hall renovations	9.50
9	Investigate the feasibility and implementation of maximum speed limits throughout the Town of Haymarket.	10.50
10	Investigate 2, 5, 10, 20-year capital improvement plan	11.33

Adopted December 2, 2024
Amended November 3, 2025



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*The Town Council has been working on the Town Center Site Plan since 2015. The site plan includes improvements to the site infrastructure, stormwater management, a right turn lane on Jefferson St, sidewalk improvements, modified parking layout and general improvements. The site plan was approved in 2023, and Town Staff is finalizing the details of the funding for Town Council to consider. Funding options have been presented to the Council this past fall. Funding discussions will continue this coming budget season for FY27.

**The Town Council issued a RFP for the Town Park Engineering services. The proposals are due to the Town by January 5, 2026. The Town Staff will review the proposals and make a recommendation to the finance committee and Town Council in the February-March timeframe.