



Town of
Haymarket
Virginia

TOWN OF HAYMARKET COMMUNICATION PLAN

Version 1.0

April 2025

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Executive Summary

The Town of Haymarket's Communication Plan is a strategic guide designed to strengthen transparency, promote engagement, and enhance the connection between the Town and its stakeholders. Grounded in the Town's mission, vision, and core values—including transparency, inclusiveness, fiscal responsibility, and community—this plan outlines the frameworks, tools, and protocols necessary to ensure clear, consistent, and responsive communication.

As a small town with a growing regional presence, Haymarket serves a diverse audience of residents, businesses, visitors, and partners. This plan supports the Town's Strategic Goals by advancing initiatives that:

- Enhance Community Engagement
- Foster Economic Development and Support Town Businesses
- Promote Fiscal Responsibility and Organizational Excellence
- Preserve Haymarket's History and Identity

The Communication Plan defines the Town's audiences, key messaging priorities, communication channels, content management practices, and feedback loops. It also outlines a clear framework for crisis communication, legal and ethical compliance, and ongoing evaluation. With a focus on collaboration and two-way dialogue, the plan reinforces the Town's commitment to building trust, strengthening civic pride, and fostering a vibrant and connected community.

Objectives and Goals

The Town of Haymarket is dedicated to serving our residents, businesses, and visitors by delivering public services with fiscal responsibility, social awareness, and a commitment to inclusive governance. Rooted in our historic charm and driven by a forward-looking vision, our efforts are guided by core values such as transparency, integrity, accountability, innovation, inclusiveness, and collaboration.

With a population of approximately 1,700 residents and a growing regional presence, Haymarket is a diverse and vibrant community that values its small-town character while embracing opportunities for thoughtful growth. The Town is home to over **160 registered businesses**, ranging from locally owned shops and restaurants to professional services, contributing to a dynamic economic landscape that serves residents and attracts visitors throughout the local region.

This Communication Plan is designed to reflect and support our values while advancing key goals outlined in the Town's Strategic Plan. Specifically, it supports:

- **Enhancing Community Engagement** by strengthening outreach, participation, and transparency
- **Fostering Economic Development, Tourism, and Supporting Town Businesses** by promoting local offerings and increasing visibility
- **Promoting Fiscal Responsibility and Organizational Excellence** by improving communication systems and operational efficiency

The objectives of this Communication Plan are to:

- Strengthen community engagement by encouraging participation from residents, businesses, and visitors
- Provide timely and accurate dissemination of both emergency and non-emergency information
- Raise awareness of town-sponsored events, initiatives, and opportunities
- Promote civic involvement through volunteer and community programs
- Support local businesses by increasing visibility of their services and contributions to the town

Our Audience

Internal Stakeholders:

The success of the Town of Haymarket's Communication Plan relies on active participation and collaboration among internal stakeholders. These include elected officials such as the Mayor, Vice Mayor, and Town Council Members, as well as administrative leaders like the Town Manager, Town Clerk, and Treasurer. In addition, appointed bodies such as the Planning Commission, Architectural Review Board (ARB), and Board of Zoning Appeals (BZA) contribute to communication efforts through community engagement and policy development. The Haymarket Police Department, led by the Chief of Police, plays a critical role in both emergency and community communications.

Each of these individuals and groups holds specific responsibilities that support timely, accurate, and consistent messaging to the public. To enhance coordination and maintain alignment with strategic goals, all internal stakeholders should receive training on effective communication practices and the proper use of communication tools.

Strong interdepartmental coordination is essential to ensure unified messaging, avoid duplication of efforts, and maintain clear lines of communication—particularly during emergencies, major events, and high-impact policy changes. Regular internal check-ins, shared calendars, and cross-departmental updates will be utilized to keep all relevant parties informed and aligned. In cases where external messaging spans multiple departments or functions, the Town Manager or their designee will serve as the central coordination point to streamline communication and ensure accuracy.

For a complete overview of these roles and contacts, refer to the following appendices:

- **Appendix A** – Town Council & Liaison Assignments
- **Appendix B** – Board Directory
- **Appendix C** – Town Staff Directory
- **Appendix D** – Police Department Directory

External Stakeholders:

External stakeholders are at the heart of the Town of Haymarket's communication efforts. They include residents, business owners, non-profit organizations, houses of worship, homeowners associations (HOAs), and individuals who live or work just beyond town limits but actively engage with and support Haymarket. These individuals and groups help shape the town's identity and play a vital role in the success of local initiatives, events, and overall community well-being.

This Communication Plan is designed to ensure that external stakeholders are kept informed, engaged, and empowered to participate in civic life. Communication efforts will be tailored to promote transparency, accessibility, and inclusion—supporting the Town's

strategic goals to **Enhance Community Engagement, Foster Economic Development and Support Town Businesses**, and **Preserve Haymarket's Small-Town Character**.

Additionally, **Town Sponsors and Partners** make significant contributions to our community (whether financial, logistical, or in-kind) and are essential to the success of community events and public programming. These sponsors help the Town deliver high-quality experiences for residents and visitors alike, while strengthening public-private collaboration. A consistent communications approach will ensure sponsors receive appropriate recognition and visibility for their support.

For detailed listings and further reference, see the following appendices:

- **Appendix E** – Town Map with HOA Boundaries
- **Appendix F** – HOA Directory
- **Appendix G** – Listing of Town Businesses
- **Appendix H** – Directory of Houses of Worship and Non-Profit Organizations
- **Appendix I** – Farmers Market Brochure (Participating Businesses)
- **Appendix J** – Town Sponsors & Partners

Key Messages

The Town of Haymarket is committed to clear, consistent, and values-driven communication. All messaging should reinforce the Town's mission, align with its core values, and support the strategic goals outlined in the Town's Strategic Plan.

As a Town, we must develop key messages that reflect our priorities—transparency, fiscal responsibility, inclusiveness, and community engagement. These messages should remain consistent across all communication channels, including print, digital, verbal, and visual platforms. At the same time, messaging must be tailored to resonate with specific audiences, with consideration given to accessibility, tone, and language preferences.

Core Message Themes

1. We are a welcoming, connected community.
2. We honor our history while building a vibrant future.
3. We support our local businesses and community partners.
4. We are committed to public safety and well-being.
5. We value transparency, accountability, and inclusion.
6. We engage, listen, and adapt to serve our community.
7. We practice responsible stewardship of public funds to ensure a sustainable future.

Key categories of information that must be communicated consistently and clearly include:

- **Public Safety**
 - **Emergencies and Alerts** (e.g., weather events, natural disasters, emergency service impacts)
 - **Non-Emergency Updates** (informational bulletins from public safety)
 - **Health & Safety Notices** (e.g., flu outbreaks, pandemic/epidemic guidance, water or air quality concerns)
- **Government Updates**
 - **Public Notices** (e.g., Town Council meetings, Public Hearings, Planning Commission hearings, special sessions)
 - **Election Information** (e.g., voter registration deadlines, polling locations, candidate filing processes)
 - **Cross-Jurisdictional Information** (updates from Federal, State, County, and regional agencies that impact Haymarket residents and businesses)
 - **Town Hall Closures** (holiday and emergency closures, service interruptions, and remote access options)
- **Community Events**

- Signature events such as **Haymarket Day, Holiday Celebrations, Farmers Market, Summer Concert Series**, and **Police-Sponsored Events** (e.g., Coffee with a Cop, National Night Out)
- **Community Programs**
 - **Recreational Programs** (e.g., VSL, GHBL)
 - **Arts and Cultural Activities** (e.g., Crossroads Art Alliance events, museum exhibits)
 - **Youth Programs** (e.g., Youth in Government)
 - **Volunteer Opportunities** and civic engagement initiatives
 - Ongoing promotion and updates related to the **Town Community Park**, including programs, features, and improvements
- **Public Works**
 - Notifications regarding **road closures, utility work, construction**, and **trash/recycling schedules**
- **Financial and Tax Information**
 - Updates and deadlines related to **property taxes, business registration, meals tax, vehicle registration**, and **decal issuance**
- **Education**
 - Communication around **local school updates, partnership events**, and **adult education or continuing learning opportunities**

Communication Channels

The Town of Haymarket utilizes a variety of communication channels to effectively reach internal and external stakeholders. These tools are selected based on their accessibility, timeliness, and ability to foster two-way engagement. All messaging should be consistent across platforms while being tailored to the needs and preferences of different audiences.

Traditional Media

Traditional communication outlets remain a vital component of the Town's outreach strategy, especially for reaching residents and stakeholders who prefer print or in-person updates. These methods help reinforce official messages and ensure accessibility across all age groups and preferences.

- **Local Newspapers** – The Town may issue press releases or collaborate with regional news outlets to share updates on events, public safety, economic development, or governance. These include:
 - *Bull Run Observer*
 - *Prince William Times*
 - *Potomac Local News*
 - *Inside NOVA*
- **Town Message Boards** – Located at three central community hubs—**Town Hall**, **Town Park**, and the **Town Museum**—these boards are regularly updated with flyers, notices, and event information to keep residents and visitors informed in real time.
- **Printed Newsletters** – Delivered or distributed periodically to provide summaries of recent Town initiatives, upcoming events, and community programs.
- **Other Published Materials** – From time to time, the Town may produce special mailers, brochures, or printed inserts to inform stakeholders about targeted programs, public initiatives, or community opportunities.

Digital Media

Digital platforms allow the Town to deliver timely, accessible, and engaging content to a wide range of audiences. These tools support two-way communication, help expand the Town's outreach and reinforce transparency and responsiveness.

- **Town Website** – The primary source for official Town information, including meeting agendas, minutes, announcements, permit applications, and event calendars. It serves as the digital anchor for all Town communications.

- **My Haymarket App** – A mobile app that allows residents and stakeholders to access Town services, submit requests or concerns, and stay connected to real-time updates in a user-friendly format.
- **Social Media** – The Town maintains an active presence on both **Facebook** and **Instagram**, which are used to share community highlights, promote events, post emergency notifications, and engage directly with the public.
- **Email Communication** – Email is used for newsletters, event notifications, public alerts, and targeted outreach to specific groups (e.g., HOA contacts, business owners, volunteers). This tool supports both scheduled messaging and real-time updates.
- **Local Digital News Outlets** – The Town collaborates with digital-first news platforms to share relevant updates, public service announcements, and stories. These include:
 - *InsideNOVA*
 - *Potomac Local News*
 - *Prince William Times*
- **Town Emergency Text Platform** – A dedicated SMS system used to share urgent or time-sensitive information with residents and businesses, particularly during emergencies.
- **Digital Signage at Town Hall** – A screen located at Town Hall displays rotating announcements, event reminders, and important updates, providing another point of access for visitors and residents.

Direct Engagement

Face-to-face engagement is a cornerstone of Haymarket's communication strategy. These direct interactions build trust, encourage two-way dialogue, and foster stronger relationships between the Town and its diverse stakeholders. By offering multiple in-person and participatory opportunities, the Town ensures that communication is not only delivered but also received and reflected upon.

- **Town Meetings** – Public meetings of the Town Council, Planning Commission, and other boards provide a formal platform for sharing information, gathering public input, and advancing transparency in decision-making.
- **Walk With/Talk With the Mayor** – An informal opportunity for residents to speak directly with the Mayor, share feedback, and ask questions while enjoying the town's walkable spaces.

- **Council-Hosted Meet & Greets** – Periodic gatherings hosted by the Town Council to connect personally with residents and businesses, answer questions, and foster open dialogue in a relaxed setting.
- **Surveys** – Distributed digitally or in print to gather public input on Town projects, services, priorities, and strategic planning initiatives.
- **Town Events** – Signature events such as Haymarket Day, the Farmers Market, holiday celebrations, and summer concerts serve as key touchpoints for in-person outreach and information sharing.
- **Business Roundtable** – A recurring forum that brings together local business owners and Town representatives to discuss needs, share updates, and collaborate on initiatives that support economic development.

Content Strategy

A coordinated content strategy ensures that the Town of Haymarket's messaging is timely, engaging, and aligned with strategic goals. To manage this effectively, the Town will implement and maintain a **Content Calendar** that tracks regular updates, announcements, and event-related messaging.

The **Content Calendar** will:

- Include scheduled posts and publications for **Town events, recurring updates, and relevant news**
- Identify the **responsible party** for content creation or contribution
- Be **updated weekly** by the **Town Events Coordinator** and reviewed during regular staff meetings

This calendar ensures that all communication efforts are organized, consistent, and proactively managed across departments.

In addition, the Town Events Coordinator will oversee a **centralized content resource hub** where internal content producers can access approved assets including:

- Official Town logos and branding elements
- Infographics and visual templates
- Approved photos, videos, and iconography

This shared repository promotes brand consistency and supports the creation of high-quality, visually engaging content across all platforms.

Looking forward, the Town will explore the development of a **community-driven platform** to encourage residents to share their personal stories, photos, and reflections on Haymarket. This initiative will not only foster community pride but also help document and preserve the rich history and identity of the Town for future generations.

Crisis Communication Plan

In the event of an emergency or crisis, the Town of Haymarket is committed to delivering clear, timely, and coordinated information to protect public safety, reduce confusion, and maintain public trust. The Town's Crisis Communication Plan outlines internal protocols, key contacts, and public outreach strategies designed to ensure a rapid and effective response.

Internal Protocols

Established internal protocols guide staff and leadership in coordinating communications during a crisis. These protocols include:

- A current **Emergency Contact List** for key personnel involved in crisis response and communication
- Defined **roles and responsibilities** for message creation, approval, and dissemination
- Coordination across departments, with the **Chief of Police, Town Manager or other designee** serving as the lead for centralized communication as appropriate

Pre-Approved Messaging

To ensure quick and accurate communication during emergencies, the Town maintains a set of **pre-approved message templates** for various crisis scenarios, including:

- Natural disasters (e.g., severe storms, flooding, winter weather)
- Public health emergencies (e.g., disease outbreaks, contamination)
- Infrastructure issues (e.g., power outages, road closures, utility disruptions)
- Public safety incidents (e.g., police activity, evacuations)

These templates can be quickly customized to suit the specific situation and are designed for use across multiple platforms.

Rapid Response and Dissemination

When a crisis occurs, the Town will activate **Rapid Response Protocols**, which include:

- Immediate dissemination of information via the **Town Emergency Text Platform, Town Website, and Social Media**.
- Coordination with **local news outlets** (e.g., InsideNOVA, Potomac Local News, Prince William Times) for broader coverage
- Regular updates as the situation evolves, including recovery information and follow-up instructions

All crisis-related communications will prioritize accuracy, accessibility, and clarity. Whenever possible, updates will include visuals, links to additional resources, and

information in multiple formats and languages if necessary to ensure accessibility for all residents.

Regional Coordination

In any emergency, the Town of Haymarket will coordinate closely with **Prince William County Emergency Management, Virginia Department of Emergency Management (VDEM), VDOT, National Weather Service (NWS), Federal Emergency Management Agency (FEMA)**, and other relevant **state and federal agencies** as needed. This coordination ensures consistency in messaging, access to regional resources, and integration into broader response efforts. The Town will share critical updates received from these agencies and may assist in amplifying joint public communications through local channels.

Feedback Mechanisms

The Town of Haymarket is committed to maintaining open lines of communication with its residents, businesses, and stakeholders. Actively seeking feedback is a cornerstone of responsive governance and essential to improving the effectiveness of all communication efforts.

To ensure continuous improvement and meaningful engagement, the Town will prioritize the following feedback channels:

- **Citizen's Time at Public Meetings** – A designated time during Town Council meetings where residents are invited to voice questions, concerns, or suggestions directly to elected officials in a public forum.
- **Quarterly Business Roundtable** – An ongoing forum for business owners and representatives to provide input on Town initiatives, policies, and programs affecting the business community.
- **"Contact Us" Feature on the My Haymarket App** – A mobile-friendly tool that allows residents to submit comments, concerns, or service requests directly to Town staff with ease and convenience.

Additional feedback mechanisms include:

- **Surveys and Polls** – Conducted on a regular basis to gather insights from residents and businesses regarding communication effectiveness, service delivery, and community priorities.
- **Open Forums** – Scheduled in-person or virtual events that encourage dialogue on key topics and give residents a platform to contribute ideas and feedback directly to Town leadership.
- **Online Feedback Forms** – Available on the **Town Website** and other digital platforms to enable ongoing, on-demand feedback submissions.

All feedback will be reviewed regularly by the Town Mayor, Vice Mayor, Council, and staff, and key insights will be incorporated into future communication strategies. These mechanisms directly support the Town's strategic goal to **Enhance Community Engagement** and reflect the Town's values of **transparency, accountability, and collaboration**.

Evaluation and Adjustment

To ensure the Communication Plan remains effective and responsive to community needs, the Town of Haymarket will conduct **periodic evaluations** of communication strategies, tools, and content.

These reviews will include both **qualitative and quantitative assessments**, using available analytics tools to track:

- Public engagement across digital platforms (e.g., website visits, social media interaction)
- Feedback trends from surveys, public forums, and app submissions
- Participation rates in Town events and programs

In addition to data-driven analysis, input from internal stakeholders, residents, businesses, and partners will be used to assess strengths, identify gaps, and inform improvements.

Based on these evaluations, the Town will make targeted adjustments to content, delivery methods, messaging priorities, and outreach tactics. This process of ongoing review and refinement ensures that Town communications remain relevant, accessible, and aligned with strategic goals—particularly **Enhancing Community Engagement, Promoting Organizational Excellence**, and **Supporting Town Businesses**.

Regular updates to the Communication Plan will be shared with leadership and staff, with key improvements communicated to the public as appropriate to maintain transparency and build trust.

Legal and Ethical Considerations

The Town of Haymarket is committed to maintaining the highest standards of legal compliance, ethical communication, and public transparency in all outreach efforts. All communication activities—whether internal or public-facing—will adhere to applicable local, state, and federal laws and regulations.

This includes, but is not limited to:

Data Protection and Privacy

The Town will protect personal information and ensure that data collection, storage, and use complies with all relevant privacy laws and best practices. Sensitive data will only be collected when necessary and will be handled with appropriate safeguards.

Public Records and Transparency (FOIA)

The Town recognizes the importance of open government and the public's right to access information. All communications—digital, printed, and verbal—may be subject to disclosure under the **Virginia Freedom of Information Act (FOIA)**. The **Town Clerk serves as the official FOIA Officer**, responsible for receiving and responding to FOIA requests in accordance with Virginia law. Staff and officials must maintain records appropriately and be mindful of FOIA requirements when creating or sharing content.

Accessibility Compliance

The Town is committed to ensuring that all communications are accessible to individuals with disabilities in accordance with the **Americans with Disabilities Act (ADA)**. This includes providing content in alternative formats when needed and using accessible design principles for digital communications.

Non-Discrimination and Cultural Sensitivity

All Town communications must reflect the diversity of the Haymarket community. Content should use inclusive language and avoid stereotypes or assumptions based on race, ethnicity, gender, religion, age, ability, or background. Communications will reflect the Town's commitment to respectful, equitable public service.

Appropriate Use of Public Resources

Communication platforms and materials provided by the Town must be used solely for official Town business and in the public interest. They must not be used for personal purposes, political campaigning, or commercial advertising.

To uphold these standards, **all staff, elected officials, and appointed board and commission members** will receive **training on FOIA compliance, privacy protocols, accessibility standards, and ethical communication practices**. This ensures that everyone involved in Town communications understands their responsibilities and contributes to a culture of trust, transparency, and accountability.

Conclusion

The Town of Haymarket's Communication Plan is a living document—intended to evolve alongside the needs of the community it serves. It provides a comprehensive roadmap to ensure that the Town's messaging is timely, inclusive, and aligned with our strategic vision. By equipping staff, elected officials, and appointed board members with clear guidelines and coordinated tools, the plan fosters consistency, accountability, and public trust.

As Haymarket continues to grow and thrive, the success of this plan will rely on ongoing collaboration, regular feedback, and a shared commitment to excellence in communication. Together, we will strengthen the connection between the Town and its people—ensuring that every voice is heard, every message is clear, and every resident is engaged.

Appendices

Appendix A: Town Council & Liaisons



Town Council

CONTACT:	POSITION:	LIAISONS	EMAIL
TracyLynn Pater	Mayor	N/A	tpater@townofhaymarket.org
Matthew Gallagher	Vice Mayor	Business	mgallagher@townofhaymarket.org
Justin Baker	Councilman	Planning Commission	jbaker@townofhaymarket.org
Alexander Beyene	Councilman	Finance	abeyene@townofhaymarket.org
Ken Luersen	Councilman	Architectural Review Board	kluersen@townofhaymarket.org
Mary Ramirez	Councilwoman	Community Outreach	mramirez@townofhaymarket.org
Joseph Pasanello	Councilman	Finance	jpasanello@townofhaymarket.org

Appendix B: Board Directory

Planning Commission (PC)

CONTACT:	POSITION:	EMAIL
Jerome Gonzalez	Chairman	jgonzalez@townofhaymarket.org
Justin Baker	Vice Chairman	jbaker@townofhaymarket.org
Pankaj Singla	Commissioner	psingla@townofhaymarket.org
Walt Young	Commissioner	wyoung@townofhaymarket.org
Dave Capossela	Commissioner	dcapossela@townofhaymarket.org

Architectural Review Board (ARB)

Ken Luersen	Chairman	kluersen@townofhaymarket.org
David Capossela	Vice Chairman	dcapossela@townofhaymarket.org
Chuck Mason	Board Member	cmason@townofhaymarket.org
Ben Barben	Board Member	bbarben@townofhaymarket.org
JoAnna Mason	Board Member	jmason@townofhaymarket.org

Board of Zoning Appeals

To contact a member of the Board of Zoning Appeals please email the Town Clerk at khenry@townofhaymarket.org

Don Meeks	Vice Chair
Eric Matthews	Board Member
John King	Board Member
Jarome Gonzalez	Board Member
Dan Magill	Board Member

Appendix C: Town Staff Directory



Administrative

CONTACT:	POSITION:	PHONE:	EMAIL
Emily Kyriazi	Town Manager & Zoning Administrator	(571)469-0323 (703)753-2600 ext 204	ekyriazi@townofhaymarket.org
Roberto Gonzalez	Town Treasurer	(703)753-2600 ext 201	rgonzalez@townofhaymarket.org
Kim Henry	Town Clerk	(703)753-2600 ext 205	khenry@townofhaymarket.org
Alexandra Elswick	Deputy Clerk & Administrative Assistant	(703)753-2600 ext 203	aelswick@townofhaymarket.org
Thomas Britt	Town Planner	(703)753-2600 ext 208	tbritt@townofhaymarket.org
Julia Crofford	Event Coordinator	(703)753-2600 ext 206	jcrofford@townofhaymarket.org
Matt Burrows	Maintenance Coordinator	(703)753-2600	mburrows@townofhaymarket.org

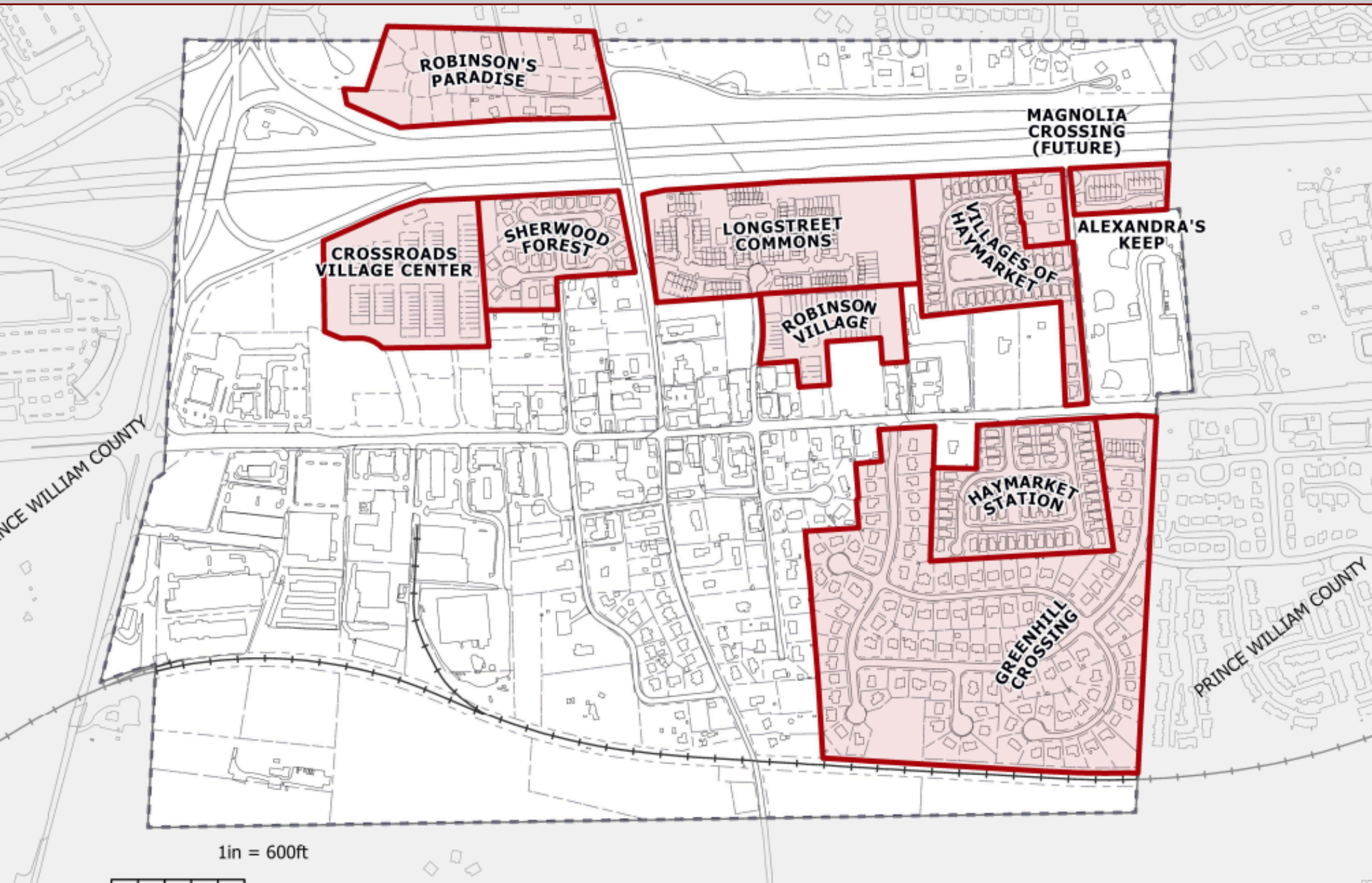
Appendix D: Police Department Directory



Police Department

CONTACT:	Work Cell	EMAIL
Chief Allen Sibert	(571)469-8300	asibert@townofhaymarket.org
Lt. Jake Davis	(571)486-6718	jdavis@townofhaymarket.org
Sgt. Charles Burgoon	(571)486-0719	cburgoon@townofhaymarket.org
Sgt. Donald Finley	(571)486-6723	dfinley@townofhaymarket.org
Ofc. Joe Coppage	(571)486-6724	jcoppage@townofhaymarket.org
Ofc. James Galbreath	(571)486-6703	jgalbreath@townofhaymarket.org
Ofc. Scott Madigan	(571)469-5702	smadigan@townofhaymarket.org
Ofc. Trevor Rick	(571)469-5704	trick@townofhaymarket.org
Ofc. Randy Anderson	(571)486-0783	randerson@townofhaymarket.org
Ofc. Art Culbertson	(571)486-0783	aculbertson@townofhaymarket.org
Ofc. Mike Danielson	(571)486-0783	mdanielson@townofhaymarket.org
Ofc. Matt Watson	(571)486-0783	mwatson@townofhaymarket.org
FM Lonnie Milstead	(703)946-4642	lmilstead@townofhaymarket.org
Admin. Brenda Dodd	N/A	bdodd@townofhaymarket.org

Appendix E: HOA Map



Appendix F: HOA Directory

Alexandra's Keep

SEQUOIA MANAGEMENT
sshields@sequoiamgmt.com
p: 703-803-9641

Greenhill Crossing

SEQUOIA MANAGEMENT
neakins@sequoiamgmt.com
p: 703-803-9641 x302

Haymarket Station

FIRST SERVICE RESIDENTIAL
kelly.bernard@fsresidential.com
President - Melissa Topper
p: 571-436-4945
Melissa.topper@yahoo.com

Longstreet Commons

LEGACY COMMUNITY SERVICES
mpeck@legacycommunityservices.com
HOA President - Ben Barben
brbarben@gmail.com

Villages of Haymarket

National Realty Partners, LLC
Klsaksen@NRPartnersLLC.com
p: 703-435-3800
President - Alexander Beyene
beyenea5@yahoo.com

Robinson's Paradise

Property Management People
Patrick.vasold@pmpbiz.com
p: 703-771-9355

Robinson Village Community

SFMC COMMUNITY
ASSOCIATION MANAGEMENT

Sherwood Forest

SEQUOIA MANAGEMENT
sshields@sequoiamgmt.com
p: 703-803-9641

Parks of Piedmont

COMMUNITY MANAGEMENT CORP
jschwab@cmc-management.com
p: 571-261-5734 ext.1

Appendix G: Business Brochure

as of July, 2024

TOWN BUSINESSES

DINE | SHOP | RELAX

SHOPPING

- Aldi
- Copper Cricket
- CVS
- Details
- Haymarket Bicycles
- Peace & Laughter Holistic Boutique
- Saddlery Liquidators
- Sheetz
- The Evocative Atelier
- Tobaccology

FOOD & DRINK

- 1971 Coffee
- Aroma II
- Bruster's Real Ice Cream
- Chick-Fil-A
- Cookies & Cream
- Crossroads Café
- Crumbl Cookie
- Cupcake Heaven
- Duck Donuts
- Edible Arrangements
- El Vaquero West
- Five Guys
- Foster's Grille
- Ghosted Concepts
- Giuseppe's Italian Restaurant
- Good Fella's Pizza
- Great Mane Brewery
- Hidden Jules Café
- Himalayan Grill
- Kung Fu Tea
- McDonald's
- Papa Johns
- Parrandos Tex Mex Grill
- Popeye's

- Red House Tavern
- Subway
- Swirlie's
- Taco Bell
- Trouvaille Brewing Company
- Young Chow Café
- Zandra's Taqueria

BEAUTY & SPA

- Angelic Nail
- Ash Salon & Spa
- Cathy's Hair Design
- Crossroads Valley Barbershop
- Haymarket Barber Shop
- Joy Yoga & Massage LLC
- Kai Salon
- Luxe Nail Bar
- Mane Masters
- Simply Beauty
- Studio B Salon & Beauty Bar
- The Beauty Effect
- Thrive Medical Spa
- Tranquility Day Spa & Salon

SERVICE

- 4R's Preschool
- A Pup's Valley
- ABBA Driving School
- Ace Cabinet & Granite
- Acorn to Oaks Child Care
- Advantage Landscape
- B&M International Steel
- Boundary Haymarket
- Century Stair Company
- Edward Jones & Co.
- Evoke Boudoir
- Fortiline Waterworks
- Haymarket Baptist Preschool

- Haymarket Motors
- Haymarket RV Storage
- Hilton Garden Inn
- iDEZINE
- Law Firm of Russell R. Johnson III
- Life Enrichment Counseling Center
- M&M Exteriors
- Madison Mortgage Services
- Melanie's Florist
- Piedmont Tire & Auto
- Remax
- Revolution Mortgage
- Sheetz
- Signature Company
- Spherion Staffing & Recruiting
- St. Michaels Academy
- The Hive
- The Polished Pooch
- VCA Animal Hospital
- Veteran's First Initiative
- Virginia National Bank
- Virginia Women & Family Support Center
- Washington Street Realty
- Wellness Solutions
- Youth For Tomorrow

ENTERTAINMENT

- Contemporary Music Center
- Gainesville Dance Center
- Haymarket Iceplex
- Hitchcock School of Rock
- Little Diva Day Spa
- Lotta Tech
- Mathnasium

HEALTH & FITNESS

- Acadian Health Center
- Battlefield Jiu Jitsu
- Bridge to Balance
- Capital Women's Care
- Chronic Pain Center
- Comprehensive Chiropractic & Sports Injury
- Dentists of Haymarket
- Dr. David R. Gore, Optometrist
- Group Therapy Associates
- Haymarket Complete Dental
- Haymarket Counseling
- Haymarket Family & Cosmetic Dentistry

- Haymarket Implant & Cosmetic Dentistry
- Haymarket Pediatrics
- Jazzercise Haymarket Fitness Center
- Mountain Spring Podiatry
- Next Level Training
- Planet Fitness
- RXR3 Recovery Lounge
- Smiles on Haymarket
- Transform Power Yoga

HISTORIC HAYMARKET

- Town Park
- Town Museum
- Town Hall
- Haymarket Police Department

CHURCHES

- Haymarket Baptist Church
- Haymarket Church
- St Paul's Episcopal Church



Appendix H: Houses of Worship & Non-Profits

Houses of Worship

Haymarket Baptist Church

14800 Washington St, Haymarket, VA 20169

Haymarket Church

15000 Washington St, Haymarket, VA 20169

St. Paul's Episcopal Church

6750 Fayette St, Haymarket, VA 20169

Chabad of Greater Gainesville & Manassas

14914 Washington St, Haymarket, VA 20169

Iglesia Cristiana Vida y Luz

6611 Jefferson St, Haymarket, VA 20169

Non-Profit Organizations

Virginia Women & Family Support Center

6740 Fayette St, Haymarket, VA 20169

Crossroads Arts Alliance

15025 Washington St. Haymarket, VA 20169

Appendix I: Farmers Market Brochure

as of March, 2025



Full Time

- Al'Dente Life
- Bad Ass Pickles
- Basel LLC
- Baseline Botanicals
- Baskin Robbins
- Blackstone Honey Bee Farm
- Colonial Kettle Corn
- Earth, Wind, and Flower Farm
- El Viajero Coffee
- Flynn's Wood Fired Pizza
- Freed's Biscuit Company
- Gathering Springs
- Great Harvest
- Hi Food
- Hidden Creek Farm
- Ignacios Produce
- J & J Greenhouse
- Jewelry by Roz
- Jimmys Hatch Pepper Salsa
- Kaya Kuisine
- Loving Paws Big & Small
- Manassas Olive Oil Company
- MarshaMello
- Mary Louise Skin & Wick Co.
- Out on a Limb Orchard
- Persimmons Hollow Farm
- Quattro Soft
- Renzinnia Floral Farm
- Rynwood Farm
- Sticky Bean Coffee
- Sweet Cups

Part Time

- 42 Farms
- All Passion & Sass
- Branch & Vine
- Carb Perfection
- Crockey Grove Creations
- Fahrenheit 99 & co
- Love Bites
- Loves Affect
- Mabel's Bakeshop
- Mandi's Dandie's
- ParTea Queen
- Phoenix Artisan Soaps
- PWC Library
- Soil Head Mojo
- Uchu LLC

Drop in

- CMS Supply Co
- Mark Baker Designs
- Papa Bruce's BBQ Sauce
- Spyglass Stained Glass
- Duke and Clover
- Susies Scones
- Junies
- PatchDanas
- Arts Vango
- Luvelle Rose LLC
- Brissa Crochet

Appendix J: Town Sponsors & Partners

as of March, 2025



Wegmans



Park Valley Church



School of Rock Haymarket



Golden Rule Builders



Thrive Med Spa & Wellness



66 Express



Caring Senior Service



Premier Turf & Landscaping