

**Event type/Name:**

Government Open House Day

**Event Leader, Council Supporters**

Councilwoman Ramirez

**Strategic Plan points that apply**

Value: Community, Collaborative, Inclusive, Transparency

Goals: Enhance Community Engagement

Objectives:

6.2. Provide list of events, purpose, costs/revenue on an annual basis for Council feedback and input

3.2. Continue community engagement for community policing initiative including daily interactions, community events, bicycle patrol, school bus stops, etc.

**Timeline**

June 13<sup>th</sup> 2025, 9:30 AM – 3:30 PM

- Read Aloud scheduled every 30 mins
- Tents/Stations in Town Hall Parking Lot and Grass area – self paced

**Budget line item**

Events \* Requesting Council's support in inclusion of the Government Open House Day as a permanent event offered by the Town of Haymarket

*(Council Education and Convention will be ideal for funding educational experiences with limited capacity like the Youth in Government Program)*

\*Emily Kyriazi, Town Manager and Julia Crofford, Event Coordinator have reviewed the current FY25 budget and are in support of funding this event through the existing Event Budget. Town Staff is in strong support of the Open House Government day becoming an annual event, each June. This year's event will feature a hands-on tie dye craft for the children and a special goodie bag, featuring the Town's first ever Coloring Book. Both items will be funded through the FY25 Event budget, line item 7111004 Events – Other. For budget specific questions please ask Emily, Julia, or Roberto. (Statement added by Emily Kyriazi)

**Possible expenses:**

- Tie-Dye Shirt station; Town provided shirt for youth, red, white and blue tie-dye, \*\*Tie-Dye Shirts will be available for purchase for ADULTS attending the event. Youth shirts are complimentary for event, only youth present receive a shirt
- printed Town Hall handouts
- Popcorn and water
- Government/Town-related swag (Town Coloring Book, ex: last year we offered a government related book)

### **Staff Involvement**

- Event Planning
- Outreach & Collaboration with PWC entities
- Marketing
- Make & Take Craft
- Set-Up and Take Down
- Day-of Town Tent/Table/Popcorn Station
- Count Public attendees \*clicker- count every person in attendance, not just kids

### **Council Involvement**

- Champion role:
  - o Event Planning
  - o Outreach & Collaboration with PWC entities
  - o Marketing
  - o Make & Take Craft
  - o Set-Up and Take Down
  - o Day-of Town Tent/Table/Popcorn Station
  - o Count Public attendees \*clicker- count every person in attendance, not just kids
- Overall Council:
  - o Read aloud speakers
  - o Day-of Town Tent/Table
  - o Make & Take Craft
  - o Popcorn Station

### **Opportunity for Outside Community Involvement**

- Prince William County School Board
- Prince William Organizations
  - o Library
  - o Fire & Rescue

- Parks & Rec
- Historic Preservation Dept
- Economic Development & Tourism
- Prince William Board of Supervisors
- American Disposal Services
- Crossroads Art Alliance
- Leopold Preserve

### **Public Requirements for Participation in Event**

No requirements or cost - however, the event will be aimed towards elementary aged families

-Tie-Dye Shirts will be available for purchase for ADULTS attending the event.  
Youth shirts are complimentary for event, only youth present receive a shirt

### **Feedback/Debrief**

- Public survey – printed QR code in swag bag and posted on-site at Town Hall during event
- Survey participating presenters
- Survey third party vendors/partners
- Collect number of attendees

### **Phases of growth**

- Become built-in annual Town event
- Expand on partnerships and sponsorship