



TOWN OF HAYMARKET TOWN COUNCIL

WORK SESSION
~ AGENDA ~

Kimberly Henry, Clerk of the Council
<http://www.townofhaymarket.org/>

15000 Washington St
Haymarket, VA 20169

Monday, July 31, 2023

6:30 PM

Council Chambers

I. Call To Order

II. Pledge of Allegiance

III. Crossroads Art Alliance Presentation

IV. Agenda Items

1. Monthly Financial Report
2. Community Engagement Opportunity - Ramirez
3. Expansion of Planning Commission
4. Town Center Site Plan
5. Draft Communication Plan
6. Town Park Survey Results

V. Adjournment

	Actuals	FY2023 Budget	% of Budget	Comments
Income				
3110 · GENERAL PROPERTY TAXES				
3110-01 · Real Estate - Current	398,736.41	400,143.00	99.6%	
3110-02 · Public Service Corp RE Tax	13,066.89	12,022.00	108.7%	
3110-03 · Interest - All Property Taxes	346.08	0.00	100.0%	
3110-04 · Penalties - All Property Taxes	492.51	1,000.00	49.3%	
Total 3110 · GENERAL PROPERTY TAXES	412,641.89	413,165.00	99.9%	
3120 · OTHER LOCAL TAXES				
3120-00 · Transient Occupancy Tax	225,474.54	168,000.00	134.2%	Collections up to June 30, 2023
3120-01 · Bank Stock Tax	31,323.76	24,000.00	130.5%	
				Working on sending out Delinquent notices in coming weeks.
3120-02 · Business License Tax	382,964.76	240,000.00	159.6%	
3120-03 · Cigarette Tax	156,776.46	140,000.00	112.0%	Collections up to June 30, 2023
3120-04 · Consumer Utility Tax	141,742.88	158,000.00	89.7%	Collections up to June 30, 2023
3120-05 · Meals Tax - Current	1,274,067.35	1,100,000.00	115.8%	Collections up to June 30, 2023
3120-06 · Sales Tax Receipts	147,762.19	160,000.00	92.4%	Collections up to May 31, 2023
3120-07 · Penalties (Non-Property)	9,363.68	5,000.00	187.3%	
3120-08 · Interest (Non-Property)	1,267.40			
Total 3120 · OTHER LOCAL TAXES	2,370,742.82	1,995,000.00	118.8%	
Development Revenue				
Proffers	13,191.00	13,191.00	100.0%	Public Safety portion from Van Metre proffers
Total Development Revenue	13,191.00	13,191.00	100.0%	
3130 · PERMITS, FEES & LICENESSES				
3130-01 · Application Fees	3,850.00	4,500.00	85.6%	
3130-03 · Motor Vehicle Licenses	377.00	1,000.00	37.7%	
3130-05 · Other Planning & Permits	23,975.00	15,000.00	159.8%	
3130-06 · Pass Through Fees	29,227.83		100.0%	
Total 3130 · PERMITS, FEES & LICENESSES	57,429.83	20,500.00	280.1%	
3140 · FINES & FORFEITURES				
3140-01 · Fines	16,429.68	20,000.00	82.1%	
Total 3140 · FINES & FORFEITURES	16,429.68	20,000.00	82.1%	
3150 · REVENUE - USE OF MONEY				
3150-01 · Earnings on VACO/VML Investment	12,729.02	1,500.00	848.6%	
3150-03 · Interest on Bank Deposits	53,310.67	6,000.00	888.5%	
Total 3150 · REVENUE - USE OF MONEY	66,039.69	7,500.00	880.5%	Reconciliations up to June 30, 2023
3151 · RENTAL (USE OF PROPERTY)				
3151-04 · Suite 208 B&B Security	3,341.50	4,010.00	83.3%	
3151-06 · Suite 204 MAC-ISA	5,880.00	3,528.00	166.7%	
3151-07 · Haymarket Church Suite 206	35,614.20	35,614.00	100.0%	
3151-08 · 15020 Washington Realty	55,241.84	55,241.00	100.0%	
3151-09 · 15026 Copper Cricket	23,629.80	23,629.00	100.0%	
3151-11 · Cupcake Heaven and Cafe LLC	34,794.52	34,793.00	100.0%	
3151-13 · A1 Testing Solutions LLC	0.00	14,241.00	0.0%	
3151-14 · Salman Home Realty Suite 204	1,120.00	0.00	100.0%	new tenant
3151-15 · Revolution Mortgage	645.33	0.00	100.0%	
3151-16 · Stirrup For Delegate 21	464.10	0.00	100.0%	new tenant
3151-90 · Town Hall Rental Income	50.00	0.00	100.0%	
Total 3151 · RENTAL (USE OF PROPERTY)	160,781.09	171,056.00	94.0%	
3160 · CHARGES FOR SERVICES				
3160-01 · Public Safety				
3160-02 · Donation/Grants	10.00	0.00	100.0%	
Total 3160 · CHARGES FOR SERVICES	10.00	0.00	100.0%	
3165 · REVENUE - TOWN EVENTS				
3165-00 · Sponsorships	9,300.00	0.00	100.0%	
3165-01 · Town Event	58,955.00	80,000.00	73.7%	
3165-02 · Farmer's Market	4,859.20	1,500.00	323.9%	
3165-03 · Town Ornaments	7,563.96	4,350.00	173.9%	
3165 · REVENUE - TOWN EVENTS - Other	358.00	0.00	100.0%	
Total 3165 · REVENUE - TOWN EVENTS	81,036.16	85,850.00	94.4%	
3180 · MISCELLANEOUS				
3180-00 · Convenience Fee	-205.63		100.0%	
3180-01 · Citations & Accident Reports	40.00		100.0%	

Attachment: FY2023 Actuals vs Budget as of 06.30.2023 PRE-AUDIT (6235 : Monthly Financial Report)

3180 · MISCELLANEOUS - Other	770.27		100.0%
Total 3180 · MISCELLANEOUS	604.64		100.0%
3200 · REVENUE FROM COMMONWEALTH			
3200-02 · 599 Law Enforcement Grant	34,687.00	31,548.00	110.0% 4 of 4 collected
3200-04 · Car Rental Reimbursement	201.74	0.00	100.0%
3200-05 · Communications Tax	80,398.91	80,000.00	100.5% Collections up to June 30, 2023
3200-06 · Department of Fire Programs	15,000.00	10,000.00	150.0%
3200-11 · Personal Property Tax Reimburse	18,626.97	18,627.00	100.0%
3200-12 · Railroad Rolling Stock	1,285.76	1,300.00	98.9%
3200-16 · DMV Select Commission	180.33	0.00	100.0%
3200-17 · LOLE Grant	4,366.00	4,393.00	99.4% Collection up to Novmeber 30, 2022
Total 3200 · REVENUE FROM COMMONWEALTH	154,746.71	145,868.00	106.1%
4000 · Carry-Over Surplus	0.00	273,850.00	0.0%
4002 · Transfer from ARPA Funds	0.00	209,600.00	0.0%
Total Income	3,333,653.51	3,355,580.00	99.3%
Gross Profit	3,333,653.51	3,355,580.00	99.3%

Expense

01 · ADMINISTRATION

11100 · TOWN COUNCIL

Town has received its refunds pertaining to VML Conference

111001 · Convention & Education	250.00	2,500.00	10.0%
111002 · FICA/Medicare	1,278.15	2,000.00	63.9%
111003 · Meals and Lodging	77.22	1,000.00	7.7%
111004 · Mileage Allowance	0.00	250.00	0.0%
111005 · Salaries & Wages - Regular	17,442.86	25,000.00	69.8%
Total 11100 · TOWN COUNCIL	19,048.23	30,750.00	61.9%

12110 · TOWN ADMINISTRATION

1211001 · Salaries/Wages-Regular	305,992.15	330,500.00	92.6%
1211003 · Salaries/Wages - Part Time	55,876.22	79,960.00	69.9%
1211004 · FICA/Medicare	27,007.71	35,389.00	76.3%
1211005 · VRS	21,686.46	36,809.00	58.9%
1211006 · Health Insurance	37,272.65	66,466.00	56.1%
1211007 · Life Insurance	4,049.50	4,685.00	86.4%
1211008 · Disability Insurance	2,026.75	2,640.00	76.8%
1211009 · Unemployment Insurance	2,922.94	6,160.00	47.5%
1211010 · Worker's Compensation	322.00	335.00	96.1%
1211011 · Gen Property/Liability Ins.	17,802.00	18,025.00	98.8% Front loaded costs
1211012 · Accounting Services	8,610.73	8,000.00	107.6%
1211014 · Printing & Binding	6,797.49	8,298.00	81.9%
1211015 · Advertising	7,773.40	9,000.00	86.4%
1211016 · Computer, Internet &Website Svc	24,674.79	28,550.00	86.4%
1211017 · Postage	2,266.28	4,000.00	56.7%
1211018 · Telecommunications	6,626.56	7,500.00	88.4%
1211019 · Mileage Allowance	531.94	1,000.00	53.2%
1211020 · Meals & Lodging	1,622.63	2,000.00	81.1%
1211021 · Convention & Education	768.90	6,000.00	12.8%
1211022 · Miscellaneous	280.00	2,000.00	14.0%
1211024 · Books, Dues & Subscriptions	14,540.91	16,000.00	90.9%
1211025 · Office Supplies	5,637.56	6,500.00	86.7%
1211026 · Equipment Rental	2,588.38	4,075.00	63.5%
1211030 · Capital Outlay-Machinery/Equip	7,550.65	7,551.00	100.0%
Total 12110 · TOWN ADMINISTRATION	565,228.60	691,443.00	81.7%

12210 · LEGAL SERVICES

1221001 · Legal Services	37,337.19	80,000.00	46.7% Services up to June 30, 2023
Total 12210 · LEGAL SERVICES	37,337.19	80,000.00	46.7%

12240 · INDEPENDENT AUDITOR

1224001 · Auditing Services	0.00	17,120.00	0.0%
Total 12240 · INDEPENDENT AUDITOR	0.00	17,120.00	0.0%

Total 01 · ADMINISTRATION

621,614.02	819,313.00	75.9%
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03 · PUBLIC SAFETY

31100 · POLICE DEPARTMENT

3110001 · Salaries & Wages - Regular	454,389.38	464,487.00	97.8%
3110003 · Salaries & Wages - OT Premium	24,887.89	27,500.00	90.5%
3110013 · Salaries & Wages - OT Select En	10,839.74	12,000.00	90.3%
3110004 · Salaries & Wages - Holiday Pay	25,206.74	32,310.00	78.0%
3110005 · Salaries & Wages - Part Time	45,810.00	47,000.00	97.5%
3110012 · Salaries & Wages - PT Admin.	8,250.00	16,000.00	51.6%
3110020 · FICA/MEDICARE	42,423.66	44,937.00	94.4%
3110021 · VRS	30,273.47	30,427.00	99.5%

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3110022 · Health Insurance	74,844.84	74,879.00	100.0%	
3110023 · Life Insurance	6,215.98	5,904.00	105.3%	
3110024 · Disability Insurance	2,597.14	2,400.00	108.2%	
3110025 · Unemployment Insurance	3,235.03	3,360.00	96.3%	
3110026 · Workers' Compensation Insurance	20,067.00	23,305.00	86.1%	Front loaded costs
3110027 · Line of Duty Act Insurance	4,705.00	4,750.00	99.1%	
3110028 · Legal Services	26,678.11	27,300.00	97.7%	Services up to May 31, 2023
3110032 · Computer, Internet & Website	4,354.99	5,000.00	87.1%	
3110033 · Postage	109.44	100.00	109.4%	
3110034 · Telecommunications	12,608.69	12,000.00	105.1%	
3110035 · General Prop Ins (Vehicles)	3,891.00	3,700.00	105.2%	Front loaded costs
3110037 · Meals and Lodging	2,515.01	5,000.00	50.3%	
3110038 · Convention & Edu. (Training)	3,926.41	10,000.00	39.3%	
3110040 · Annual Dues & Subscriptions	12,085.09	14,000.00	86.3%	
3110041 · Office Supplies	4,624.36	5,000.00	92.5%	
3110042 · Vehicle Fuels	29,201.80	29,700.00	98.3%	
3110043 · Vehicle Maintenance/Supplies	18,933.70	18,000.00	105.2%	
3110045 · Uniforms & Police Supplies	28,069.06	26,000.00	108.0%	
3110052 · Office Equipment Rental	5,459.28	4,393.00	124.3%	
3110056 · Capital Outlay - Machinery/Equipment	45,518.56	45,519.00	100.0%	
3110058 · DMV Grant - Payback Reimbursement	4,974.47	4,975.00	100.0%	DMV Grant payback
Total 31100 · POLICE DEPARTMENT	956,695.84	999,946.00	95.7%	
32100 · FIRE & RESCUE				
3210001 · Contributions to other Govt Ent	0.00	10,000.00	0.0%	
Total 32100 · FIRE & RESCUE	0.00	10,000.00	0.0%	
Total 03 · PUBLIC SAFETY	956,695.84	1,009,946.00	94.7%	
04 · PUBLIC WORKS				
4110002 · Street Beautification - HF	0.00	2,213.00	0.0%	
4110003 · E & S Inspections	0.00	5,000.00	0.0%	
43200 · REFUSE COLLECTION				
4320001 · Trash Removal Contract	94,296.33	110,820.00	85.1%	Services up to June 30, 2023
Total 43200 · REFUSE COLLECTION	94,296.33	110,820.00	85.1%	
43100 · MAINT OF 15000 Wash St./Grounds				
4310001 · Repairs/Maintenance Services	96,042.20	97,672.00	98.3%	
4310002 · Maint Svc Contract-Pest Control	854.80	3,000.00	28.5%	
4310003 · Maint Svc Contract-Landscaping	26,110.00	35,000.00	74.6%	
4310004 · Maint Svc Contract Snow Removal	0.00	7,000.00	0.0%	
4310005 · Maint Svc Cont- Street Cleaning	0.00	2,000.00	0.0%	
4310007 · Electric/Gas Services	16,904.55	16,500.00	102.5%	
4310008 · Electrical Services-Streetlight	4,604.73	5,500.00	83.7%	
4310009 · Water & Sewer Services	4,186.80	3,000.00	139.6%	
4310010 · Janitorial Supplies	257.85	2,000.00	12.9%	
4310011 · Real Estate Taxes	1,429.71	2,500.00	57.2%	
4310015 · Maintenance - Vehicle Fuel	755.00	2,500.00	30.2%	
4310016 · Maint - Vehicle Maintenance	965.63	1,000.00	96.6%	
Total 43100 · MAINT OF 15000 Wash St./Grounds	152,111.27	177,672.00	85.6%	
Total 04 · PUBLIC WORKS	246,407.60	295,705.00	83.3%	
06 · ECONOMIC DEVELOPMENT				
60000 · Tourism/Traveling Marketing	110,932.82	95,850.00	115.7%	
60001 · Town Tourism	22,903.56	48,000.00	47.7%	
60003 · Advertising	0.00	22,000.00	0.0%	
Total 06 · ECONOMIC DEVELOPMENT	133,836.38	165,850.00	80.7%	
07 · PARKS, REC & CULTURAL				
70000 · HAYMARKET COMMUNITY PARK				
7000001 · Grounds Maintenance/Repairs	13,214.30	20,000.00	66.1%	
Total 70000 · HAYMARKET COMMUNITY PARK	13,214.30	20,000.00	66.1%	
71110 · EVENTS				
7111001 · Advertising - Events	2,094.14	5,000.00	41.9%	
7111003 · Contractural Services	58,002.80	50,000.00	116.0%	
7111004 · Events - Other	12,986.80	30,850.00	42.1%	
7111006 · Farmer's Market	722.14	0.00	100.0%	
Total 71110 · EVENTS	73,805.88	85,850.00	86.0%	
72200 · MUSEUM				
7220009 · Advertising	0.00	750.00	0.0%	
7220012 · Telecommunications	1,650.11	2,200.00	75.0%	
7200015 · Books, Dues & Subscriptions	30.00	250.00	12.0%	
7200016 · Office Supplies	0.00	250.00	0.0%	
7220018 · Exhibits & Programs	400.00	1,700.00	23.5%	

Total 72200 · MUSEUM	2,080.11	5,150.00	40.4%
Total 07 · PARKS, REC & CULTURAL	89,100.29	111,000.00	80.3%
08 · COMMUNITY DEVELOPMENT			
81100 · PLANNING COMMISSION			
8110001 · Salaries & Wages - Regular	2,325.00	5,670.00	41.0%
8110002 · FICA/Medicare	213.06	500.00	42.6%
8110003 · Consultants - Engineer	7,549.64	10,000.00	75.5%
8110004 · Consultants - Comp Plan	0.00	5,000.00	0.0%
8110005 · Mileage Allowance	0.00	250.00	0.0%
8110006 · Meals & Lodging	0.00	700.00	0.0%
8110007 · Convention/Education	820.45	1,000.00	82.0%
8110009 · Engineer - Pass Through	32,252.50		
Total 81100 · PLANNING COMMISSION	43,160.65	23,120.00	186.7%
81110 · ARCHITECTURAL REVIEW BOARD			
8111001 · Salaries & Wages - Regular	2,340.00	5,830.00	40.1%
8111002 · FICA/Medicare	154.73	446.00	34.7%
8111005 · Convention & Education	820.45	1,500.00	54.7%
Total 81110 · ARCHITECTURAL REVIEW BOARD	3,315.18	7,776.00	42.6%
81111 · Board Of Zoning Appeals			
8111101 · Convention & Education	833.90	1,500.00	55.6%
8111102 · FICA / Medicare	0.00	102.00	0.0%
8111103 · Salaries & Wages - Regular	0.00	1,325.00	0.0%
Total 81111 · Board Of Zoning Appeals	833.90	2,927.00	28.5%
Total 08 · COMMUNITY DEVELOPMENT	47,309.73	33,823.00	139.9%
09 · NON-DEPARTMENTAL			
90001 · Return of Surplus RE Tax Rev	249,323.53	250,000.00	99.7% Surplus Refund of FY2022 RE Taxes
95100 · DEBT SERVICE			
9510002 · General Obligation Bond - Prin	160,100.00	160,200.00	99.9% Front loaded costs
9510003 · General Obligation Bond - Int	8,556.89	8,545.00	100.1% Front loaded costs
Total 95100 · DEBT SERVICE	168,656.89	168,745.00	99.9%
Total 09 · NON-DEPARTMENTAL	417,980.42	418,745.00	99.8%
94102 · Haymarket Community Park			
· Architectural/Engineering Fees	6,252.50	0.00	100.0% Structural Report
Total 94102 · Haymarket Community Park	6,252.50	0.00	100.0%
94104 · Street Scape - Park Sidewalk			
9410401 · Architectural/Engineering Fees	60,140.00	144,318.00	41.7%
Total 94104 · Street Scape - Park Sidewalk	60,140.00	144,318.00	41.7%
94105 · PERSONNEL			
EMPLOYEE BENEFITS			
6560 · Payroll Processing Fees	-0.04		
Total EMPLOYEE BENEFITS	-0.04		
Total 94105 · PERSONNEL	-0.04		
94106 · TOWN CENTER MASTER PLAN			
9410601 · Architectural/Engineering Fees	22,795.11	65,057.00	35.0%
Total 94106 · TOWN CENTER MASTER PLAN	22,795.11	65,057.00	35.0%
94107 · BLIGHT MITIGATION			
9410701 · Building Official/Engr.	0.00	40,000.00	0.0%
Total 94107 · BLIGHT MITIGATION	0.00	40,000.00	0.0%
94108 · Capital Improvement Funds Expens	0.00	251,823.00	0.0%
Total Expense	2,602,131.85	3,355,580.00	77.5%
Net Ordinary Income	731,521.66	0.00	100.0%
Net Income	731,521.66	0.00	100.0%

Attachment: FY2023 Actuals vs Budget as of 06.30.2023 PRE-AUDIT (6235 : Monthly Financial Report)

	FY2024			
	Actuals	Budget	% of Budget	Comments
Income				
3110 · GENERAL PROPERTY TAXES				
3110-01 · Real Estate - Current	0.00	455,783.00	0.0%	
3110-02 · Public Service Corp RE Tax	0.00	12,600.00	0.0%	
3110-04 · Penalties - All Property Taxes	0.00	1,000.00	0.0%	
Total 3110 · GENERAL PROPERTY TAXES	0.00	469,383.00	0.0%	
3120 · OTHER LOCAL TAXES				
3120-00 · Transient Occupancy Tax	0.00	175,000.00	0.0%	
3120-01 · Bank Stock Tax	0.00	24,000.00	0.0%	
3120-02 · Business License Tax	16,261.24	250,000.00	6.5%	Collections of new businesses and delinquent businesses
3120-03 · Cigarette Tax	0.00	140,000.00	0.0%	
3120-04 · Consumer Utility Tax	0.00	158,000.00	0.0%	
3120-05 · Meals Tax - Current	0.00	1,200,000.00	0.0%	
3120-06 · Sales Tax Receipts	0.00	160,000.00	0.0%	
3120-07 · Penalties (Non-Property)	127.77	5,000.00	2.6%	
3120-08 · Interest (Non-Property)	58.60	0.00	100.0%	
Total 3120 · OTHER LOCAL TAXES	16,447.61	2,112,000.00	0.8%	
3130 · PERMITS,FEES & LICENESES				
3130-01 · Application Fees	100.00	4,500.00	2.2%	
3130-03 · Motor Vehicle Licenses	106.00	1,000.00	10.6%	
3130-05 · Other Planning & Permits	0.00	15,000.00	0.0%	
Total 3130 · PERMITS,FEES & LICENESES	206.00	20,500.00	1.0%	
3140 · FINES & FORFEITURES				
3140-01 · Fines	0.00	20,000.00	0.0%	
Total 3140 · FINES & FORFEITURES	0.00	20,000.00	0.0%	
3150 · REVENUE - USE OF MONEY				
3150-01 · Earnings on VACO/VML Investment	0.00	1,500.00	0.0%	
3150-03 · Interest on Bank Deposits	0.00	10,000.00	0.0%	
Total 3150 · REVENUE - USE OF MONEY	0.00	11,500.00	0.0%	
3151 · RENTAL (USE OF PROPERTY)				
3151-07 · Haymarket Church Suite 206	6,113.76	49,207.00	12.4%	
3151-08 · 15020 Washington Realty	4,603.47	56,772.00	8.1%	
3151-09 · 15026 Copper Cricket	1,969.15	24,338.00	8.1%	
3151-11 · Cupcake Heaven and Cafe LLC	2,927.97	35,838.00	8.2%	
3151-14 · Salman Home Realty Suite 204	560.00	5,600.00	10.0%	
3151-15 · Revolution Mortgage	3,226.67	7,099.00	45.5%	Paid 5 months upfront
3151-16 · Stirrup For Delegate 21	663.00	3,315.00	20.0%	
Total 3151 · RENTAL (USE OF PROPERTY)	20,064.02	182,169.00	11.0%	
3165 · REVENUE - TOWN EVENTS				
3165-00 · Sponsorships	7,500.00	10,000.00	75.0%	Funds collected in FY2023 meant for FY024
3165-01 · Town Event	39,280.25	80,000.00	49.1%	Funds collected in FY2023 meant for FY024
3165-02 · Farmer's Market	8,233.30	8,000.00	102.9%	Funds collected in FY2023 meant for FY024
3165-03 · Town Ornaments	480.00	5,000.00	9.6%	
Total 3165 · REVENUE - TOWN EVENTS	55,493.55	103,000.00	53.9%	
3180 · MISCELLANEOUS				
3180-00 · Convenience Fee	30.70	0.00		
3180-04 · Reimbursement from Insurance	500.00	0.00		
3180-05 · Recovered Costs - Private Events	300.00	0.00	100.0%	
Total 3180 · MISCELLANEOUS	830.70	0.00		
3200 · REVENUE FROM COMMONWEALTH				
3200-02 · 599 Law Enforcement Grant	0.00	31,548.00	0.0%	
3200-05 · Communications Tax	0.00	80,000.00	0.0%	
3200-06 · Department of Fire Programs	0.00	10,000.00	0.0%	
3200-11 · Personal Property Tax Reimburse	0.00	18,627.00	0.0%	
3200-12 · Railroad Rolling Stock	0.00	1,300.00	0.0%	
3200-17 · LOLE Grant	0.00	4,393.00	0.0%	
Total 3200 · REVENUE FROM COMMONWEALTH	0.00	145,868.00	0.0%	
4002 · Transfer from ARPA Funds	0.00	200,000.00	0.0%	
Total Income	93,041.88	3,264,420.00	2.9%	

Attachment: FY2024 Actuals on 07.26.2023 (6235 : Monthly Financial Report)

Gross Profit		93,041.88	3,264,420.00	2.9%
Expense				
01 · ADMINISTRATION				
11100 · TOWN COUNCIL				
111001 · Convention & Education	0.00	2,500.00	0.0%	
111002 · FICA/Medicare	118.57	2,000.00	5.9%	
111003 · Meals and Lodging	0.00	1,000.00	0.0%	
111004 · Mileage Allowance	0.00	250.00	0.0%	
111005 · Salaries & Wages - Regular	1,550.00	25,000.00	6.2%	
Total 11100 · TOWN COUNCIL	1,668.57	30,750.00	5.4%	
12110 · TOWN ADMINISTRATION				
1211001 · Salaries/Wages-Regular	29,934.34	407,469.00	7.3%	
1211003 · Salaries/Wages - Part Time	3,190.00	66,560.00	4.8%	
1211004 · FICA/Medicare	2,448.46	36,264.00	6.8%	
1211005 · VRS	2,321.70	37,852.00	6.1%	
1211006 · Health Insurance	4,346.80	63,963.00	6.8%	
1211007 · Life Insurance	441.76	4,850.00	9.1%	
1211008 · Disability Insurance	222.26	3,360.00	6.6%	
1211009 · Unemployment Insurance	23.49	5,995.00	0.4%	
1211010 · Worker's Compensation	261.75	435.00	60.2%	
1211011 · Gen Property/Liability Ins.	19,130.00	19,328.00	99.0%	
1211012 · Accounting Services	0.00	8,000.00	0.0%	
1211014 · Printing & Binding	68.20	8,298.00	0.8%	
1211015 · Advertising	0.00	9,000.00	0.0%	
1211016 · Computer, Internet & Website Svc	0.00	28,550.00	0.0%	
1211017 · Postage	231.23	4,000.00	5.8%	
1211018 · Telecommunications	485.19	7,500.00	6.5%	
1211019 · Mileage Allowance	0.00	1,000.00	0.0%	
1211020 · Meals & Lodging	982.26	2,000.00	49.1%	
1211021 · Convention & Education	0.00	6,000.00	0.0%	
1211022 · Miscellaneous	0.00	2,000.00	0.0%	
1211024 · Books, Dues & Subscriptions	1,213.94	16,000.00	7.6%	
1211025 · Office Supplies	310.77	6,500.00	4.8%	
1211026 · Equipment Rental	0.00	4,075.00	0.0%	
1211030 · Capital Outlay-Machinery/Equip	0.00	5,000.00	0.0%	
Total 12110 · TOWN ADMINISTRATION	65,612.15	753,999.00	8.7%	
12210 · LEGAL SERVICES				
1221001 · Legal Services	0.00	83,200.00	0.0%	
Total 12210 · LEGAL SERVICES	0.00	83,200.00	0.0%	
12240 · INDEPENDENT AUDITOR				
1224001 · Auditing Services	0.00	17,120.00	0.0%	
Total 12240 · INDEPENDENT AUDITOR	0.00	17,120.00	0.0%	
Total 01 · ADMINISTRATION	67,280.72	885,069.00	7.6%	
03 · PUBLIC SAFETY				
31100 · POLICE DEPARTMENT				
3110001 · Salaries & Wages - Regular	37,175.02	516,406.00	7.2%	
3110003 · Salaries & Wages - OT Premium	1,619.37	30,000.00	5.4%	
3110013 · Salaries & Wages - OT Select En	1,424.88	10,000.00	14.2%	
3110004 · Salaries & Wages - Holiday Pay	2,339.07	35,541.00	6.6%	
3110005 · Salaries & Wages - Part Time	1,720.00	65,000.00	2.6%	
3110012 · Salaries & Wages - PT Admin.	1,100.00	39,000.00	2.8%	
3110020 · FICA/MEDICARE	3,353.18	53,240.00	6.3%	
3110021 · VRS	2,515.03	31,604.00	8.0%	
3110022 · Health Insurance	7,006.00	72,272.00	9.7%	
3110023 · Life Insurance	550.67	6,146.00	9.0%	
3110024 · Disability Insurance	199.78	2,400.00	8.3%	
3110025 · Unemployment Insurance	2.52	3,360.00	0.1%	
3110026 · Workers' Compensation Insurance	19,873.25	26,433.00	75.2%	
3110027 · Line of Duty Act Insurance	4,705.00	4,750.00	99.1%	
3110028 · Legal Services	0.00	28,392.00	0.0%	
3110032 · Computer, Internet & Website	0.00	5,000.00	0.0%	
3110033 · Postage	0.00	100.00	0.0%	
3110034 · Telecommunications	0.00	13,800.00	0.0%	
3110035 · General Prop Ins (Vehicles)	4,871.00	5,014.00	97.1%	
3110037 · Meals and Lodging	0.00	5,000.00	0.0%	
3110038 · Convention & Edu. (Training)	0.00	10,000.00	0.0%	

Attachment: FY2024 Actuals on 07.26.2023 (6235 : Monthly Financial Report)

3110040 · Annual Dues & Subscriptions	269.85	17,200.00	1.6%	
3110041 · Office Supplies	0.00	5,000.00	0.0%	
3110042 · Vehicle Fuels	0.00	36,700.00	0.0%	
3110043 · Vehicle Maintenance/Supplies	361.12	21,500.00	1.7%	
3110045 · Uniforms & Police Supplies	471.39	36,000.00	1.3%	
3110056 · Capital Outlay-Machinery/Equip	0.00	64,000.00	0.0%	
3110057 · Capital Outlay-Furniture/Fixtur	0.00	14,000.00	0.0%	
Total 31100 · POLICE DEPARTMENT	89,557.13	1,157,858.00	7.7%	
32100 · FIRE & RESCUE				
3210001 · Contributions to other Govt Ent	0.00	10,000.00	0.0%	
Total 32100 · FIRE & RESCUE	0.00	10,000.00	0.0%	
Total 03 · PUBLIC SAFETY	89,557.13	1,167,858.00	7.7%	
04 · PUBLIC WORKS				
4110002 · Street Beautification - HF	0.00	2,213.00	0.0%	
4110003 · E & S Inspections	0.00	5,000.00	0.0%	
43200 · REFUSE COLLECTION				
4320001 · Trash Removal Contract	7,901.22	123,750.00	6.4%	For services up to July 31, 2023
Total 43200 · REFUSE COLLECTION	7,901.22	123,750.00	6.4%	
43100 · MAINT OF 15000 Wash St./Grounds				
4310001 · Repairs/Maintenance Services	180.51	105,222.00	0.2%	
4310002 · Maint Svc Contract-Pest Control	0.00	3,000.00	0.0%	
4310003 · Maint Svc Contract-Landscaping	2,870.00	35,000.00	8.2%	
4310004 · Maint Svc Contract Snow Removal	0.00	7,000.00	0.0%	
4310005 · Maint Svc Cont- Street Cleaning	0.00	2,000.00	0.0%	
4310007 · Electric/Gas Services	1,285.11	18,593.00	6.9%	
4310008 · Electrical Services-Streetlight	303.78	5,500.00	5.5%	
4310009 · Water & Sewer Services	389.60	3,850.00	10.1%	
4310010 · Janitorial Supplies	0.00	2,000.00	0.0%	
4310011 · Real Estate Taxes	0.00	2,500.00	0.0%	
4310015 · Maintenance - Vehicle Fuel	0.00	5,000.00	0.0%	
4310016 · Maint - Vehicle Maintenance	0.00	3,000.00	0.0%	
Total 43100 · MAINT OF 15000 Wash St./Grounds	5,029.00	192,665.00	2.6%	
Total 04 · PUBLIC WORKS	12,930.22	323,628.00	4.0%	
06 · ECONOMIC DEVELOPMENT				
60000 · Tourism/Traveling Marketing	0.00	75,075.00	0.0%	
60001 · Town Tourism	0.00	50,050.00	0.0%	
60003 · Advertising	0.00	22,000.00	0.0%	
Total 06 · ECONOMIC DEVELOPMENT	0.00	147,125.00	0.0%	
07 · PARKS, REC & CULTURAL				
70000 · HAYMARKET COMMUNITY PARK				
7000001 · Grounds Maintenance/Repairs	340.00	25,000.00	1.4%	
Total 70000 · HAYMARKET COMMUNITY PARK	340.00	25,000.00	1.4%	
71110 · EVENTS				
7111001 · Advertising - Events	0.00	5,000.00	0.0%	
7111003 · Contractural Services	9,826.40	50,000.00	19.7%	
7111004 · Events - Other	0.00	30,850.00	0.0%	
7111005 · Police Department Events	0.00	7,500.00	0.0%	
7111006 · Farmer's Market	0.00	8,000.00	0.0%	
Total 71110 · EVENTS	9,826.40	101,350.00	9.7%	
72200 · MUSEUM				
7220009 · Advertising	0.00	750.00	0.0%	
7220012 · Telecommunications	0.00	2,200.00	0.0%	
7200015 · Books, Dues & Subscriptions	0.00	250.00	0.0%	
7200016 · Office Supplies	0.00	250.00	0.0%	
7220018 · Exhibits & Programs	400.00	2,500.00	16.0%	
Total 72200 · MUSEUM	400.00	5,950.00	6.7%	
Total 07 · PARKS, REC & CULTURAL	10,566.40	132,300.00	8.0%	
08 · COMMUNITY DEVELOPMENT				
81100 · PLANNING COMMISSION				
8110001 · Salaries & Wages - Regular	0.00	5,670.00	0.0%	
8110002 · FICA/Medicare	0.00	500.00	0.0%	
8110003 · Consultants - Engineer	0.00	10,000.00	0.0%	
8110004 · Consultants - Comp Plan	0.00	5,000.00	0.0%	
8110005 · Mileage Allowance	0.00	250.00	0.0%	
8110006 · Meals & Lodging	0.00	700.00	0.0%	
8110007 · Convention/Education	0.00	1,000.00	0.0%	

Attachment: FY2024 Actuals on 07.26.2023 (6235 : Monthly Financial Report)

Total 81100 · PLANNING COMMISSION	0.00	23,120.00	0.0%	
81110 · ARCHITECTURAL REVIEW BOARD				
8111001 · Salaries & Wages - Regular	0.00	5,830.00	0.0%	
8111002 · FICA/Medicare	0.00	446.00	0.0%	
8111005 · Convention & Education	0.00	1,500.00	0.0%	
Total 81110 · ARCHITECTURAL REVIEW BOARD	0.00	7,776.00	0.0%	
81111 · Board Of Zoning Appeals				
8111101 · Convention & Education	0.00	1,500.00	0.0%	
8111102 · FICA / Medicare	0.00	102.00	0.0%	
8111103 · Salaries & Wages - Regular	0.00	1,325.00	0.0%	
Total 81111 · Board Of Zoning Appeals	0.00	2,927.00	0.0%	
Total 08 · COMMUNITY DEVELOPMENT	0.00	33,823.00	0.0%	
09 · NON-DEPARTMENTAL				
95100 · DEBT SERVICE				
9510002 · General Obligation Bond - Prin	137,800.00	136,600.00	100.9%	Paid off 2 o 3 loans off
9510003 · General Obligation Bond - Int	3,298.73	4,950.00	66.6%	Paid off 2 o 3 loans off
Total 95100 · DEBT SERVICE	141,098.73	141,550.00	99.7%	
Total 09 · NON-DEPARTMENTAL	141,098.73	141,550.00	99.7%	
94104 · Street Scape - Park Sidewalk				
9410401 · Architectural/Engineering Fees	0.00	150,000.00	0.0%	
Total 94104 · Street Scape - Park Sidewalk	0.00	150,000.00	0.0%	
94105 · PERSONNEL				
EMPLOYEE BENEFITS				
6560 · Payroll Processing Fees	0.00	0.00	0.0%	
Total EMPLOYEE BENEFITS	0.00	0.00	0.0%	
Total 94105 · PERSONNEL	0.00	0.00	0.0%	
94106 · TOWN CENTER MASTER PLAN				
9410601 · Architectural/Engineering Fees	0.00	50,000.00	0.0%	
Total 94106 · TOWN CENTER MASTER PLAN	0.00	50,000.00	0.0%	
94107 · BLIGHT MITIGATION	0.00	40,000.00	0.0%	
94108 · Capital Improvement Funds Expens	0.00	193,067.00	0.0%	
Total Expense	321,433.20	3,264,420.00	9.8%	
Net Ordinary Income	-228,391.32	0.00	100.0%	
Net Income	-228,391.32	0.00	100.0%	

Attachment: FY2024 Actuals on 07.26.2023 (6235 : Monthly Financial Report)



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Honorable Mayor and Town Council
From: Mary Ramirez
Re: Community Engagement Opportunity

In an effort to increase community engagement and to make government more accessible to our youth, I would like to propose a Youth in Government Experience. This Haymarket Youth in Government Experience would host 12-17 participants between 5th and 8th grade. The participants will have the opportunity to learn: different roles that make the Town of Haymarket's government successful, how to hold a meeting, and have the opportunities to hold their own mock council work sessions and mock council meetings.

Participants will be selected through an application process, and be given a theme for their experience. This theme will follow them through this experience and inspire discussions at their mock work session and mock council meeting.

Program Layout :

- Application Period
- Participant Selection
- Get to know your role (1 hr with position)
- Crash Course in how a meeting works (Robert's Rule)
- Hold a mock work session
- Hold a mock council meeting

Timeline:

- Oct 16 – Get to Know Your Role (1hr)
- Oct 23 – How Meeting Works (1-1.5 hr)
- Oct 30 – Work Session (1- 1.5 hr)
- Nov 6 – regular meeting (1-1.5 hr)

“Everyone’s Home Town”
www.townofhaymarket.org

CURVE TABLE						
CURVE	RADIUS	LENGTH	TANGENT	CHORD	BEARING	DELTA
C1	13.40'	15.35'	8.64'	14.53'	S88°35'15"W	65°38'02"
C2	5711.98'	4.26'	2.13'	4.26'	N58°08'57"W	0°02'34"
C3	5711.98'	3.70'	1.85'	3.67'	S58°08'47"E	0°02'14"
C4	14.50'	13.47'	7.27'	12.99'	S55°11'01"W	53°13'34"

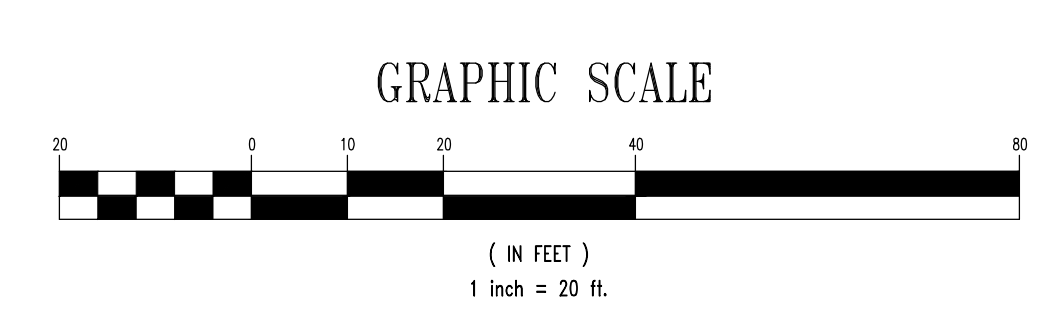
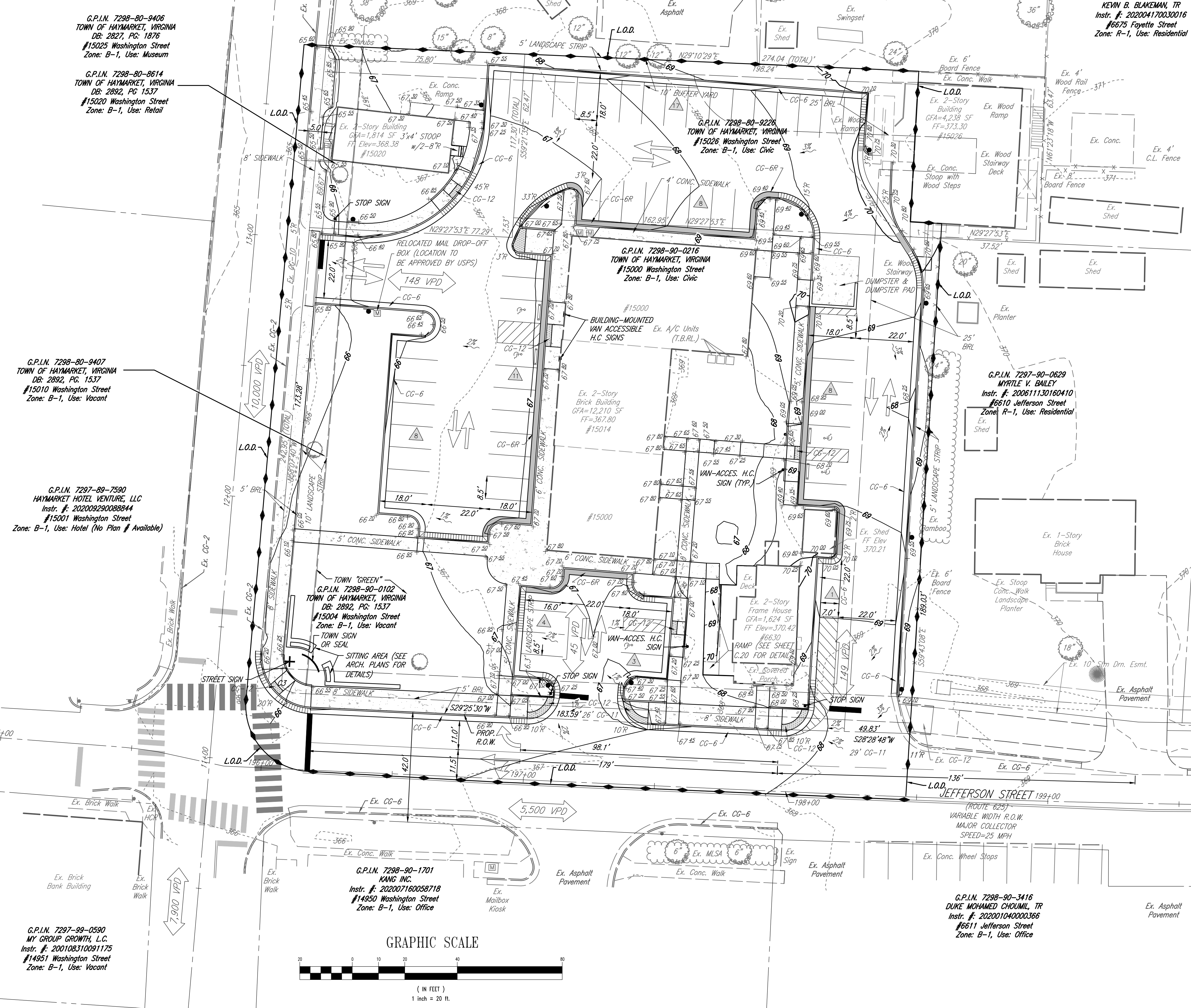
ABBREVIATIONS

APPROX.	- APPROXIMATE
A=	- ARC LENGTH
B.O.V.	- BLOW OFF VALVE
B.R.L.	- BUILDING RESTRICTION LINE
C.L.	- CENTER LINE
C.O.	- CLEAN OUT
CONC.	- CONCRETE
C&G	- CURB AND GUTTER
D.B.	- DEED BOOK
DRW.	- DRAINAGE
D.I.P.	- DUCTILE IRON PIPE
ESMT.	- EASEMENT
E.P.	- EDGE OF PAVEMENT
ENT.	- ENTRANCE
EX.	- EXISTING
ELEV.	- ELEVATION
5R	- FACE OF CURB RADIUS
F.H.	- FIRE HYDRANT
H.C.	- HANDICAPPED
H.H.	- HAND HOLE
INSTR.#	- INSTRUMENT NUMBER
INV.	- INVERT
LAT.	- LATERAL
L.P.	- LIGHT POLE
LD	- LOADING DOCK
L.S.	- LOADING SPACE
M.H.	- MAN HOLE
MEP	- MECHANICAL/ELECTRICAL/PLUMBING
M.L.S.A	- MULCHED LANDSCAPE AREA
N.F.	- NOW FORMERLY
O.D.	- OVERHEAD DOOR
P.C.	- PAGE
P.V.M.	- PAVEMENT
P.V.C.	- POLYVINYL CHLORIDE
PROP.	- PROPOSED
R.C.P.	- REINFORCED CONCRETE PIPE
RET. WALL	- RETAINING WALL
R/W	- RIGHT OF WAY
SAN.	- SANITARY
SEW.	- SEWER
S.W.	- SIDEWALK
SF	- SQUARE FEET
STM.	- STORM
T.M.	- TAX MAP
TEMP.	- TEMPORARY
T.B.A.	- TO BE ABANDONED
T.B.R.	- TO BE REMOVED
TYP.	- TYPICAL
V.A.	- VAN ACCESSIBLE
W.L.	- WATERLINE
W/M	- WATER METER

LEGEND

PROPOSED	EXISTING	DESCRIPTION
		SANITARY MANHOLE
		SANITARY STRUCTURE NUMBER
		SANITARY CLEAN OUT NUMBER
		SANITARY CLEANOUT
		TELEPHONE MANHOLE
		LIGHT POLE
		WATER VALVE
		FIRE HYDRANT
		WATER METER
		STREET SIGN
		BOLLARD
		STORM SEWER STRUCTURE NUMBER
		HANDICAP SPACE
		FLOW ARROW
		GUY WIRE
		SPOT ELEVATION
		WATERLINE
		LIMITS OF DISTURBANCE
		PROPERTY LINE
		EDGE OF PAVEMENT
		CURB & GUTTER (CG-6)
		STORM SEWER DRAIN
		ITEMS TO BE REMOVED
		TREE LINE
		UTILITY POLE
		VEHICLES PER DAY COUNT
		TEST PIT REQUIRED
		PROPOSED TREE

- NOTES:**
- ALL CURB RADII ARE MEASURED FROM THE FACE OF CURB. ALL CURB RADII ARE 5' UNLESS INDICATED OTHERWISE.
 - THIS SHEET SHOWS ONLY THE PHASE 1 PROPOSED PLAN IMPROVEMENTS.
 - TOWN OF HAYMARKET SHALL BE RESPONSIBLE FOR MAINTENANCE OF THE SIDEWALK AND LIGHTS ALONG JEFFERSON AND WASHINGTON STREETS ON THE SITE FRONTAGE.
 - MAINTENANCE OF ALL PROPOSED SIDEWALK AND HANDICAP RAMPS SHOWN ON THIS PLAN ARE THE RESPONSIBILITY OF THE TOWN OF HAYMARKET.



Rinker Design Associates, P.C.
 11100 Endeavor Court, Suite 200, Manassas, VA 20109
 Telephone: (703) 368-7373 www.rdcivil.com
 Engineering * Surveying * Transportation * Environmental Services

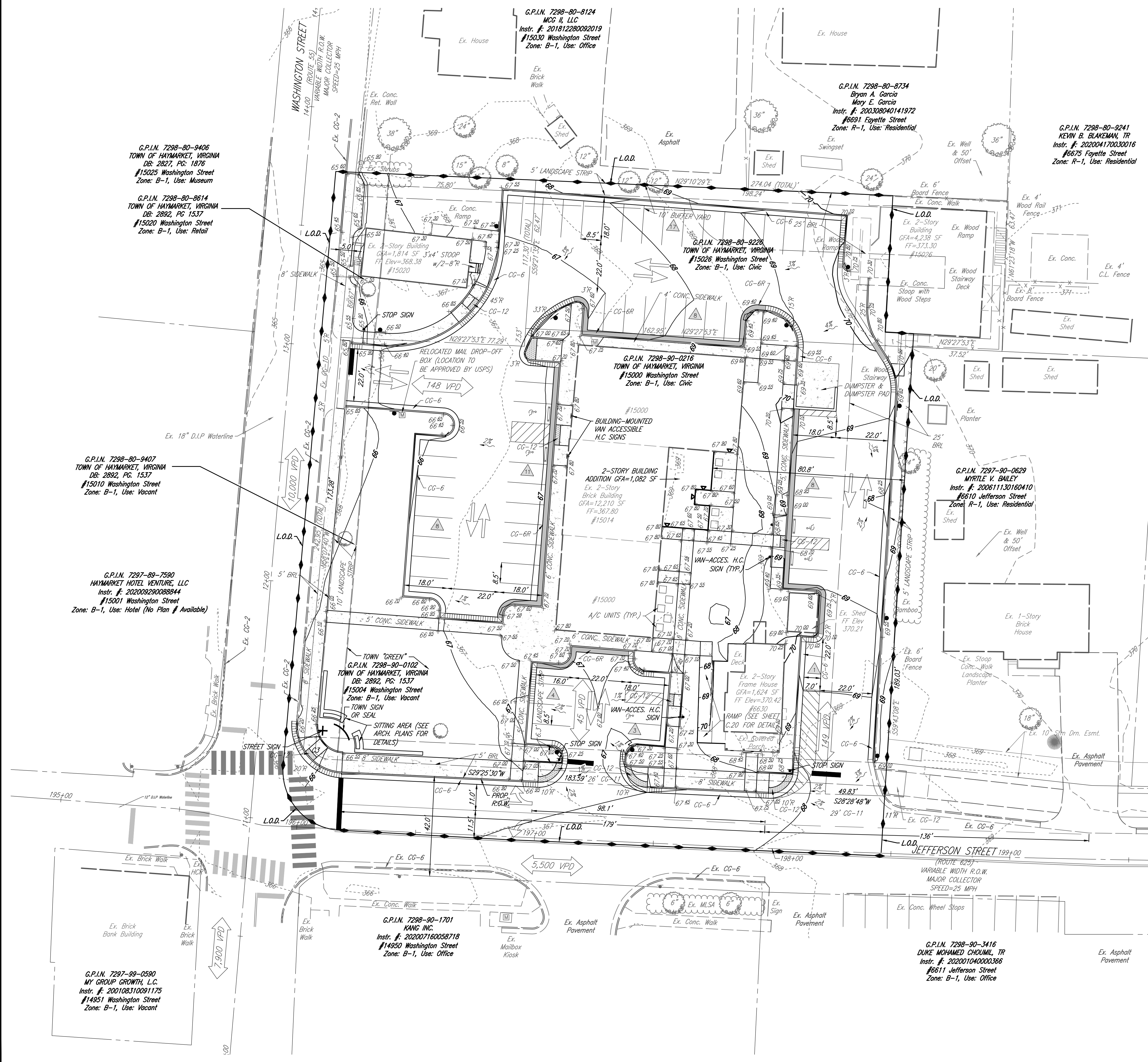
SITE PLAN - PHASE 1

HAYMARKET TOWN CENTER REDEVELOPMENT

TOWN OF HAYMARKET, VIRGINIA

REVISIONS:

PLAN DATE:	OCTOBER 21, 2022
DESIGN BY:	JLK, SAW
CHECKED BY:	JLK, SAW
ARCHITECT:	N/A
JURISDICTIONAL PLAN NO.:	SP20220324
RDA PLAN #:	14096-002
SHEET NUMBER:	C.04



G.P.I.N. 7298-80-9406
TOWN OF HAYMARKET, VIRGINIA
DB: 2827, PG. 1876
#15025 Washington Street
Zone: B-1, Use: Museum

G.P.I.N. 7298-80-8614
TOWN OF HAYMARKET, VIRGINIA
DB: 2892, PG. 1537
#15020 Washington Street
Zone: B-1, Use: Retail

G.P.I.N. 7298-80-9407
TOWN OF HAYMARKET, VIRGINIA
DB: 2892, PG. 1537
#15010 Washington Street
Zone: B-1, Use: Vacant

G.P.I.N. 7297-89-7590
HAYMARKET HOTEL VENTURE, LLC
Instr. #: 20200929008844
#15001 Washington Street
Zone: B-1, Use: Hotel (No Plan # Available)

TOWN "GREEN"
G.P.I.N. 7298-90-0102
TOWN OF HAYMARKET, VIRGINIA
DB: 2892, PG. 1537
#15004 Washington Street
Zone: B-1, Use: Vacant

G.P.I.N. 7298-90-1701
KANG INC.
Instr. #: 202007160058718
#14950 Washington Street
Zone: B-1, Use: Office

G.P.I.N. 7297-99-0590
MY GROUP GROWTH, L.C.
Instr. #: 200108310091175
#14951 Washington Street
Zone: B-1, Use: Vacant

G.P.I.N. 7298-80-8124
MCG II, LLC
Instr. #: 201812280092019
#15030 Washington Street
Zone: B-1, Use: Office

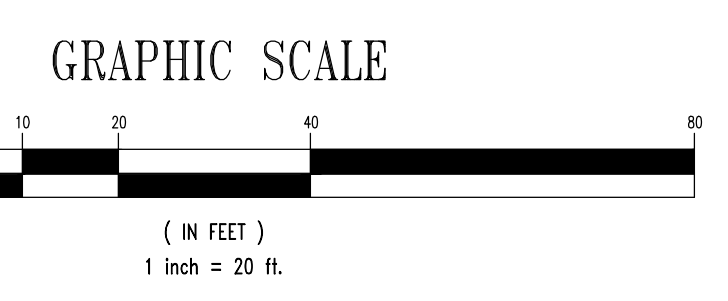
G.P.I.N. 7298-80-8734
Bryan A. Garcia
Mary E. Garcia
Instr. #: 200308040141972
#6691 Fayette Street
Zone: R-1, Use: Residential

G.P.I.N. 7298-80-9241
KEVIN B. BLAKEMAN, TR
Instr. #: 202004170030016
#6675 Fayette Street
Zone: R-1, Use: Residential

G.P.I.N. 7297-90-0629
MYRTLE V. BAILEY
Instr. #: 200611130160410
#6610 Jefferson Street
Zone: R-1, Use: Residential

G.P.I.N. 7298-90-3416
DUKE MOHAMED CHOUNI, TR
Instr. #: 202001040000366
#6611 Jefferson Street
Zone: B-1, Use: Office

- NOTES:
1. ALL CURB RADII ARE MEASURED FROM THE FACE OF CURB. ALL CURB RADII ARE 5' UNLESS INDICATED OTHERWISE.
 2. THIS SHEET SHOWS ONLY THE PHASE 2 PROPOSED PLAN IMPROVEMENTS.
 3. MAINTENANCE OF ALL PROPOSED SIDEWALK AND HANDICAP RAMPS SHOWN ON THIS PLAN ARE THE RESPONSIBILITY OF THE TOWN OF HAYMARKET.



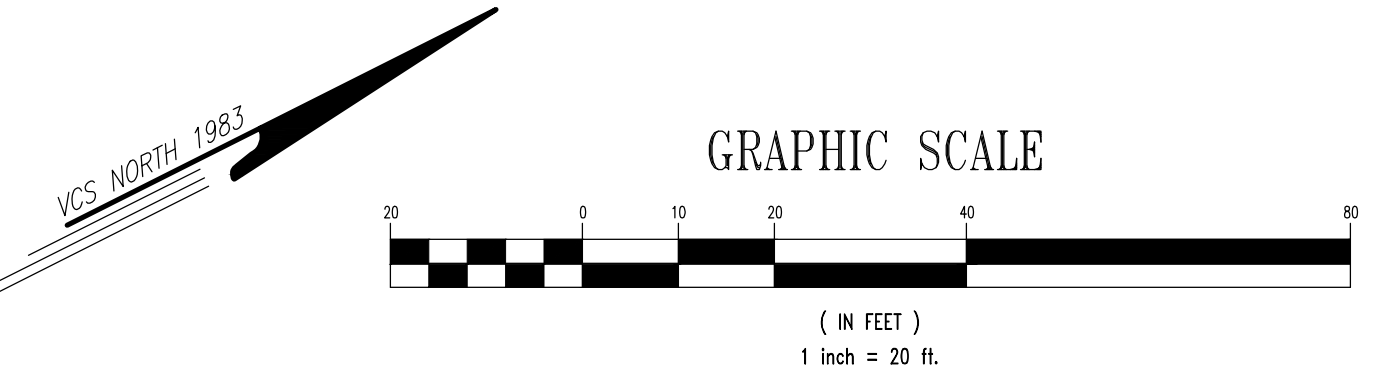
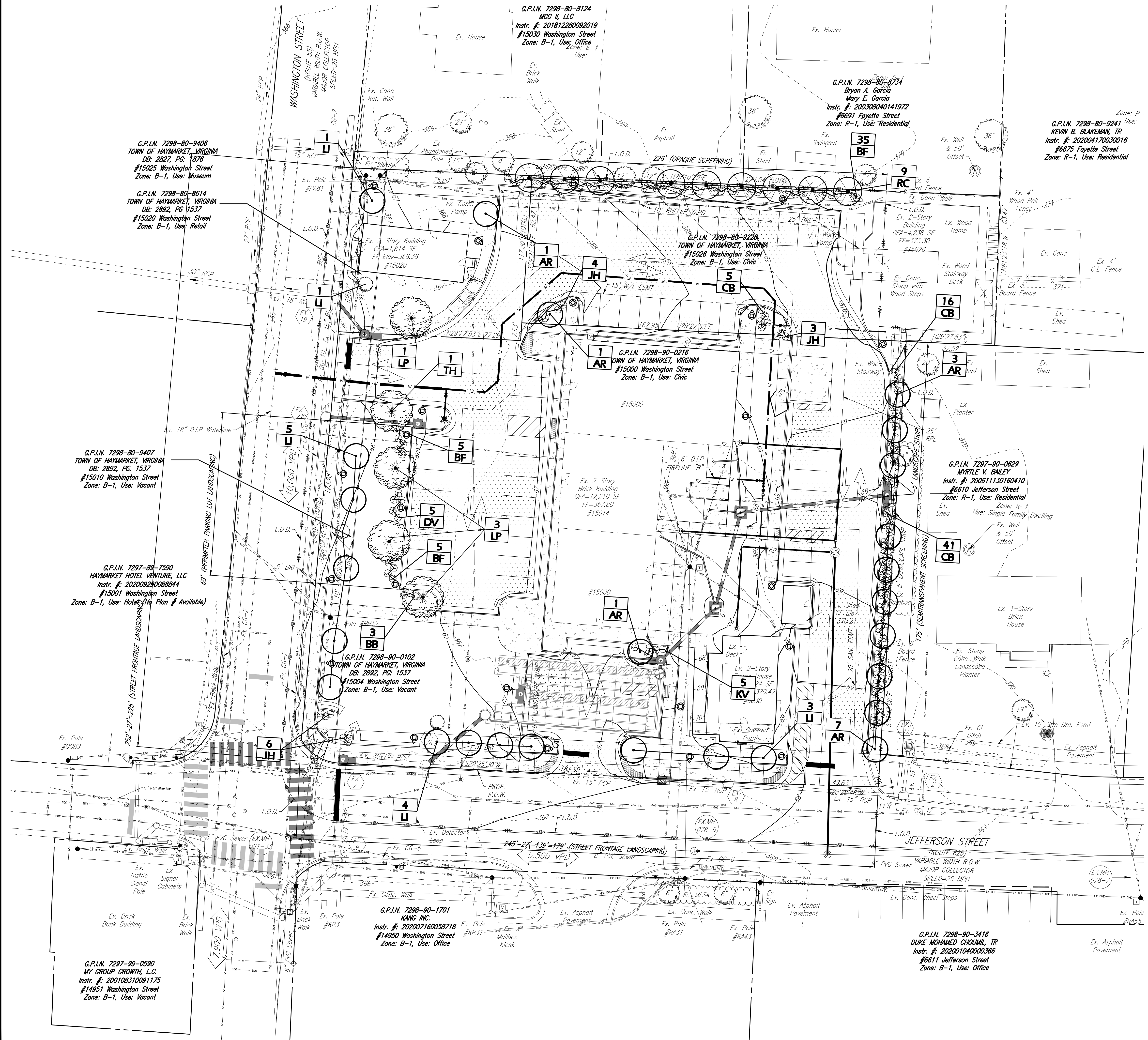
Rinker Design Associates, P.C.
11100 Endeavor Court, Suite 200, Manassas, VA 20109
Telephone: (703) 368-7373 www.rdacivil.com
Engineering * Surveying * Transportation * Environmental Services



SITE PLAN - PHASE 2
HAYMARKET TOWN CENTER REDEVELOPMENT
TOWN OF HAYMARKET, VIRGINIA

REVISIONS:

PLAN DATE:	OCTOBER 21, 2022
DESIGN BY:	JLK, SAW
CHECKED BY:	JLK, SAW
ARCHITECT:	N/A
JURISDICTIONAL PLAN NO.:	SP20220324
RDA PLAN #:	14096-002
SHEET NUMBER:	C.05



Rinker Design Associates, P.C.
 11100 Endeavor Court, Suite 200, Manassas, VA 20109
 Telephone: (703) 368-7373 www.rdacivil.com
 Engineering * Surveying * Transportation * Environmental Services



LANDSCAPE PLAN
HAYMARKET TOWN CENTER REDEVELOPMENT
 TOWN OF HAYMARKET, VIRGINIA

REVISIONS:

PLAN DATE:	OCTOBER 21, 2022
DESIGN BY:	JLK, SAW
CHECKED BY:	JLK, SAW
ARCHITECT:	N/A
JURISDICTIONAL PLAN NO.:	SP20220324
RDA PLAN #:	14096-002
SHEET NUMBER:	C.22



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Honorable Mayor and Town Council
From: Emily L. Kyriazi, Town Manager
Date: July 25, 2023
Re: DRAFT Communications Strategy

Overview: The Mayor and Town Council have requested a Communications document be drafted to explicitly outline the Town's communication methods and practices. Initially, a consulting firm was hired to work on the Communications Plan and provide a draft to the Town Council. The draft provided gave Staff a start to the development process for the overall document.

Over the past several months the Vice Mayor and Town Manager have worked on drafting the Communications Plan document. During the course of this process, it was noted that significant information was lacking to provide a productive document for the Town. With this in mind, the Town Manager has drafted a Communications Strategy utilizing the information gathered by the consultant, the current communication efforts of the Staff and ideal goals and objectives. Together this information has outlined the current efforts and paved the way for best practices within Town Hall for how we communicate with the Community. This Communications Strategy is drafted as a working document with the intention to spend the next 6-8 months gathering the missing information, inputting it into the document and finalizing our Communications Plan for the future.

The missing information that will aid in the finalization of the document includes the following;

- Definition of Communication
- Definition of Community Engagement
- Communication Goals & Best Practices
- Engagement Goals
- Communications Schedule: Based on the Goals developed
- Resident Input on Effective Communication Measures
- Business Input on Effective Communication Measures
- Feedback/Engagement Key Measures, What are Effective Communication Tools in our Community?

"Everyone's Home Town"
www.townofhaymarket.org



Town of Haymarket
 15000 Washington Street, #100
 Haymarket, VA 20169
 703-753-2600

Based on the need for additional information the Town Manager is requesting the following timeline for research and completion;

- **August Work Session/September Regular Session:** Council discusses and agrees to the Definitions and Goals
- Following the approval of the Definitions and Goals the Town Manager will create a 6-month schedule for Town Communications and create resident/business surveys. The schedule will be implemented and tracked for engagement, consistency, and results. The survey will be sent out to businesses and residents with ample time to respond, collect results and engage further with the community as needed. This research will take 6 months to implement and collect data and 1 month to analyze results and prepare feedback for Council. **(September through March, with goal to return to Council March Work Session with results and feedback.) This process shall be tracked monthly with updates to the Town Council on the process, feedback and status of the efforts.**
- Communication Strategy Updated and Finalized into a Communications Best Practices Plan **(Goal to be Completed and Adopted by Council by June 3, 2024)**

Recommendation: Direct the Town Manager to develop draft goals, definitions and best practices to present at the August Work Session for Council to discuss and agree to.



Town Communication *Strategy*

PREPARED BY
Emily L. Kyriazi, Town Manager

LAST REVIEWED ON
07/07/2023

Executive Overview

This document was developed to ensure the timely, accurate, and targeted delivery of information to the different audiences in our Community. It is a blueprint that contains the messaging, channels, and guidelines designed to keep residents, businesses and our community updated and engaged.

The goal of the Town Communication Strategy is to increase stakeholder engagement and community understanding of Town services, initiatives, priorities and resources, and to record measurable outcomes that inform future communications.

The Town's Vision: *Where a Historic Past and a Positive Future Flourish*

The Town's Mission Statement: *to provide residents, businesses, and visitors with public services in a fiscally prudent and socially responsible way.*

The Town Council's Core Values: *Transparent, Integrity, Accountable, Loyalty, Innovative, Respectful, Inclusive, Teamwork, and Leadership*

The Town Council's Strategic Initiatives:

Strategic Initiative #1 Foster Community and Economic Well-being

Strategic Initiative #2 Practice Good Governance

Strategic Initiative #3 Foster Community Engagement

Strategic Initiative #4 Fund the Future

Town Motto: *Everyone's Hometown*

Situation *Audit*

The current landscape and level
of our communication strategy

Stakeholders



Residents, Business Owners and Staff, Town Government, Police Department, Homeowners Associations, Greater Haymarket Community, Tourists and Patrons

Information Channels

Channel	Content	Frequency	Owner/Assigned To	Engagement
<i>Town Website/Contact Us Feature</i>	<i>Government-wide Information</i>	<i>Monthly</i>	<i>Town Staff</i>	<i>TBD</i>
<i>Newsletter</i>	<i>Current Happenings within the Town</i>	<i>Quarterly</i>	<i>Town Staff/Administrative Assistant</i>	<i>Mailed to all residents & businesses, no measurable responses</i>
<i>Facebook</i>	<i>General Community Updates and Event Information</i>	<i>Weekly Sometimes Daily</i>	<i>Town Staff/Administrative Assistant/PT Event Coordinator</i>	<i>Measurable on a pre-post basis or general engagement, See Appendix for current engagement numbers</i>
<i>Instagram</i>	<i>General Community Updates and Event Information</i>	<i>Monthly</i>	<i>Town Staff/Administrative Assistant/PT Event Coordinator</i>	<i>Measurable on a pre-post basis or general engagement, See Appendix for current engagement numbers</i>
<i>Text Alert System (through PWC Alerts System)</i>	<i>Emergency Alerts</i>	<i>As Needed Basis</i>	<i>Town Manager and Chief of Police</i>	<i>Measurable within System</i>

Attachment: Communications Strategy v1 (6232 : DraftCommunication Plan)

<i>Message Boards (Town Park, Town Museum and Town Hall)</i>	<i>General Community Updates and Event Information</i>	<i>Monthly/As Needed Weekly</i>	<i>Administrative Assistant/Town Clerk</i>	<i>Views not measurable</i>
<i>Community Events</i>	<i>Community Event Information and Activities, General Updates</i>	<i>Quarterly</i>	<i>Town Staff</i>	<i>Measurable based on attendance</i>
<i>Rooted in Haymarket, Business Roundtable</i>	<i>Business Updates and Information</i>	<i>Quarterly</i>	<i>Town Staff</i>	<i>Measurable within System</i>

Challenges

<i>Issue or Blocker</i>	<i>Current Impact</i>	<i>Value if Resolved</i>
<i>No straightforward process for sharing information</i>	Medium	Medium
<i>Underutilized channels</i>	High	High
<i>Unknown level of engagement/No strategy for analyzing engagement</i>	Medium	Medium
<i>Limited Staffing Resources</i>	Medium	High
<i>No set communication goals</i>	High	High
<i>No set engagement goals</i>	High	High
<i>No agreed upon definition of communication</i>	Medium	Medium

Communication *Strategy*

Steps to take internally to achieve a better level of communication

Alignment of Objectives

Internal Communication Goals	Strategic Alignment
Set Communication Goals with Town Council	Defining "Communication" and setting Communication Goals will ensure that the Town Council's priorities and initiatives are being met while providing Town Staff with measurables to achieve. Reference Appendix: Communication Priorities
Set Engagement Goals with Town Council	Setting Engagement Goals and Key Performance Indicators will set markers for the Town Staff to better analyze engagement and adjust methods accordingly
Define process for sharing information	Creating a process for sharing information will streamline the communication efforts while giving guidance to the Staff
Prepare schedules for ALL communication channels	Scheduling the communication channels will ensure continued engagement, relevance and opportunity for widespread communication
Assign communication channels to staff	Assigning communication channels to specific Staff members will provide better accountability, continued engagement and higher levels of communication with the stakeholders
Analyze communication channels and engagement routinely	Analyzing the channels of communication will allow for Staff to recommend and implement modifications for better results, hold staff accountable for continued engagement, determine which channels are obsolete and recognize which channels are performing the best

Attachment: Communications Strategy v1 (6232 : Draft Communication Plan)

Creation of Stakeholder Segmentation

Segment	Needs and Expectations
<i>Residents</i>	<ul style="list-style-type: none"> ◆ <i>Frequent, regular updates on Town Government, Police Department, Events, Businesses, Alerts, Service Impacts, Weather, etc</i> ◆ <i>Information shared across a variety of communication channels</i> ◆ <i>Effective online communication</i> ◆ <i>Quick Access</i>
<i>Homeowners Associations</i>	<ul style="list-style-type: none"> ◆ <i>Frequent, regular updates on Town Government, Police Department, Events, Businesses, Alerts, Service Impacts, Weather, etc</i> ◆ <i>Effective online communication</i> ◆ <i>Succinct messaging to easily share with community</i>
<i>In Town Businesses</i>	<ul style="list-style-type: none"> ◆ <i>Frequent, regular updates on Town Government, Police Department, Events, Businesses, Alerts, Service Impacts, Weather, Business Licenses, Meals Tax, new business openings, Rooted in Haymarket Roundtable, etc</i> ◆ <i>Information shared across a variety of communication channels</i> ◆ <i>Effective online communication</i> ◆ <i>Quick Access</i> ◆ <i>Direct email correspondence with designated representative</i>
<i>Greater Haymarket Community, Tourists</i>	<ul style="list-style-type: none"> ◆ <i>Information relevant to Events, Businesses, Alerts,</i> ◆ <i>Effective online communication</i>

Introduction of Message Classification

Key Message	Content-Type	Impact
Town Alert (Emergency Messages, Severe Weather Alerts, Road Closures, Other alerts triggering an urgent alert)	<i>Information Dissemination</i>	High
Town Government Updates and General Business	<i>Information Dissemination, Maintain Relevance and Accurate Information</i>	High
Town Events	<i>Information Dissemination, Early and Often</i>	Medium
Town Business; Highlights, Openings, Updates, Special Events, Etc	<i>Share Business Developed Content in a timely manner</i>	Medium

Information Channel Improvements

Channel	Frequency	Improvements	Owner
ALL Communication Channels		<input type="checkbox"/> Implement the Town's Branding Efforts <input type="checkbox"/> Maintain consistency and relevance <input type="checkbox"/> Create opportunities for engagement	Town Manager
Town Website	Monthly	<input type="checkbox"/> <i>Provide staff training on website editing</i> <input type="checkbox"/> <i>Follow-up with Staff on monthly updates and relevant content</i> <input type="checkbox"/> <i>Prepare a standardized format for content</i>	Town Staff
Newsletter	Quarterly	<input type="checkbox"/> <i>Create a more effective and fresh template</i> <input type="checkbox"/> <i>Prepare engaging and relevant articles</i> <input type="checkbox"/> <i>Prepare articles proactively to meet deadlines</i>	Administrative Assistant
Facebook	Daily	<input type="checkbox"/> <i>Schedule content ahead of time for efficiency</i> <input type="checkbox"/> <i>Plan for the unexpected posts; who is to post</i> <input type="checkbox"/> <i>Develop standards for posting, frequency, content, shares, stories, etc.</i> <input type="checkbox"/> <i>Make adjustments on Meta Business to allow for advertising opportunities</i>	Event Coordinator/Administrative Assistant/Town Manager (as needed)
Instagram	Weekly	<input type="checkbox"/> <i>Schedule content ahead of time for efficiency</i> <input type="checkbox"/> <i>Plan for the unexpected posts; who is to post</i> <input type="checkbox"/> <i>Develop standards for posting, frequency, content, shares, stories, etc.</i>	Event Coordinator/Administrative Assistant/Town Manager (as needed)

Alerts	As Needed	<input type="checkbox"/> <i>Better utilize social media</i> <input type="checkbox"/> <i>Develop standards for alert notifications; triggers, succinct messaging, alert urgency, follow-up notifications, etc.</i> <input type="checkbox"/> <i>Have a emergency plan in place for Town wide alerts</i>	Town Manager/Chief of Police
Message Boards (Town Hall, Park and Museum)	Monthly	<input type="checkbox"/> <i>Maintain relevant information in message boards</i> <input type="checkbox"/> <i>Rotate content weekly/as needed</i> <input type="checkbox"/> <i>Develop engaging content for children at park to be included in community messaging</i>	Administrative Assistant/Town Clerk

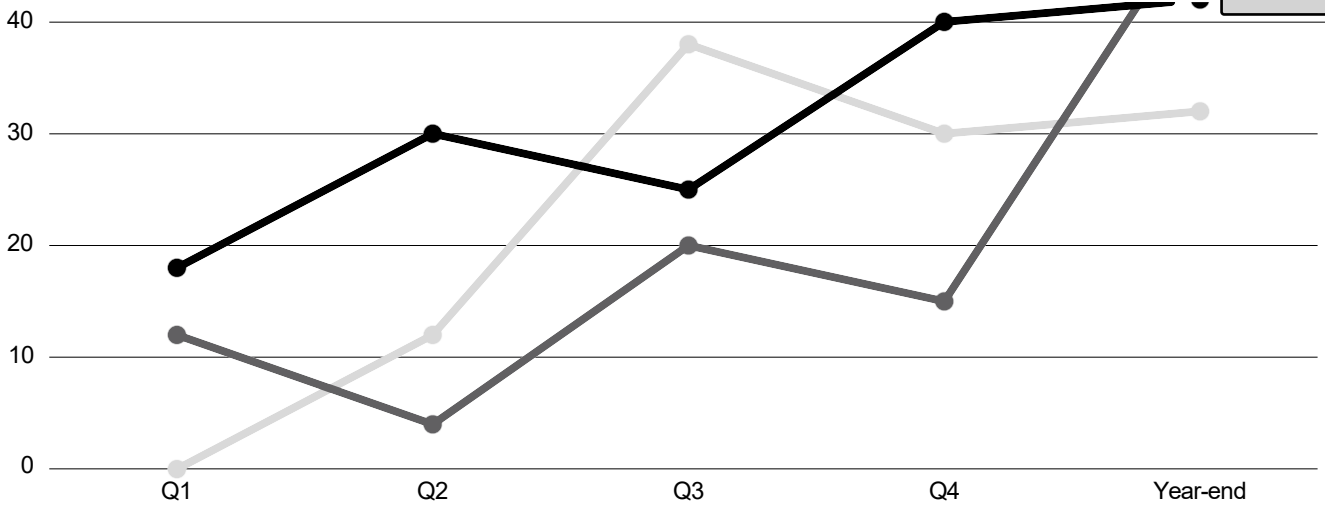
Strategy Evaluation

Our evaluation plan, measures of success, learning, and next steps

Feedback Collection Methods

1. *Periodic Staff Reviews of Communication Efforts*
2. *Review and Analyze Information Channel Improvement Actions*
3. *Stakeholder Discussions (Businesses, Residents)*
4. *Social Media Engagement Analysis*
5. *Communication Schedule Reviews*
6. *General Haymarket Area Surveys (Specific to Social Media Channels)*
7. *Review Engagement Results/Channel Content in Relation to Communication and Engagement Goals*

Quantitative Results (Visual ONLY – Content to be collected upon implementation)



Stakeholder engagement with various channels over time

Qualitative Feedback

Excerpts from resident and business owner surveys and interviews:

- ◆ *Example #1: "The Town's website is more user friendly and relevant after the Town Staff overhauled the old website and provided updates"*
- ◆ *Example #2: The Facebook updates are appreciated and timely! Thank you Staff for the continuous information and engagement!*

Achievement of Objectives

Internal Communication Goals	Achieved?
Set Communication Goals with Town Council	<input type="checkbox"/>
Set Engagement Goals with Town Council	<input type="checkbox"/>
Define process for sharing information	<input type="checkbox"/>
Prepare schedules for ALL communication channels	<input type="checkbox"/>
Assign communication channels to staff	<input type="checkbox"/>



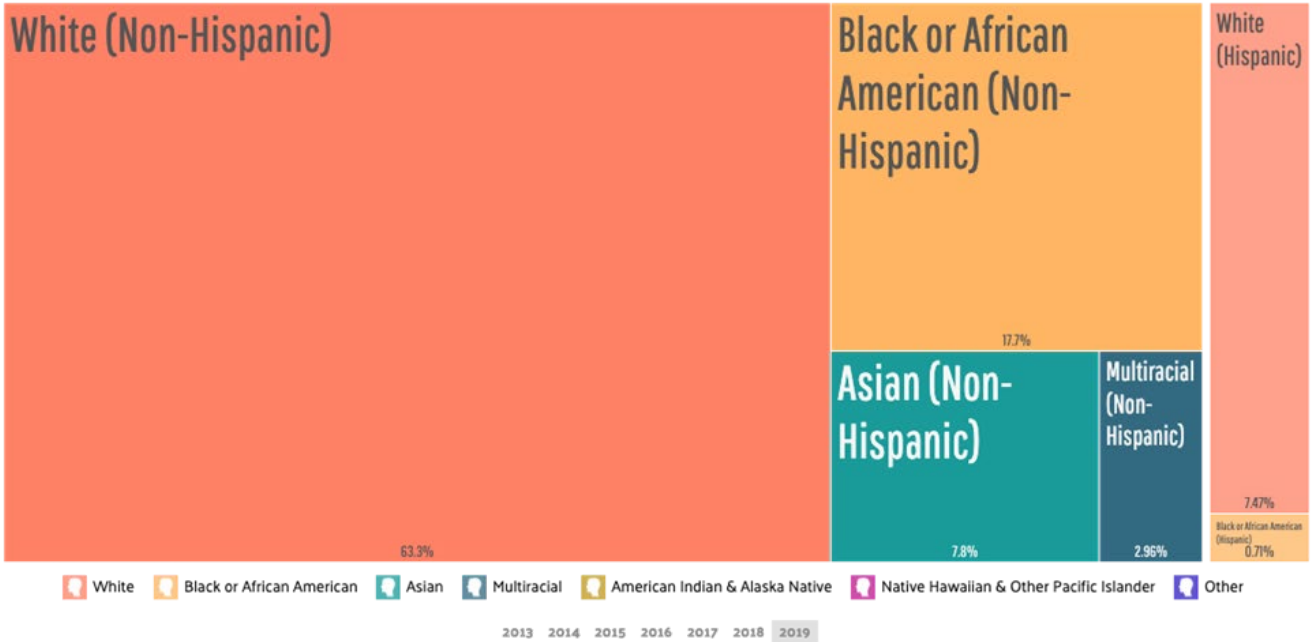
Conclusion

- ◆ Was this strategy effective?
- ◆ What worked? What should we do more of?
- ◆ What didn't work? What should we stop doing?
- ◆ What other improvements can we introduce?

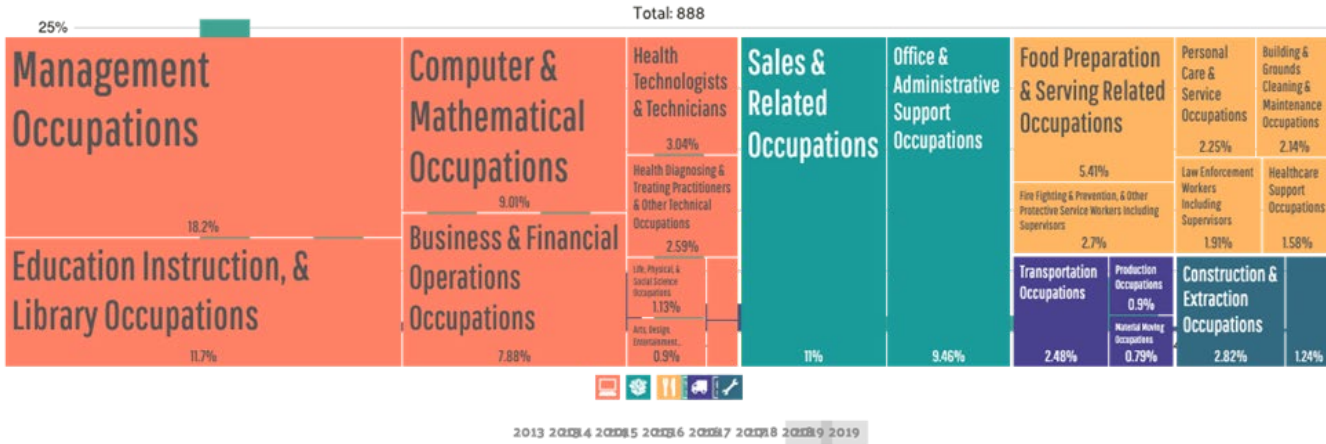
Appendix

Resident Overview

In 2019, Haymarket, VA had a population of 1.55k people with a median age of 33.7 and a median household income of \$128,125. Between 2018 and 2019 the population of Haymarket, VA declined from 1,629 to 1,552, a -4.73% decrease and its median household income grew from \$127,031 to \$128,125, a 0.861% increase. The 5 largest ethnic groups in Haymarket, VA are White (Non-Hispanic) (63.3%), Black or African American (Non-Hispanic) (17.7%), Asian (Non-Hispanic) (7.8%), White (Hispanic) (7.47%), and Two+ (Non-Hispanic) (2.96%). 0% of the households in Haymarket, VA speak a non-English language at home as their primary language. 95.2% of the residents in Haymarket, VA are U.S. citizens. In 2019, the median property value in Haymarket, VA was \$431,200, and the homeownership rate was 82.3%. Most people in Haymarket, VA drove alone to work, and the average commute time was 42.7 minutes. The average car ownership in Haymarket, VA was 2 cars per household.



Attachment: Communications Strategy v1 (6232 : DraftCommunication Plan)



Data provided by

datausa.io

Communication Priorities

The Town Council has recognized a deficiency with the current methods of communication from the Town Administration and local government as a whole. The following priorities have been set in an effort to provide responsible, transparent and timely communication to all.

Priority 1. Formulate Communication Schedules based on Town Council Goals and Initiatives

Priority 2. Engage the Public in Communications through Participation and Collaboration

Priority 3. Provide Accurate and Timely Communication

Priority 4. Reinforce Brand Identity

Priority 5. Provide Key Measurements and Analytics to Monitor Progress and Success

Key Performance Indicators

There are several means by which the Town can measure the success of their communications efforts. The Town should regularly measure and assess all efforts for effectiveness, engagement, and experience. Some measurements can include:

Effectiveness and/or Growth

- ◆ Number of email subscribers
- ◆ Number of social media followers
- ◆ Number of video views
- ◆ Number of website visitors
- ◆ Number of attendees
- ◆ Number of businesses "highlighted"
- ◆ Number of social media posts generated
- ◆ Number of stories generated that portray the Town in a favorable light
- ◆ Number of announcements posted to the website
- ◆ Number of meetings held
- ◆ Number of residents, businesses, visitors

Engagement

- ◆ Likes, comments and shares on social media posts
- ◆ Number of email opens and clicks
- ◆ Reviews/Ratings
- ◆ Participation in online surveys
- ◆ Emails, phone calls and visits
- ◆ Attendance at events, forums and meetings
- ◆ Participation on boards and committees
- ◆ Number of businesses visited

Experience

- ◆ Satisfaction ratings
- ◆ Reviews/Ratings
- ◆ Comment tone on social media and other sites
- ◆ Data gleaned from 1:1 meetings with residents and business owners
- ◆ Comments at Town Meetings
- ◆ Emails, phone calls, and visits

At the minimum, these measurements should be reviewed informally on a monthly basis, with formal reports presented and adjustments made on a quarterly basis. A full review and revision of the communication plan should occur annually, using the quarterly reports and results of bi-annual community surveys to inform future updates.

Implementation Plan

High Priority

- ◆ Integrate Town vision, goals and strategies into communication efforts
- ◆ Institute Town Branding Strategy
- ◆ Increase Community Engagement

Medium Priority

- ◆ Collaborate with Town Businesses to ensure effective communication and marketing with the community
- ◆ Create Monthly Communication Schedule
- ◆ Outline Town Strategic Initiatives on the Town Website
- ◆ Develop Community Polls or interactive questionnaires



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Emily L. Kyriazi
TOWN MANAGER

MEMORANDUM

TO: Honorable Mayor and Town Council
FROM: Emily L. Kyriazi, Town Manager
DATE: July 25, 2023
SUBJECT: Town Park Survey Results

Background: At the request of the Town Council, a park survey was posted to the community for input on whether to retain the Park House and rehabilitate it or to remove the structure. The survey was posted for 4 weeks and the results are on the following pages.

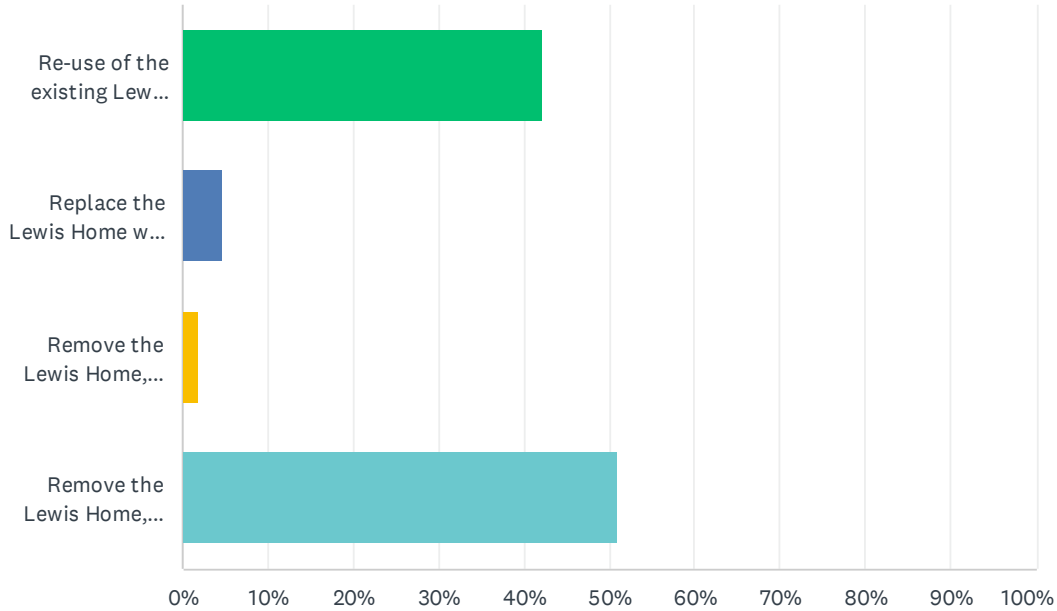
Summary: The community's response was in favor of removing the structure and build a pavilion with similar architectural features to the house. The open-ended question will be analyzed and general themes presented to Council, at quick glance the community is in favor of the following ideas; additional picnic areas, a dog park, a splash pad, additional playground equipment, a walking path and better entry/exit and parking to name a few.

Staff requests the Council discuss the results at the work session and provide a directive for the Town Manager to proceed with developing a scope of work for the demolition and seeking out bids for the work, or another appropriate directive.

Attachment: Cover Memo Survey Results (6233 : Town Park Survey Results)

Q1 To assist the Council, please indicate your preference of the following options:

Answered: 149 Skipped: 0



ANSWER CHOICES	RESPONSES	
Re-use of the existing Lewis Home as a Park Services Building per the 2016 Master Plan.	42.28%	63
Replace the Lewis Home with new Park Services Building per the 2016 Master Plan.	4.70%	7
Remove the Lewis Home, construct a public restroom facility onsite.	2.01%	3
Remove the Lewis Home, incorporate architectural elements from the Lewis Home into the Multi-Use pavilion that is built atop the building footprint of the Lewis Home. Construct a public restroom facility onsite.	51.01%	76
TOTAL		149

Attachment: Q1 Results (6233 : Town Park Survey Results)

Q2 What do envision at the Town Park in addition to the playground? What elements of the 2016 Master Plan would you retain and/or change?

Answered: 114 Skipped: 35

#	RESPONSES	DATE
1	More benches or tables for people to use	7/24/2023 7:27 PM
2	Dog Park An enclosed fence for dogs would be nice! Or a fence around the playground for little ones safety	7/23/2023 7:30 PM
3	Pavilion with picnic tables Public restroom	7/22/2023 12:51 PM
4	Include walking trail, benches, water fountain. Current access drive needs to be widened for 2-way traffic unless it can be extended to loop around for one way in, one way out traffic.	7/19/2023 6:23 AM
5	Pavilion, restrooms, lawn area,	7/18/2023 9:19 PM
6	I don't want to give feedback without knowing the associated costs of each option. How much will the initial cost be? How much will the ongoing costs be? Will any of these options require new staff? This survey doesn't seem to be transparent at all. ***This survey required a response in order to comment. I don't want my vote to be counted for any of these. A transparent meeting for the citizens of Haymarket should be held at the site including a presentation of all costs for each option.	7/13/2023 9:18 AM
7	Add: Dog Park, Bathrooms, Basketball Court (so the kids don't have to play in the street), Covered Pavilion, Volley Ball Net, and a Stage for music events. Delete: Demolish the house that needs major work and the garden. Let us make this a fully functional park that can be used by kids of all ages.	7/10/2023 12:13 AM
8	Bathroom, picnic facilities, with cooking area	7/3/2023 5:40 AM
9	Rental facility for locals to use for parties and gatherings.	7/2/2023 2:58 PM
10	Dog Park Dog park	7/2/2023 2:21 PM
11	The playground should not be moved closer to the street unless the plan is to put fencing in at the playground. One of the benefits of this playground is that it is far away from the street. Maybe keep the playground in the same spot but update it to add more play items / obstacles for all ages.	7/2/2023 9:59 AM
12	I believe that Haymarket needs more activities for the kids!	6/30/2023 3:11 PM
13	Without cost estimates there are no valid choices presented I chose number 4 as it is closest to how I envision the park. The park should have multi purpose pathways, a large enough pavilion for a small stage area for town functions as well as performances.	6/29/2023 9:56 AM
14	This survey is frustratingly inadequate and inaccurate as it does not include any information about potential costs associated with each choice; however, choice #4 as checked above comes closest to my thoughts. I like using design elements in the proposed pavilion. I would like additional information about the proposed public restroom facility.	6/29/2023 9:47 AM
15	This is great! I was not aware that there was a park project on the books for planning! Sidewalks in front of the park, more than anything else, that is needed. It's still hard to navigate to the park safely without continuous sidewalks on that side of the road. Re-purpose the Lewis home to use as proposed for the community and with public restrooms. The home feels like a landmark and is needed to keep the Town's roots visually. Keep a place for the garden somewhere on site. I like the ideas for the main project and Alternatives A & B. Revamp playground and add more features or the additional wooded play area. BBQ area or covered picnic areas would be nice. Amphitheater or Pavillion would be nice to have more community events in town and draw more people out or in. Not too big of a parking lot if takes away from other features, but paved parking lot might be good. Dog park is a nice idea if it could fit, but also budget needed to maintain and clean it, if not able to fit would be ok not to	6/28/2023 3:10 PM

Attachment: Q2 Answers (6233 : Town Park Survey Results)

have it. The pond idea and landscaping would be a nice look for the town...will distract from the chain restaurants we now have going in on the other end of Washington Street that is taking away from the charm of the town. We need to work to keep some of the historical charm of the town, amid allllll of the new construction and chain restaurants. I think an update to the park, if done right, would look nice. Also, needs to stay on track schedule wise...it's widely used and if construction takes several years, then it's not worth it and would leave it as is, except for the sidewalks...we need sidewalks. Not sure what happened to that project but sidewalks are needed on that side street. Thank you for listening!

16	I would keep the community garden behind the Lewis home, and the rest of the plan seems alright. There is quite a bit of blank space, instead what I would do is add a sports court or a restaurant or something like that. I really like the pond idea though. I really hope this plan gets initiated and put into place, me and my friends would have some fun at this park. I would be happy to volunteer, maybe on the town website while you are helping construct this plan, there can be a sign up genius to allow people to come in and volunteer and help speed up the process.	6/28/2023 12:45 PM
17	More playground and kid-friendly apparatuses	6/28/2023 8:40 AM
18	Skateboarding, exercise stations along a path.	6/28/2023 8:37 AM
19	An open air space for outdoor activity such as music, community gatherings and shows and meet ups with neighbors and friends	6/28/2023 7:58 AM
20	Dog Park Dog park!	6/28/2023 12:54 AM
21	Stop tearing down history. Haymarket is not Haymarket anymore. Leave the park as is and fix what may need to be fixed, without tearing anything down.	6/27/2023 11:07 PM
22	Add some more seating areas, maybe picnic tables. Add bike racks for people to lock bikes at to encourage people to ride bicycles to the park.	6/27/2023 9:53 PM
23	Sand volleyball; pickelball/tennis courts	6/27/2023 9:45 PM
24	Community concerts, special local events, Cook offs or learning lectures.	6/27/2023 9:07 PM
25	A really nice playground that has shade or covered similar to the current playground in the area. An additional splash pad would be great and a dog park would be great to incorporate.	6/27/2023 8:36 PM
26	Splash pad!	6/27/2023 8:25 PM
27	Multi purpose pavilion that could be an ice rink in the winter, pickleball courts, basketball.	6/27/2023 7:59 PM
28	A splash pad. Having a rubber surface playground area would be nice as well, making it an all-inclusive playground where wheelchairs and the like could access equipment.	6/27/2023 7:35 PM
29	A synopsis of the 32 Page Master Plan might be helpful. I see this Pavilion to be used by town residents as well as a place to be utilized by other businesses/residents for meetings etc.	6/27/2023 5:38 PM
30	Mini golf and an amphitheater or multi-use pavilion	6/27/2023 5:01 PM
31	I will include a splash pad and more areas with shade! Water bottle filling station, bathrooms, replace mulch for a rubber surface, and will be nice having a space to rent for events.	6/27/2023 4:15 PM
32	Splash pad, basketball court,tennis/pickle ball court. walking paths. I don't think an amphitheater would be a cost effective choice if you don't plan on utilizing it throughout the year. You need to think about all the residents. Right now theirs nothing around for pre to teens.	6/27/2023 3:41 PM
33	A dog park with ground coverage that is safe for paws- not gravel.	6/27/2023 3:29 PM
34	It would be great to have a large central fountain and splash pads, as well as additional play areas for kids besides the playground. Additional park seating/tables/grills for light picnicking etc would be nice as well.	6/27/2023 2:41 PM
35	Add dog park	6/27/2023 12:16 PM
36	Splash pad would be nice :) or expanded playground	6/27/2023 12:12 PM
37	An open air pavilion with an outdoor restroom facility. Similar to the Fauquier park in Marshall. A bigger playground space, maybe look into a splash of park as well. Parking more parking!!	6/27/2023 12:05 PM

Attachment: Q2 Answers (6233 : Town Park Survey Results)

38	I'd be curious to know what other projects the town has planned so I understand what needs this park is addressing compared to what is left to be addressed. The county has a few parks nearby that have rentable picnic structures, so I'm not sure there'd be a high demand here. If the goal is to use the park for the farmers market and other community events (which I think would be a safer location) then design it to accommodate those uses. Please don't just go with a design that was created 7 years ago based on likely outdated needs and priorities.	6/27/2023 9:57 AM
39	Nothing. Keep the space green with grass and trees.	6/27/2023 9:54 AM
40	I think some gardens would be enjoyable and educational.	6/27/2023 9:45 AM
41	A little dog park would be fantastic	6/27/2023 9:18 AM
42	Would love to see restrooms and a splash pad for the kids. Some additional swings would be nice as well.	6/27/2023 9:02 AM
43	A splash pad play area for kids.	6/27/2023 8:14 AM
44	VA native plant garden with benches and signage identifying plants	6/27/2023 7:39 AM
45	Some ideas for additions: A splash pad for kids, more walking paths with benches, a community vegetable garden, more picnic tables.	6/27/2023 7:26 AM
46	I think it would be great to make a place with mini golf, a fountain for kids to play in, and a movie screen for outdoor movie nights.	6/27/2023 6:34 AM
47	Less open lawn areas, shaded areas are more useful. Add a splash pad and shade trees. Stop planting crepe myrtles as street trees and topping them. Why not plant long lived trees and maintain them by the national standards for tree pruning.	6/27/2023 5:29 AM
48	Dog Park Dog park	6/27/2023 2:06 AM
49	Smaller pavilions that can be reserved or rented out, grilling stations	6/27/2023 1:46 AM
50	Water slash pad area, kids outdoor theatre	6/27/2023 1:27 AM
51	A place for outdoor concerts and a mover of the farmers market to the park would be fantastic.	6/26/2023 11:54 PM
52	Several Picnic tables would be nice. Perhaps some informational sign about the history of Haymarket along with photos, so future residents/visitors can envision it prior to data centers just down the road and fast food restaurants down the other road.	6/26/2023 11:35 PM
53	A sidewalk extended near the playground would be nice. A paved path up to the playground as well as leading thr housing area behind it	6/26/2023 10:32 PM
54	I would love to have it become either an amphitheater, gathering place, nature center, community garden.	6/26/2023 10:03 PM
55	Pavilions for rent for picnics/gatherings with grill facilities (like James Long Park), community events like movie nights for the kids, Octoberfest for adults, etc...,	6/26/2023 10:02 PM
56	The Town needs to have more recreational and entertainment space for everyone such as splash pad, larger play space and amphitheater for the arts	6/26/2023 10:01 PM
57	A dog park would be awesome!	6/26/2023 9:56 PM
58	We would love a splash pad or some more kid friendly options to go along with the park. I would love to see the ground of the playground turned to rubber! Thank you!	6/26/2023 9:48 PM
59	Concert shell for local bands w stadium seating,,,see Reading City Park of Reading PA	6/26/2023 9:43 PM
60	Small, covered pavilion for events	6/26/2023 9:42 PM
61	I have personally emailed city of haymarket employees asking if they want use of vending machines we privately own. Many families want snack and drink options. I can be reached at 703-463-1902 for any questions!	6/26/2023 9:31 PM
62	Public restrooms, a splash pad would be amazing, water bottle filling station, shade and more seating	6/26/2023 9:20 PM
63	Garden or green space	6/26/2023 9:12 PM

Attachment: Q2 Answers (6233 : Town Park Survey Results)

64	Perhaps an opportunity for local artisans to contribute ie monument/sculpture/wall displays showcasing local history, etc.	6/26/2023 9:09 PM
65	Water fountain, historical fun facts about Haymarket, more plants	6/26/2023 9:06 PM
66	Skateboard park addition	6/26/2023 8:59 PM
67	I think a 3000sq ft community rec center/pavilion would be amazing in the space	6/26/2023 8:48 PM
68	It would be nice to be able to have covered spaces for parties and gatherings. Its such a great space for town events so the public restrooms and water fountains would be great as well. A basketball court would also be fun and used often. We definitely need more parking.	6/26/2023 8:48 PM
69	Dog park	6/26/2023 8:43 PM
70	Would love a splash pad for kids	6/26/2023 8:24 PM
71	Dog park	6/26/2023 8:24 PM
72	A very large garden with trees, flowers, a water feature, attractive benches, and perhaps a small stage for musical performances. This would let residents of all ages benefit from the Plan. Thank you.	6/26/2023 8:23 PM
73	I like the pond and walking trail.	6/26/2023 8:14 PM
74	Amphitheater, picnic areas, soft courts	6/26/2023 8:14 PM
75	A building to hold classes , meetings , exercise classes, craft and art classes. Free of charge or a nominal fee for use.	6/26/2023 8:12 PM
76	Less lawn, more wildflowers. Investing in native trees, plants, and flora.	6/26/2023 8:10 PM
77	Ease of access while keeping the playground and Lewis home. Amphitheater would be a nice addition.	6/26/2023 8:09 PM
78	I would love to be able to rent out the space for small family/community gatherings, including girl scout meetings, birthday parties, book club meetings, etc.	6/26/2023 8:07 PM
79	Dog park Water area for play of all ages	6/26/2023 8:03 PM
80	I would rather not have 2 play areas for the kids. At the other park near the church, the parents dont really watch their children and they destroy property near the community garden and leave trash when I have been there. It would be nice to just have a greenspace that is quiet and that can be used by everyone. Walking trails are nice as well as benches to sit on. I like the idea of preserving the historic house and maybe using it for town functions. Maybe the Christmas event could be moved to the park.	6/26/2023 8:01 PM
81	Sidewalk, crosswalks, Splash pad or water park, a wheelchair accessible playground that can wheelchair-able people can actually use.	6/26/2023 8:01 PM
82	Retain the amphitheater.	6/26/2023 8:01 PM
83	New and improved restrooms, better parking, gazebo, natural playground for all ages, water area	6/26/2023 8:01 PM
84	Community garden	6/26/2023 7:58 PM
85	Please add a splash pad. I like that the plan includes adding a bathroom, indoor event space, and pavilion. No need for a pond. I would love to have a sidewalk that crosses from the southside of Washington Street to the park.	6/26/2023 7:58 PM
86	A splash pad similar to that of Virginia Gateway Center and the one being built at Catharpin Park! I would also remove the pond. Ponds bring geese, usually get overgrown, people throw trash in them, and pose a drowning risk to children.	6/26/2023 7:58 PM
87	Use of house as a meeting place with restrooms and kitchen area. Also a dedicated walking loop.	6/26/2023 7:54 PM
88	Community/Business meeting space would be so wonderful. More or easier to access parking. Nice to incorporate more covered space around benches, make it adult friendly, not just for kids	6/26/2023 7:51 PM

Attachment: Q2 Answers (6233 : Town Park Survey Results)

89	A dog park would be fantastic!	6/26/2023 7:48 PM
90	A pavilion would be nice. Keep the exhorting building and make is useful.	6/26/2023 7:37 PM
91	No dog park for safety reasons	6/26/2023 7:36 PM
92	Add a dog park	6/26/2023 7:35 PM
93	We really need a sidewalk all the way from downtown Haymarket to the park. A splash pad would be amazing for those of us in neighborhoods without pools.	6/26/2023 7:35 PM
94	It would be great to have a dedicated dog park.	6/26/2023 7:30 PM
95	Please, please, please. What is the cost associated with each of these options????	6/26/2023 7:20 PM
96	Retain / prioritize walking trails and open area for play and things like community events, concerts, etc.	6/26/2023 7:19 PM
97	The playground needs to be enlarged. What is there is a great start. Make the community gardens more prominent. DO NOT tear down or remove the Lewis House, that shouldn't be an option, remove that from future surveys. SAVE THIS AREAS HISTORY AND USE IT FOR TEACHING LOCAL HISTORY!!!	6/26/2023 7:15 PM
98	I would love to see a pavilion, better playground, restrooms and an adult exercising space with outdoor machines next to the playground.	6/26/2023 7:12 PM
99	A splash pad for children would be a wonderful amenity to incorporate.	6/26/2023 7:10 PM
100	A walking trail would be great. The small house could also be turned into a town library or an indoor play space for children.	6/26/2023 7:04 PM
101	Meeting space, outdoor garden and environmental focus	6/26/2023 6:59 PM
102	Community space for meeting and thriving. Lots of green space!	6/26/2023 6:53 PM
103	A public restroom would be great!	6/26/2023 6:49 PM
104	Rubber mulch, shade, accessible paths. Love to see a ninja/obstacle course. Fishing pond,	6/26/2023 6:49 PM
105	Walking trials, pond, and amphitheater	6/26/2023 6:48 PM
106	Add a dog park.	6/26/2023 6:45 PM
107	Paved walking trail, covered pavilion for events, public restrooms, splash pad	6/26/2023 6:43 PM
108	Sprinkler part	6/26/2023 6:43 PM
109	Splash pad would be amazing	6/26/2023 6:36 PM
110	Splash pad	6/26/2023 6:23 PM
111	Add restrooms, pavilion, improve parking	6/26/2023 6:22 PM
112	A dog area would be great!	6/26/2023 6:21 PM
113	I envision the Haymarket Community Park being a gathering space for the entire community with limited restrictions, open air playspace for all, and a gathering pavilion for families to picnic/celebrate/get out of the sun. It would be nice to see additional play features for the children, possibly an obstacle course, splash pad or other unique child focused feature. Let's keep the children engaged in their own community within walking distance of their homes. The park should embody the Town's slogan of Everyone's Hometown and be an enjoyable gathering space for residents of all ages to play.	6/26/2023 6:17 PM
114	Splash pad!	6/26/2023 6:14 PM