

## Annual Report-Events & Activities

- ⇒ **Concerts in the Park**- Popular free summer concert series features performances by Kevin McKrell, The Zucchini Brothers and Sirsy along with many local favorites.
- ⇒ **Farmers Market**- New winter indoor market established this year- one Saturday/month. Summer markets on Thursdays and Saturdays, including live music on Saturdays; increased vendor participation; supporting local farms.
- ⇒ **"The Way We Were" Car Show**- 7th annual event draws largest number of custom cars to date along with hundreds of car aficionados.
- ⇒ **Ballston Holiday Parade and Celebration**- Over 20 floats participated in the traditional parade, tree-lighting and festivities, including many community businesses and churches.
- ⇒ **Festival of Trees**-In partnership with St. Mary's School—many beautifully decorated trees and holiday items were displayed and sold.
- ⇒ **Breakfast with Santa**-Popular family event at Festival of Trees- with support from Eagle Matt Lee & Union Fire Companies.
- ⇒ **Networking Breakfasts & Mid-Week Mixers**-Mixers on the 2nd Wednesdays and Breakfasts on the 3rd Tuesdays of each month.
- ⇒ **Adopt-A-Plot**- Continuing to beautify the village through gardens and plantings throughout the spring and summer.
- ⇒ **Falling Leaves Poster Contest**- Ballston Spa fifth graders' art contest displayed in conjunction with annual village family event.
- ⇒ **First Fridays**- Ballston Spa's monthly event celebrates it's 5th anniversary and draws locals and visitors alike to browse, shop, dine and enjoy live music and free outdoor family movies (in summer).
- ⇒ **Ice Cream Social**- An old-fashioned summertime community gathering for "kids" of all ages .
- ⇒ **Member Newsletter**- Monthly newsletter filled with news and events, sent to every member and available on the web..
- ⇒ **Shared Community Events**- Working with village to promote community events: Winter Festival, Village-wide Garage Sale, Family Fun Day, Rolling Roadsters, Falling Leaves Festival.

## 2009 At a Glance

### 2009 Membership

Businesses:	186
Residents/Farms:	66
Non-Profit::	28
<u>Honorary:</u>	<u>2</u>
<b>Total:</b>	<b>282</b>

### Gift Certificate Program

Over 90 participating merchants and businesses.  
Total sales this year: \$10,555  
Total redeemed: \$7,560

### 2009 Marketing/Group Advertising

**Radio:** WAMC sponsor announcements heard throughout the Capital Region/Hudson Valley; STAR 101.3 Holiday radio remote

**Print Ads:** Saratogian "Dark Tuesdays"/"Shop Local"; Daily Gazette seasonal/event group ads; Ballston Journal "Shop and Win"; Ballston Life; Adirondack Life Magazine; SPAC program

**Billboards:** Rt. 50 and second non-profit boards in prime locations promoting events and sponsors.

**Map Guide:** Over 8,000 Map Guides distributed in visitors and urban cultural centers in Saratoga, Northway exit 9 rest stop, Proctors Theater, many hotels & businesses in and around the capital district.

### Website

[www.ballston.org](http://www.ballston.org)

For the last several years, the website has received over two million hits each year. Its 24/7 exposure on the web allows people from all around the globe to become familiar with all that Ballston Spa has to offer.

### Community

#### Ballston Spa Film Festival

Recipient of a Saratoga County Arts Grant, the 2nd annual event in August 2009 expanded to 3 nights drew hundreds to the village to see short films from across the country and abroad, including several world premieres. Festival included the US premiere of an Oscar nominated animated short. Judges chose winners in several categories. Event was free to the public.

#### Fair Trade Town

Promoting Fair Trade Town initiative, encouraging member businesses and residents to participate and support.

#### Community Pride Parade

Joined the Village and the Ballston Spa School District once again to celebrate community and school pride.

#### Scholarship

Awarded 3 scholarships to graduating Ballston Spa High School Students

#### Member

Saratoga County Chamber of Commerce  
Saratoga Convention & Tourism Bureau