

## 2010 At a Glance

### Active Membership

Businesses:	202
Residents:	44
Non-Profit::	31
<u>Honorary:</u>	<u>2</u>
<b>Total:</b>	<b>279</b>

### Gift Certificate Program

Over 90 participating merchants and businesses.  
Total sales this year: **\$7,570**  
Total redeemed: **\$6,575**

### 2010 Marketing

**Print Ads:** Adirondack Life, SPAC program, Saratoga Magazine, Saratogian (Dark Tuesdays)

**Group Advertising:** Gazette, Ballston Journal, Ballston Spa Life, Best of Saratoga County Map, Spirit of Saratoga Insert

**2010 Map Guides:** 8,000 printed and distributed

**Billboards:** Rt. 50 May-Dec. with sponsorships from BSNB, Adirondack Trust, Personal Coverage Ins., Irish Fest 2000. Additional locations: Erie Blvd., Route 9 (Latham), Route 9 (Wilton), Route 29 (Milton) with sponsorships from Brookside Museum, Extra Space Storage, Coffee Planet

**B. Spa Sticker introduced**

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

Over **100,500** visits/year  
**264,470** page views  
Over **1.6 million** hits

### Community

#### School/Community Pride Parade

Joined with Village and the Ballston Spa School District to celebrate Homecoming Week

#### Welcome Home Parade

for 2010 Olympic silver-medalist Trevor Marsicano

#### Shared Community Events

Village-Wide Garage Sale, Falling Leaves Festival, Winter Fun Festival, Family Fun Day, Rolling Roadsters

#### Americade Scavenger Hunt

Second year participating as a destination for motorcyclists taking part in the annual Lake George event

#### Joint Mixers

Networking with Malta, Burnt Hills-Ballston Lake and Greenfield Business Associations

#### Social Networking

Facebook presence for Association events

#### Member

Saratoga County Chamber of Commerce Saratoga Convention & Tourism Bureau

## Annual Report-Events & Activities

- ⇒ **Concerts in the Park**- Popular free summer concert series features performances by The Lustre Kings The Zucchini Brothers and Sirsy along with many local favorites.
- ⇒ **Ballston Spa Film Festival**-Recipient of a Saratoga County Arts Grant, the 3rd annual event draws hundreds to the village to see short films from across the country and abroad. Promoted on radio stations WEQX and WAMC and Route 9 digital billboard.
- ⇒ **Farmers Market**- Year round market established, supporting local farms. Indoor: October-May, one Saturday/month. Outdoor: June-September on Thursdays and Saturdays. Markets include live music and see increased vendor participation.
- ⇒ **"The Way We Were" Car Show**- 8th annual event draws largest number of custom cars to date along with thousands of spectators.
- ⇒ **Ballston Spa 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 along with entertainment and family activities sponsored by Red Dragon Karate School.
- ⇒ **Breakfast with Santa**-Popular family event at Festival of Trees-with support from Eagle Matt Lee & Union Fire Companies and McDonald's of Ballston Spa.
- ⇒ **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.
- ⇒ **First Fridays**- Ballston Spa's monthly event celebrates it's 6th 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**- Filled with news and events, sent to every member and available on the web.