

2016 AT A GLANCE

MEMBERSHIP

Business	185
Residents	41
Non-Profit	44
Total Active Members	270

WEBSITE PERFORMANCE

Website Visits	146,000+
Page Views	1.5 million+
Hits	3.2 million+

GIFT CERTIFICATE PROGRAM

There are 90 participating merchants and businesses.

Total sales/2015	\$ 14,425
Total redeemed	\$ 10,382

COMMUNITY

Advocacy

Represented interests of our members and business district in local government and planning issues.

Networking Mixers

Breakfast mixers offer monthly opportunities for networking and showcase new and existing business members. Joint evening mixers with the Saratoga County and Southern Saratoga County chambers of commerce are very popular. Holiday mixer had near record attendance.

Ribbon Cutting Ceremonies

The BSBPA celebrated eight new businesses and non-profits and other milestones.

Ballston Spa Merchandise

Introduced hats, t-shirts and mugs featuring village skyline design. These products and handcrafted mugs are available at locations downtown and online.

First Fridays

The BSBPA's signature event is in its 11th year. Downtown activities include the wildly successful 3rd Annual Chocolate Festival, sponsored by Mangino Chevrolet Buick GMC. Also partners with school and community groups to showcase art and family-themed activities.

Farmers' Market

Celebrated its 12th year of local farm products, specialty food and handcrafted goods. Saturday Markets feature free kids' activities and live music.

COMMUNITY, continued

Concerts in the Park

Concert series featured a mix of new musicians and local favorites. Great attendance throughout the series.

Movies in the Park

Free family films on First Fridays during the summer remains popular with local and visiting families.

"The Way We Were" Car Show

This 13th annual event was a great success. In partnership with the Saratoga Automobile Museum, the show drew a record number of cars, a huge crowd, and beautiful weather. The 2016 "The Way We Were" Car Show is scheduled Oct 9!

Ballston Spa Holiday Parade

The parade featured the US Marine's "Toys for Tots" campaign. Largest participation of floats and marching groups. Huge spectator attendance.

Breakfast with Santa

Popular event in partnership with Eagle Matt Lee and Union Fire Companies and St. Mary's School.

Adopt a Plot/Village Beautification

Hanging flowers, plantings and upkeep of gardens through plot 'adoptions' from businesses, non-profits and residents. In partnership with village to improve and restore the historic Iron Spring Park, starting with fencing along Gordon Creek. Thank you to our sponsors.

Property Beautification Awards

Partnered with Curtis Lumber honoring ten properties, including businesses, residents and non-profit community improvements and works.

Holiday Window Display Recognition

Encouraged and celebrated beautiful holiday window displays throughout the downtown business district.

Ballston Spa School District Partnership

School/Community Pride Parade, student participation in First Fridays, Superintendent's Day Reception.

#LeapofKindness Day

Participated in the Saratoga County Chamber initiative by collecting and distributing socks to residents of Saratoga Rehabilitation and Skilled Nursing Care facility in Ballston Spa. Baked treats and flowers delivered to staff.

2015 AT A GLANCE

MARKETING

Print Ads: Proctor's Playbill, SPAC Summer Program, Saratogian Dark Tuesday full color front-page sleeve during track season, and the Double M Rodeo program.

Group Ads: Daily Gazette seasonal event ads. Group ads in Southern Saratoga Magazine with features on Ballston Spa.

Billboards: July—"Summer Events," sponsor: Sunmark Federal Credit Union; August—"Before SPAC, After the Track," sponsor: Ballston Spa National Bank (BSNB); and December—"Holiday/Gift Certificates," sponsor: BSNB.

BSBPA Newsletter Ads: Low-cost advertising offered in the online newsletter.

Map Guide: 10,000 printed and distributed throughout the Capital Region

Directory Signs & Trash Can Panels: Five downtown directory boards. Trash can panels offer additional ad space throughout business district

NEW MEDIA

FACEBOOK

Followers	1,836	a 31 percent increase
Post Reach	2,000	average per post

TWITTER

Followers	433	a 56 percent increase
Reach	11,050	monthly average

INSTAGRAM

Followers	446	a new platform for the BSBPA
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SMALL BUSINESS SATURDAY CROSS PROMOTION

There were 17 participants in this free membership benefit. Content shared on Facebook, Twitter and Instagram. Total reach: 11,000+ on Facebook alone.

#LiveBSpa

#LiveBSpa has been adopted for continued use.



fb.com/bsbpa



@bsbpa



@bsbpa

ADDITIONAL MEMBER BENEFITS

- Business Member Spotlights: regular highlights in newsletter, digital media and website.
- Member Benefit Card: BSBPA member discount at participating businesses.
- Board to Business/Non-Profit members liaisons: Strengthened communication with members.

2015 OFFICERS

Stacy Simmons <i>Brookside Nursery</i>	President
Catherine Spaneas <i>Saratoga Bridges</i>	Vice-President
Michelle Burlingame <i>Burlingame Orthodontics</i>	Vice-President
Bernadette VanDeinse <i>Resident Member</i>	Secretary + Immediate Past President
Christine Kernochan <i>Ballston Spa National Bank</i>	Treasurer

BOARD OF DIRECTORS

Dan Barner <i>Prolific Marketing</i>	Debi Gustafson <i>Ye Olde Wishin' Shoppe</i>	Jennifer Martin <i>Double M Haunted Hayrides</i>
Jere Blackwelder <i>Resident Member</i>	Dominic Garrant <i>Edward Jones Investments</i>	Cyndi Pastore <i>Resident Member</i>
Jim Dalpe <i>WAM Commercial Associates</i>	Sandy Hassfurter <i>Berkshire Hathway Home Services/Blake Realtor</i>	Stuart Williams <i>Ballston Spa Central School District</i>

Outgoing Board Members

Dan Barner
Jim Dalpe
Cyndi Pastore
Bernadette VanDeinse
Stuart Williams

Incoming Board Members for 2016-17

Donna Dardaris (Resident)
Kathi Leigh (Ballston Area Community Center)
Kelly Ostrander (Trustco Bank)
Joe Russell (Saratoga County Chamber)

Ballston Spa
Business & Professional
ASSOCIATION

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