

2017 AT A GLANCE

Active Membership

Businesses:	190
Residents:	41
Non-Profit::	<u>42</u>
Total:	273

Gift Certificate Program

Over 90 participating merchants and businesses.

Total sales this year: \$10,400

Total redeemed: \$8,200

Ballston Spa gift certificates encourage *"Shopping Local"*

Community

Ballston Spa Holiday Parade 25+ years, over 60 participating groups!

Breakfast with Santa

Movies in the Park

Adopt A Plot/Village Beautification

Networking Breakfasts/Mixers

8 Ribbon Cuttings celebrated

9 Beautification Awards conferred

Holiday Window Display Awards

First Fridays marking 13 years!

Chocolate Fest-5th year, attendance 700+

The Way We Were Car Show 15th year, huge regional event.

Concerts in the Park 30+ years of entertainment

Ice Cream Social

Farmers' Market 14 years, supporting local farm producers

2017 Marketing

Print Ads: Proctor's Playbill, SPAC Summer Program, Hill Country Observer, Southern Saratoga County Chamber 50th Anniversary publication, Discovery Map.

Group Advertising: Southern Saratoga Magazine-seasonal group ads with feature articles, Daily Gazette group ads with Car Show, Holiday Weekend, Chocolate Fest.

Directory Board Signs

Trash Can Panel Advertising

Ballston Spa Map Guides: 12,500 distributed throughout Capital Region.

Social Media:

Small Business Saturday-Free social media graphic promotions for BSBPA member business.

Sharing and Promoting BSBPA members, events via Facebook, Twitter & Instagram throughout the year.

Ballston Spa Themed Merchandise:

Available at selected retail shops, Ballston Spa Library, and online.

Partnerships

Village of Ballston Spa

Ballston Spa Central School District

Chamber of Southern Saratoga

County

Saratoga County Chamber

Saratoga Convention &

Tourism Bureau

2017 AT A GLANCE

Online Presence

ballston.org website

Enhanced member listings
Over 100,000 visits/72,000 unique
Over 473,000 page views
Over 1.5 million hits

Social Media

Facebook: 2,500+ Following
Twitter: 1,075 Following, +22K likes
Instagram: 900+ Followers



Facebook.cm/BSBPA



@BSBPA



@bsbpa



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2017 Officers

Stacy Simmons | President

Brookside Nursery

Michelle Burlingame | Vice President

Burlingame Orthodontics

Sandy Hassfurter | Vice President

Berkshire Hathaway Home Services

Kelly Ostrander | Secretary

Trustco Bank

Christine Kernochan | Treasurer

Resident

Board of Directors

Jason Armer, Armer Funeral Home, Inc.

Jere Blackwelder, Ballston Spa Rotary

Donna Dardaris, Resident

Dominic Garrant, Edward Jones Investments

Kathi Leigh, Ballston Area Community Center

Jennifer Martin, Double M Haunted Hayrides

Lisa Rice, Bouchey & Clark Benefits

Jes Rich, Sage Wine & Spirits

Catherine Spaneas, Saratoga Bridges

Ashley Tyler, Jumper Bean Day Care

Dave Womer, Adirondack Cabling & Security

Executive Administrator

Ellen Mottola