

# 2018 AT A GLANCE

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## Online Presence

### ballston.org website

Enhanced member listings  
Over 103,000 visits/71,000 unique  
Over 804,000 page views  
Over 1.2 million hits

### Social Media



### Facebook.com/BSBPA

2,700+ Following  
Reach: 183,000+  
Events: 10,000+ Response



### @BSBPA

1,141 Following, +22K likes



### @bsbpa

978 Followers

## Thank you!

To our generous event sponsors throughout the year.  
To volunteers who gave their time, talent and efforts.  
To our business members for being the engine of Ballston Spa's vitality.  
To our non-profit members for their dedication to all in our community.  
To our resident members for their continued support in this "Village of Friends".

## 2018 Officers

### Stacy Simmons | President

Brookside Nursery

### Sandy Hassfurter | Vice President

Berkshire Hathaway Home Services

### Kelly Ostrander | Vice President

Trustco Bank

### Kathi Leigh | Secretary

Ballston Area Community Center

### Christine Kernochan | Treasurer

Resident

## Board of Directors

**Jason Armer**, Armer Funeral Home, Inc.

**Michelle Burlingame**, Burlingame Orthodontics

**Jere Blackwelder**, Ballston Spa Rotary

**Donna Dardaris**, Resident

**Krystle Hernandez**, Saratoga County EOC

**Liz Kormos**, Kormos & Company

**Lisa McCoy**, Saratoga's Community Federal

Credit Union

**Nate Thompson**, Hope Church

**Ashley Tyler**, Jumper Bean Day Care

**Dave Womer**, Adirondack Cabling & Security

## Executive Administrator

Ellen Mottola



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## Active Membership

Businesses:	184
Residents:	41
Non-Profit:	40
<b>Total:</b>	<b>265</b>

## Gift Certificate Program

Over 80 participating merchants and businesses.

Total sales this year: \$13,345

Total redeemed: \$9,935

Ballston Spa gift certificates encourage "*Shopping Local*"

## Community

**Ballston Spa Holiday Parade** over 60 participating groups!

**Breakfast with Santa**

**Movies in the Park**

**Adopt A Plot/Village Beautification**

**Networking Breakfasts/Mixers**

**6 Ribbon Cuttings** celebrated

**10 Beautification Awards** conferred

**Holiday Window Display Awards**

**First Fridays** marking 14 years!

**Chocolate Fest**-6th year, hundreds attended, over 20 Chocolate chefs

**The Way We Were Car Show** 16th year, huge regional event.

**Concerts in the Park** 30+ years of entertainment

**Ice Cream Social**

**Farmers' Market** 15 years, supporting local farm producers

**BSBPA \$500 Scholarship**

## 2018 Marketing

**Print Ads:** Proctor's Playbill, Hill Country Observer, Southern Saratoga County Saratoga County Fair Program, Discovery Map, Saratoga Summer Guide.

**Group Advertising:** Southern Saratoga Magazine-seasonal group ads with feature articles, Daily Gazette group ads with Car Show, Holiday Weekend, Chocolate Fest. Spectrum TV Commercial-airing in Saratoga/Schenectady.

## Directory Board Signs

## Trash Can Panel Advertising

**Ballston Spa Map Guides:** 12,000 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**