

# 2019 AT A GLANCE

## Active Membership

Businesses:	190
Residents:	38
Non-Profit::	<u>42</u>
<b>Total:</b>	<b>270</b>

## Gift Certificate Program

Over 80 participating merchants and businesses.

Total sales this year: \$11,000

Total redeemed: \$8,586

Ballston Spa gift certificates encourage *"Shopping Local"*

## Community

**Ballston Spa Holiday Parade** over 70 participating groups!

**Breakfast with Santa**

**Movies in the Park**

**Adopt A Plot/Village Beautification**

**Networking Breakfasts/Mixers**

**9 Ribbon Cuttings** celebrated

**12 Beautification Awards** conferred

**Holiday Window Display Awards**

**First Fridays** marking 15 years!

**Chocolate Fest**-7th year, hundreds attended, 22 Chocolate chefs

**The Way We Were Car Show** 17th year, huge regional event.

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

**Ice Cream Social**

**Farmers' Market** 16 years, supporting local farm producers

**BSBPA \$500 Scholarship**

## 2019 Marketing

**Print Ads:** Proctor's Playbill, Hill Country Observer, Daily Gazette Track Season, 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, Chocolate Fest, First Friday color inserts, Holiday Weekend Front Page Wrap.

**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/Capital Region Chamber**

**Saratoga County Chamber**

**Saratoga Convention &**

**Tourism Bureau**

# 2019 AT A GLANCE

## Online Presence

**ballston.org website**

Enhanced member listings

Over 114,000 visits/69,000 unique

Over 1.4 million page views

Over 2.3 million hits

## Social Media



**Facebook.com/BSBPA**

3,400+ Following

Reach: 209,000+

Events: 12,600+ Response



**@BSBPA**

1,154 Followers, +21K likes



**@bsbpa**

1,187 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".

## 2019 Officers

**Stacy Simmons | President**

Resident

**Sandy Hassfurter | Vice President**

Berkshire Hathaway Home Services

**Dave Womer | Interim Vice President**

Adirondack Cabling & Security

**Kathi Leigh | Secretary**

Ballston Area Community Center

**Christine Kernochan | Treasurer**

Resident

## Board of Directors

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

**Michelle Burlingame**, Burlingame Orthodontics

**Donna Dardaris**, Resident

**Krystle Hernandez**, Saratoga County EOC

**Liz Kormos**, Kormos & Company

**Donna Martin**, Village Photo, LLC

**Kelly Ostrander**, Trustco Bank

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

**Nate Thompson**, Hope Church

**Ashley Tyler**, Jumper Bean Day Care

**Executive Administrator**

**Ellen Mottola**



PO Box 386 Ballston Spa, NY 12020  
518 885-2772

info@ballston.org www.ballston.org