Ballston Spa
Business & Professional
ASSOCIATION
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Ballston Spa Business and Professional Association
Annual Report for 2020

The Year of the Pandemic

As we reach the end of our 2020 fiscal year, it should come as no surprise that it has been a challenge to navigate the last 12 months. The COVID-19 pandemic upended so many of the Association's normal activities, from networking to meetings to community events. We were unable to hold our main fundraiser for the year, the annual "The Way We Were" Car Show, which certainly made an impact on our bottom line. As a 501 c4 non-profit, the BSBPA does not qualify for federal COVID-related funding, so we had to walk the fine line between conserving resources while still providing the support our members need and expect. It was more important than ever this year to keep our local businesses in the forefront as they found their footing in the ever-changing landscape of closings, re-openings, restrictions and guidelines. We didn't stop marketing the village due to COVID, we marketed even more because we weren't going to let COVID be the story. The story, and the bright spot in all of this, has been the resiliency of our members: shops, services and restaurants that continually and creatively adapted to the evolving situation, finding new ways to reach and serve their customers, non-profit organizations who rose to the challenge as community needs grew and residents who generously supported all of the above.

Once the extent of COVID disruption became clear, one of the first actions we took as an organization was to create a resource page on our website with general information from New York State, Saratoga County and the Village of Ballston Spa, along with guidance and resources for small businesses and non-profits, including the reopening and sanitizing guidelines, financial assistance through the federal stimulus packages and vaccination information as it becomes available. We continue to work with our chamber and community partners, to update this information.

As our member restaurants had to close in-person dining, and throughout the gradual reopening, we created a dedicated webpage listing of member restaurants offering limited dine-in, takeout, curbside pick-up and delivery options, as well as wine/beer establishments offering delivery and/or take out. We advocated for our restaurants to have Saratoga County enact legislation to cap commission fees for third party delivery services like GrubHub which would require third party delivery platforms to charge no more than 15% for delivery services and no more than 5% for all other services due to the COVID-19 emergency, as long as restaurants are still under state mandated restrictions to dine-in capacity and are dependent on delivery services to supplement income.

We also created a webpage of businesses as they have transitioned back to in-person shopping and services, or offering online shopping and curbside pickup, including links to their websites, as well as one for non-profit organizations that need donations to help mitigate the impact on their outreach and efforts, especially those who serve our neighbors whose circumstances are most precarious.

We employed our social media platforms (Facebook Instagram and Twitter) to share our member business and organization social media posts and news, as well as any new COVID resource news. The Ballston Spa BSBPA Member News and Deals Facebook group was started for all business and non-profit members to post news, special deals and sales.

We partnered with the Saratoga County Chamber to deliver reopening supplies to businesses and to promote "Stronger Together" and "Save Our Locals" campaigns. We worked with Assemblywoman Mary Beth Walsh to supply businesses and organizations with hand sanitizer.

Economic Development

In October 2020, the BSBPA joined with the Village of Ballston Spa and the Saratoga County Prosperity Partnership to unveil an Economic Development Plan with the goals of

- Enhancing the central business district by supporting activities that help generate revenue across the community to sustain the village's fiscal health.
- Supporting "quality of place" by enhancing the character and functionality of the village as a means of attracting visitors and supporting quality of life for residents and businesses.
- Creating a consistent "brand" for the village. Deliver effective economic development programs using local and regional partners to build a competitive role in the regional economy and improve local economic health.
- Fostering supportive conditions and resources to help small businesses prosper and grow throughout the village.

We look forward to collaborating with the village and SCPP on several initiatives in 2021, with the aim of achieving these goals. Input and participation from our members will be essential to the success of this endeavor.

Looking ahead, we anticipate a slow but sure return to some of our regular activities. Obviously, gatherings will follow the prevailing New York State guidelines as vaccinations become more common. We feel confident that most of our events will be able to take place. Networking and mixers may take a little longer to come back but we remain optimistic that we will be able to do so before the year is out. We will continue to advocate for and promote our member businesses and organizations.

Board Members

The following BSBPA board members are ending their terms:

- Michelle Burlingame (Burlingame Orthodontics) Board member since 2013
- Jason Armer (Armer Funeral Home, Inc.) Board member since 2017
- Krystle Nowhitney (Saratoga County EOC, now Lifeworks Community Action) Board member since 2018
- Donna Martin (Village Photo, LLC) Board member since 2019

We thank each of them for their time and effort in service to the board and to the Ballston Spa community.

The BSBPA welcomes the following new board members for 2021:

- Chris Sorell (Lockettes The Salon)
- Mackenzie Frederick (State Farm Insurance)
- Mike Schaffer (The Real McCoy Beer Company)
- June Lane (Ballston Spa National Bank)
- Michael Mendrick (Resident)

This will also be a transitioning year with the retirement of the executive administrator at the end of the 2021 fiscal year.

2020 AT A GLANCE

Active Membership

Businesses:	164
Residents:	47
Non-Profit:	42
Total:	253

Gift Certificate Program

Over 80 participating merchants and businesses.

Total sales this year: $8,855

Total redeemed: $3,550

Ballston Spa gift certificates encourage “Shopping Local”

Community

Village of Ballston Spa Economic Development Plan—Partner

Movies in the Park in August & September

Concerts in the Park-August concerts in Iron Spring Park

Farmers’ Market-17 years, supporting local farm producers

“The Way It Is” Virtual Car Show Facebook Event in lieu of in-person “The Way We Were” Car Show-over 50 participants, over 7,600 people reached.

Ballston Spa “Reverse” Holiday Parade through village neighborhoods in partnership with Ballston Spa Fire and Police Departments and Community Emergency Corps

Holiday Window Display Recognition

First Fridays-16th year

Adopt A Plot/Village Beautification

9 Ribbon Cuttings celebrated

13 Beautification Awards conferred

BSBPA $500 Scholarship

Member Benefit Card Program

Networking Breakfasts/Mixers (suspended this year due to COVID)

Community Partnerships

Village of Ballston Spa

Capital Region Chamber/Chamber of Southern Saratoga County

Saratoga County Chamber

Saratoga Convention & Tourism Bureau

Saratoga County Prosperity Partnership

Ballston Spa Central School District

Online Presence

ballston.org website

Enhanced member listings

Over 200,000 unique visits annually

Over 1.2 million page views

Over 1.7 million hits

Social Media Platforms

Facebook.com/BSBPA 4,200+ Followers, Events-31,000+ reach

@BSBPA 1,167 Followers

@bsbpa 1,335 Followers

2020 AT A GLANCE

2020 Marketing

Print Ads: Hill Country Observer, Discovery Map, Capital Region Magazine, Daily Gazette.

Group Advertising: Southern Saratoga Magazine-3 issues with seasonal group ads along with feature articles, Small Business Saturday group ads with Daily Gazette, The Express Newspaper, Albany Broadcasting

Directory Board Signs

Trash Can Panel Advertising

Ballston Spa Map Guides: 10,000 distributed throughout Capital Region.

Social Media: Small Business Saturday-Free social media graphic promotions for BSBPA member business. BSBPA Member News & Deals FB Page, Sharing and Promoting BSBPA members and events via Facebook, Twitter & Instagram throughout the year.

Ballston Spa Themed Merchandise

T-shirts, hats, mugs and stickers available at selected retail shops, Ballston Spa Public Library, at the Ballston Spa Farmers' Market and online. New line of youth and toddler apparel introduced.

Partnership with Nourish Designs for fundraiser apparel.

2020 Officers

Stacy Simmons | President
Garden with Stacy
Sandy Hassfurter | Vice President
Berkshire Hathaway Home Services
Kelly Ostrander | Vice President
Contour Mortgage Corp.
Kathi Leigh | Secretary
Ballston Area Community Center
Christine Kernochan | Treasurer
Saratoga National Bank/Resident

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.

2020 Board of Directors

Jason Armer, Armer Funeral Home, Inc.

Michelle Burlingame, Burlingame Orthodontics

Donna Dardaris, Resident

Tracy DeRagon, Resident

Krystle Hernandez, Saratoga County EOC

Liz Kormos, Kormos & Company

Donna Martin, Village Photo, LLC

Lisa McCoy, Saratoga's Community Federal Credit Union

Nora Osuchowski, Ballston Area Recreation Commission

Nate Thompson, Hope Church

Ashley Tyler, Jumper Bean Day Care

Bernadette VanDeinse, Resident

Dave Womer, Adirondack Cabling & Security

Executive Administrator

Ellen Mottola

Ballston Spa Business & Professional ASSOCIATION

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