

YEAR IN REVIEW

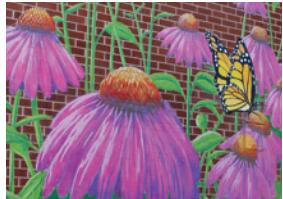
2022-2023



13 NEW BUSINESSES OPENED

3 NEW MURALS 

5,400+ attended Sackville Snow Days
4,000+ attended the Sackville Christmas Tree Lighting
2,000+ attended the Sackville Summer Concert Series




12 adirondack chairs


41 planters at businesses


21 street planters

\$3,899
raised during Sackville Sandwich Week for food literacy programming at Sackville Public Library



\$1,375
raised for Beacon House Food Bank, Beacon House Shelter and Freedom Kitchen

\$1,850
raised for Acadia Park during Light Up the Park

YEAR IN REVIEW CONTINUED

39 CERTIFICATE PROGRAM GRADS

243 MEET & GREET ATTENDEES

126 BUSINESS BREAKFAST REGISTRANTS

50 THRIVE REGISTRANTS

\$111,332

in government funding secured

11 LETTERS TO GOVERNMENT

20,000+ LIGHTS LIGHTING UP ACADIA PARK

100+ BAGS OF LITTER COLLECTED

36 WINDOW PAINTINGS AT MEMBER BUSINESSES

\$3,180 GRANTED IN SIGNAGE UPGRADES

60 SNOWFLAKE LIGHTS

800+ VOTES RECEIVED FOR THE BUSINESS AWARDS

6,100,000+

impressions on paid media for the Buy Local Again campaign

110,999 website page views

44,738 website users

7,887
Facebook likes

1,985
Instagram followers

2,487
Twitter followers

38
member businesses profiled

251,540
impressions on business profiles

3 RADIO INTERVIEWS

6 NEWS STORIES

3 TELEVISION SEGMENTS

3
CROSSWALKS PAINTED WITH PRIDE COLOURS

22
PRIDE STICKERS DISTRIBUTED

18
PRIDE FLAGS FLOWN

2023-2024 PLANS

PROPOSED

BUDGET 2023-24

REVENUE

Member Levy	\$257,749
Beautification	\$17,938
Marketing & Events	\$24,500
Member Engagement & Training	\$23,314
Administrative	\$46,853

Cash Forward \$17,904

Total Revenue \$388,258

OPERATING EXPENSES

Beautification	\$42,452
Marketing & Events	\$67,640
Member Engagement & Training	\$30,664
Administrative	\$220,411

Total Expenditures \$361,167

SURPLUS (DEFICIT) \$27,091

SPONSORSHIP OPPORTUNITIES

BUSINESS BREAKFAST WITH KEYNOTE SPEAKER

COST: \$1,000

This event is held in October in celebration of Small Business Month.

LIGHT UP THE PARK

COST: \$250

Adopt-a-tree and help us light up Acadia Park. The trees will be lit at the Sackville Christmas Tree Lighting; attended by thousands of community members.

SACKVILLE SNOW DAYS

COST: \$500

This winter festival takes place over the long weekend in February and includes events at various locations throughout the community.

MEET & GREET

Networking with local Sackville business people. You host and we'll promote! Exclusive to member businesses.

SBA EVENTS

2023-2024



June

- 1** Meet & Greet
- 22** Annual General Meeting & 20th Anniversary Celebration



July

- 1** Canada Day Parade

September

- 7** Meet & Greet

October

- 5** Meet & Greet
- TBD** Business Breakfast in celebration of Small Business Month



November

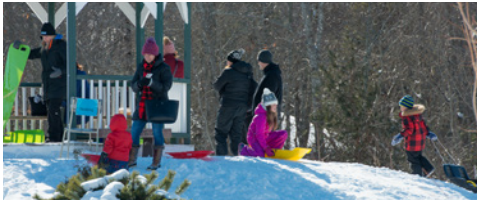
- 2** Meet & Greet
- 24** Sackville Christmas Tree Lighting

December

- TBD** Holiday Social

January

- 4** Meet & Greet



February

- 1** Meet & Greet
- 16-19** Sackville Snow Days

March

- 7** Meet & Greet
- 2-9** Sackville Sandwich Week

