



YEAR IN REVIEW

SACKVILLE
BUSINESS ASSOCIATION

2016 - 2017

10,530+ 

Total Number of Attendees at all Our Events in 2016-2017



37

Holiday Lights



\$10,000

Funding Obtained



73

Hanging Baskets



\$8,438

HRM Funding Obtained

4,500+

Canada 150
Tulips Planted



50+

Canada Flags Flown
for Canada Day

4

New Businesses
Opened



8

Business Leads
Pursued

110

New Downtown
Apartment Units

\$350,000

In Site & Accessibility
Improvements to the
Sackville Library



350+

Attendees

24

Businesses Registered
for Medical & Dental Plan



★★★★★ **400**

Nominations for
Customer Service Award



TRAINING

46

Certificates Awarded

\$24,382

Provincial Funding
Obtained

**SIGNAGE UPGRADE
PROGRAM**

\$10,566

SBA Granted Funding

\$70,000+

In Sign Improvements

22

News Stories

100

Radio Ads

6

Radio Interviews



SACKVILLE
SNOW
DAYS

6,000

Attendees est.

27

Community Events

\$2,950

Sponsorship Generated

100+ Participants
at the 1st
Annual

THRIVE
BUSINESS GROWTH CONFERENCE

Sackville
Christmas Tree
Lighting

4,000

Attendees est.

\$1,850

Sponsorship Generated



42,000

Website
Page Views



20,252

Unique Visitors



4,289

Facebook Fans



1,993

Twitter Followers



1,824

Newsletter Opens

15,500

Christmas in Sackville
Guides Delivered

100+

Bags of Litter Collected



11

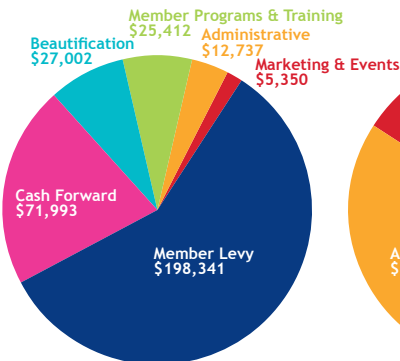
Graffiti Removals

3

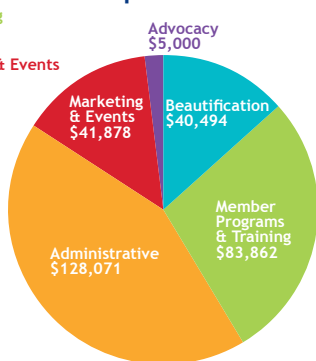
Parks Upgraded

2017-18 PROPOSED BUDGET

Revenue



Expenses



*This budget is subject to final approval

BUILD • SUPPORT • GROW

The Sackville Business Association represents a vibrant district of over 300 businesses and is dedicated to making Sackville a great place to LIVE, WORK and SHOP.