

NEWMARKET BUSINESS ASSOCIATION



2021 Report

About the NBA

The Newmarket Business Association
is comprised of
local member businesses and organizations
with the primary function
to support business and community in the
Newmarket area.

Membership

We are thrilled to announce that we have approximately **106 active members!**

What makes the NBA Special

1. We have very active members.
2. We have well-attended events.
3. We have fantastic opportunities for members to profile their business, market their expertise, and sponsor events to show their support of the community.
4. We have added team members, including a bookkeeper and a social media expert to help further our organization's future.

Board Members

We have a robust board dedicated to the mission of the organization:

Executive Board:

- Lisa Keslar, President, Keslar Insurance.
- Amy Hammershoy, Admin, Edward Jones
- Priscilla Carpenter, Treasurer, Seacoast Bookkeeping
- Karen Schuster, Membership/Ambassador, Eagle Eye Editing
- Events: Open

General Members:

- Nate Swanson, Newmarket Dental

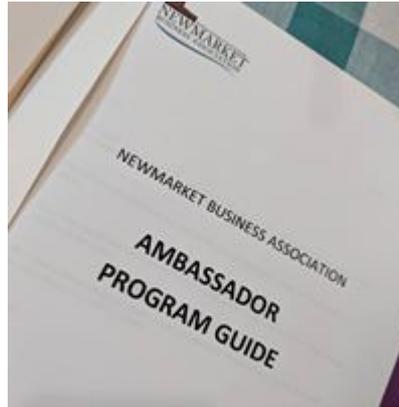
Advisors:

- Helen Sanders, Newmarket Town Council
- Aimee Gigandet, Newmarket Recreation Department

Ambassadors

It is the mission of the NBA Ambassador Program to promote member commitment and retention by:

- Raising awareness of NBA and community activities and benefits
- Informing and involving new NBA members to promote strong continuing membership
- Encouraging meaningful and beneficial participation in NBA programs
- Serving as a liaison between the NBA staff and membership



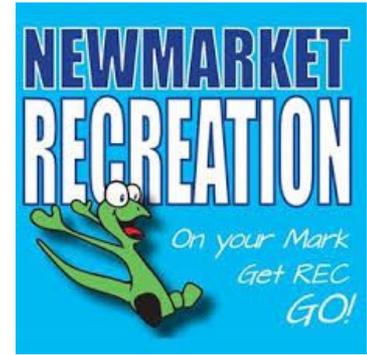
Current Ambassadors:

- Karen Schuster, Eagle Eye Editing
- Steve Schwalje, Northwestern Mutual
- Nichole Jones, Fridge to Plate
- Brett Larkin, Primerica
- Amy Hammershoy, Edward Jones
- Matt Labbe, The Rowley Group

Support of Community Events

Goal: work with the Newmarket Recreation department through financial support of events that bring people INTO Newmarket's downtown to visit and learn about Newmarket's Main Street businesses. Examples:

- Arts in the Park
- Splash & Dash
- New! Aqua Land
- Halloween Haunt
- Merry Mainstreet



Additional Contributions to Newmarket Community & Members:

Shop Small Saturday Event.

Ribbon Cuttings

“Newbee Bags”

Social Media Posts



Email Blasts



Open Houses

Mixers



2021 Total Revenue & Expenses (9/20-8/21)

Total Revenue	\$11,158
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Total Expenses*	\$9185
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Net Income	\$1973
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Expense Summary

Expenses were in three categories: donations to community organizations, membership support and promotion, and administration.

Administration/office \$2297

(Bookkeeping, office supplies, insurance, fees, etc..)

NBA and member promotion \$5897

(website, emails, social media, website hosting)

Community outreach and support \$1422

9/2020-8/2021

What a \$100 annual membership will pay for in a typical year (2020 numbers)

Administration

Office supplies, bookkeeping, insurance, dues and fees \$26

Community events

Halloween Haunt, Merry Main Street, Rec Connect, Splash and Dash, Women in Business, Members Meeting \$22

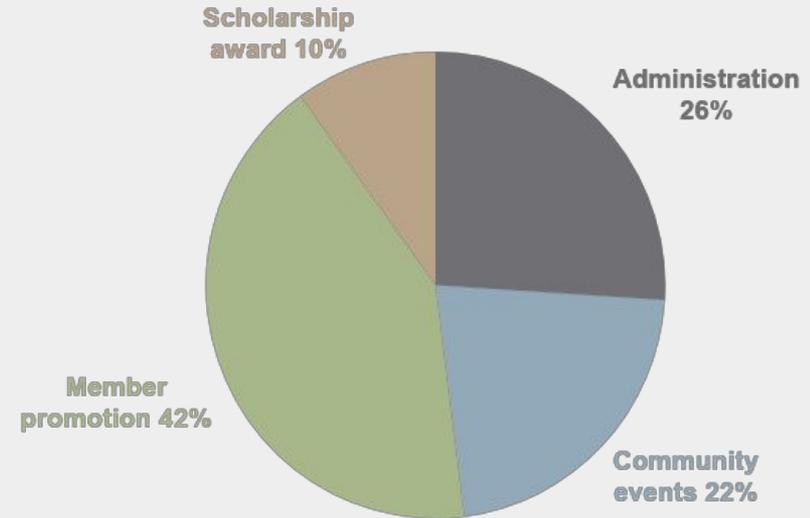
Member promotion

Web hosting and maintenance, social media and email promoting individual NBA member businesses \$42

Scholarship award

Annual award given to graduating NJSHS student \$10

Allocation of membership dues



The NBA is dedicated to:
#supportlocal
#supportsmall
#supportnewmarket

Please join us!