



ST. ARMANDS
CIRCLE
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I am writing this letter to you on behalf of the Board of Directors, Members of the Association, your Circle business neighbors, and most importantly, your customers. We invite you to become a member of the St. Armands Circle Association. Created in 1965 and incorporated in 1987 as a 501c6, the St. Armands Circle Association has been working diligently to fulfill our Mission Statement; To create and administer effective and ongoing advertising, promotional and environmental programs for the benefit of the entire St. Armands Business Community.

Presently over 100 St. Armands Circle specialty shops, restaurants, real estate agencies and financial services are active members of the Association. We also host just under 100 Associate Members, which include local hotels, businesses, and professional services. We produce the widely distributed St. Armands Circle Association brochure twice a year, maintain the outdoor street directories, color-coded wayfinding streetlight banners, as well as organize and produce many events here in St. Armands Circle throughout the year. Members benefit from a listing on our website with direct links to your website and social media pages. A Members' special event, campaign or sale can be posted to our website's Store Happenings calendar. Our web site receives over 75,000 hits per month, so your business will receive excellent exposure! When you tag St. Armands Circle as your location, we share your content with our over 35,000 social media followers. And for additional exposure, don't forget to use #StArmandsCircle for your posts. We are constantly looking for new and innovative ways to increase the effectiveness of our marketing of St. Armands Circle.

Like a Chamber of Commerce, the St. Armands Circle Association represents, supports and promotes its members. Weekly emails keep our members informed of all that is happening on the Circle, and City policy changes that affect the Circle. We also email real-time alerts that effects your business, such as shoplifting, police activity, traffic, and extreme weather updates.

When you are not a member, you are missing out on promotional opportunities, sales, and local information that are vital to you and your business. Our office receives numerous calls and emails each day about businesses that are located on the Circle. When a caller can't remember the name of "that store that they bought the shirt in," we do everything we can to assist them in identifying the business and connecting them. In the rare instance that a business is not a member, we do not have their information to share. It can result in a very frustrated caller, and a loss of revenue for that business.

Membership with the St. Armands Circle Association is more than just being listed on the map. It's being a part of a community. Being a part of an organization that's primary goal is driving guests to St. Armands Circle, and to your doorstep.

We can't wait to begin marketing for you. Please feel free to contact our office with any questions you have about membership in the St. Armands Circle Association.

Rachel Burns

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