



**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.

So how do we do this? With a Board of Directors that have an interest in the continuation and prosperity of St. Armands Circle. Each Board Member is involved and provides a valuable perspective in how we market and advocate for St. Armands Circle.

We produce the widely distributed St. Armands Circle Association brochure, 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. We market through our partners at the Observer Media Group, Visit Sarasota County and Visit Florida, and have a prominent display at SRQ International Airport. We provide information to the local hotels for their guests, and our partners at Longboat Key Club, Zota, The Lido Beach Resort, and Cirque, provide guests with QR code maps and shuttles to the area. Our web site receives over 75,000 hits per month and our social media pages have over 35,000 followers, meaning members, who we promote, receive excellent exposure!

Weekly emails keep our members informed of all that is happening on the Circle and City of Sarasota policy changes that affect the Circle. We also email real-time alerts that affect your business, such as shoplifting, police activity, traffic, and extreme weather updates.

We are constantly looking for new and innovative ways to increase the effectiveness of our marketing St. Armands Circle Association Members. 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. "Circle the Date, third Thursdays on St. Armands," is a new campaign from our marketing committee, with free advertising and participation for members. When you are not a member, you are missing out on promotional and advertising opportunities, referrals from our office, and local information that is vital to you and your business. Our office receives numerous calls and emails each day about businesses that are located on the Circle. Not being a member could become a loss of revenue for your business.

Membership with the St. Armands Circle Association means you are a part of a community. Your volunteerism is encouraged and membership gives you a voice in how the St. Armands Circle Association represents the Circle business district. We can't wait to begin marketing for you. Please feel free to contact me with any questions you have about membership in the St. Armands Circle Association.

**Andrew Vac**

Membership Director | St. Armands Circle Association