

Why should you support the St. Armands Circle Association?

Who we are, and what we do . . .

We are a member-funded not-for-profit 501(c)(6) association that provides marketing and advocacy for the entire St. Armands Circle Business Community. Our Board of Directors consist of local business owners and partners.

Membership with the St. Armands Circle Association means you are a part of a community, and your voice is heard and valued. Network at a General Membership Meeting, Volunteer for a Committee, or learn about what's new and affecting your business in our bi-weekly Merchant Newsletter.

What we do with your membership dollars . . .

- We provide an organized voice of advocacy within the City of Sarasota, local government and community groups.
- We work with the City of Sarasota to improve the aesthetics and services of the area
- We produce special events which bring thousands of guests to the Circle each year, and work to enhance these partnerships to shop in your stores and eat in your restaurants.
- We coordinate free-to-the-public Wellness Activities in the Circle Park every month with amazing instructors!
- We organize and pay for the Christmas Tree and Wreath installation removal and storage, and the Holiday Night festivities.
- We share online your Store Happening, such as Grand Openings, Anniversaries, sales, and organize "Circle the Date, Third Thursdays on St. Armands." When you provide marketing, we collaborate to reach a large audience.
- We partner with the Observer Media Group, Visit Sarasota County and Visit Florida, and have a prominent video display with paper brochures at SRQ International Airport.
- We have multiple marketing outlets
- We host constantly evolving and improving website and social media platforms that support your brand. Our pages welcome almost a million views a year, meaning members who we promote, receive excellent exposure!
- Color-coded quadrant banners with QR codes so guests can visit our website to view the map and your stores websites, 6 large scale wayfinding directories, QR code window clings for each business, QR code inserts are being distributed at local hotels, and our Platinum Membership Resorts, The Resort at the Longboat Key Club, Zota Beach Resort, The Lido Beach Resort, and Cirque, provide guests with QR code maps and shuttles to the area.

Beginning May of 2026, if you choose not to be a member of the St. Armands Circle Association, you will no longer receive the benefits the Association provides, meaning we will no longer be promoting your business. Your business will be removed from the map, website, merchant newsletter email list, you will also not receive referrals from our office and recommendations from the local hotels. We want you to be a member of the St. Armands Circle Association and support our commitment to the St. Armands Circle business district, your business, and your neighbors. We are constantly looking for new and innovative ways to increase our effectiveness, but we need your financial support. After you become a member, we look forward to working with you.

Please feel free to contact us with any questions you have about membership in the St. Armands Circle Association. We are here to support you!



Andrew Vac
941-350-6577
Membership Director



Rachel Burns
941-388-1554 | dir@StArmandsCircleAssoc.com
Executive Director | St. Armands Circle Association



scan to join



scan to pay