

Why should you be a 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 who have a skills, talent, and time to commit to St. Armands Circle.

Have a valuable skill that could help your community? Photographer? Model? Video editing? Volunteer! Is there something you feel could be improved? Every voice is heard and valued, and each committee attempts to find a compromise that works for the majority of the businesses on St. Armands Circle. The only way to affect change, is from within! Become a member and join a committee today!

What we do with your membership dollars...

- We provide an organized voice of advocacy within the City of Sarasota. Saving you the time of attending Commission Meetings, writing emails, calling the County Stormwater Division, coordinating with EOC during hurricanes, discuss crime patterns on St. Armands Circle with SPD, etc. We will be providing a voice to the City and County on the 2026 Vision of St. Armands Circle, which may influence how the 13.5m SRQ Resiliency funds are spent on the island.
- We work with the City of Sarasota to improve the aesthetics of the area. Do your guests enjoy the look of the new salt-tolerant, drought-resistant plants in the Circle Park and Medians? This was designed after numerous hours of planning and meetings between our Executive Director Rachel Burns and our Beautification Chair Casey Gonzmart with City of Sarasota staff members.
- We produce special events which bring thousands of guests to the Circle each year, and work to enhance these partnerships to better benefit your businesses, such as including permits for sidewalk sales, or gift cards opportunities that cost your business \$0!
- We coordinate Wellness Activities in the Circle Park every month with amazing instructors! Enjoy free-to-the public Zumba, Pilates, and Yoga!
- We decorate...Christmas Tree and Wreath installation removal and storage, and Holiday Night (\$40,000 in 2024 reduced to \$25,000 in 2025!)
- We share online your Store Happening, such as Grand Openings, Anniversaries, sales, and organize “Circle the Date, third Thursdays on St. Armands.” This campaign is free to join, and provides a collaborative marketing opportunity for the area.
- We market through our partners at the Observer Media Group, Visit Sarasota County and Visit Florida, and have a prominent video display with paper brochures at SRQ International Airport. And we expect to expand our paper brochure distribution to include Visitor Centers throughout Florida.
- We have constantly improving website and social media platforms that support your brands. 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!
- 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, The Lido Beach Resort, and Cirque, provide guests with QR code maps and shuttles to the area.

Membership with the St. Armands Circle Association means you are a part of a community. General Membership Meetings provide an opportunity to network and showcase your business. We research what will affect your business, and share that with you in our bi-weekly newsletter. To provide less congestion in your inbox, by summer of 2026, this information to be loaded to a members-only page on our website for you to access 24/7...365 days a year!

In 2021, as a gesture of goodwill after the covid-19 closure, the Board of Directors decided to temporarily include all merchants on the map and website. Unfortunately this led to less merchants paying their dues, so this must end. Beginning May of 2026, if you are not a member, we will no longer be promoting your business, you will be removed from the map, website, and email newsletter. When you are not a member, you are missing out on promotional and advertising opportunities, referrals from our office and the local hotels, 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.

But we are confident you will appreciate our commitment to the St. Armands Circle business district, and will see that membership comes with innumerable benefits. We are constantly looking for new and innovative ways to increase our effectiveness, but we need your financial support. Membership begins at just \$50 per month. If you want to see more lighting, more marketing, and just more everything...become a member today!

We can't wait to continue our partnership 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!