



**DOWNTOWN SARASOTA ALLIANCE**

*One Voice  
Uniting Downtown  
Business & Residents*

Post Office Box 11011 Sarasota, FL 34278  
1416 State Street Sarasota, FL 34236  
941.366.7040

[www.downtownsrq.com](http://www.downtownsrq.com)

**MISSION STATEMENT**

Providing a unified voice to promote and enrich Historic Downtown Sarasota, our Bay Front community.

**VISION**

The DSA is the unified voice and guiding force making the City of Sarasota the best City in America to live, work and visit.

**HISTORY**

The DSA was established in the summer of 2009 as an organization that melds the Downtown Sarasota commercial and residential communities into One Voice. Many groups have come under the DSA umbrella: The Downtown Sarasota Merchants Association, Palm Avenue Merchants Association and the Five Points Neighborhood Association. The current 501(c)3 Board has 11 members representing retail businesses, commercial businesses, residences and commercial property owners.

**BENEFITS**

- An interactive web site designed to promote businesses, inform residents and encourage participation from all city stakeholders. Web links are already established with major media and government sites. [www.downtownsrq.com](http://www.downtownsrq.com)
- Established strategic alliances with all major media outlets including television, print and radio.
- Representation at City Hall – one voice that represents DSA Members regarding the issues that matter to them.
- Committees that encourage participation and represent multi faceted agendas and concerns.
- A city wide map/directory that will be produced in conjunction with Sarasota Magazine, 50,000 copies will be distributed throughout a 3 county region and featured on several prominent web sites.
- A schedule of events designed to promote downtown businesses and support city awareness campaigns.
- Last year, the DSA reinvested over 65% of its annual revenues into promoting Downtown Sarasota.
- The DSA will promote economic development and sustainable City core.

**RESIDENTS \$25 • BUSINESSES \$150 • COMMERCIAL PROPERTY OWNERS \$150 • CORPORATE \$300**  
*(1-10 Full-Time Employees) (10 + Full-Time Employees)*

Please complete application and return with your check payable to Downtown Sarasota Alliance.

The following will appear in the DSA Directory:

Business Name: \_\_\_\_\_

Owners Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Web Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

- Make a Commitment to a Committee:
- Membership  Events & Resources  Finance  Residents

■ Describe your business in 10 words or less.

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