



Downtown Business Association

200 Second Avenue South
#145
St. Petersburg, FL 33701

Membership Packet

ESTABLISHED: The Downtown Business Association of St. Petersburg is a non-profit membership association for downtown St. Petersburg professionals representing arts, retail, restaurants, banking, utilities, city government and other various types of businesses, with a common interest of promoting the downtown area. Founded in 1973, the association continues to evolve and grow as its membership base increases.

MEETINGS: Our membership meetings are held the third Wednesday of every month from 8:00-9:30 a.m. at various locations. Meetings are designed to provide an opportunity to share important information about your business, as well as offering opportunities to learn more about our community, area events, customer service, merchandising and more. Membership dues may be paid quarterly or annually and all monies collected go towards the promotion of the Downtown Business Association.

PROMOTION: We promote downtown St. Petersburg as a vibrant, safe and friendly waterfront environment with outstanding entertainment, cultural attractions, educational facilities, retail, art galleries, medical care resources, architectural design and business opportunities. The ultimate goal is to strengthen downtown St. Petersburg.

VISIBILITY: We enhance the visibility to the public in our group advertising within various publications. The association and its members enjoy the group discounts obtained from many newspapers, magazines, hotels, and tabloids at various times of the year.

REPRESENTATION: We have the ability to represent our interest in mass at City Council and confront issues of concern for the business owners such as: parking, crime, waterfront park events, development and growth.

SUNRISE SALE: We hold an annual Sunrise Sale in July. This event is our main public relations/advertising event. With a big ad in the St. Petersburg Times, local television coverage and in-store promotion, this event draws a substantial crowd to our businesses - both retail and service. The "pajama theme" of the past couple of years has been very successful and a great gimmick to draw publicity and promote downtown as a shopping and entertainment destination.

HOLIDAYS: Our focus for the holidays is two-fold. First of all, we have an advertising campaign in various newsprint publications. Secondly, we are one of the sponsors for the tree lighting and holiday kickoff event for the city in North Straub Park. This event occurs on the Friday after Thanksgiving.

DISCUSSION: We are committed to the idea that as a group we are stronger. Through group discussion of common problems we hopefully can find solutions. Some of these solutions we can implement directly. Some discussion opinions we can present to the city in hopes that with a collective voice our thoughts will be taken into consideration.

COMMUNICATION: We feel that by knowing our neighbors we can provide valuable heads-up information concerning potential trouble in our neighborhood. Communication is always a plus.

LOOPER TROLLEY: We are a stakeholder in "The Looper", the downtown transit service, and have been involved since its inception. The Looper is responsible for transporting hundreds of thousands of passengers and baseball fans around downtown, recently expanding its route and times of service.

WEBSITE: www.stpetedowntownbiz.com

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