



June 30, 2022

Erik Arroyo, Mayor  
Kyle Battie, Vice Mayor  
Hagen Brody, Commissioner  
Liz Alpert, Commissioner  
Jen Ahearn-Koch, Commissioner  
Marlon Brown, City Manager

Dear City Commissioners and City Manager,

**The St. Armands Residents Association asks that the City continue to include the St. Armands Commercial Tourism District in the City's winter holiday celebrations.**

Along with downtown, St. Armands and nearby Lido Beach have been referred to as major economic drivers for the City of Sarasota. The shops and attractions available here bring out City residents and tourists alike, and the winter holiday season has always been a prime time for that. Residents look forward to the annual tradition of joining with the merchants to decorate the St. Armands holiday tree. And, each year, our residents are out there with their families for the annual tree lighting, caroling, and visit from Santa and Mrs. Claus!

But, it has come to our attention that the privately raised funds that have always previously been used to purchase, install, store and maintain winter holiday decorations for St. Armands are no longer adequate to cover today's costs, and, without financial assistance from the City, that there will be no winter holiday decorations on St. Armands this year.

We ask the City to help the St. Armands Circle (Merchants) Association (SACA) and the St. Armands Business Improvement District (BID) with this. We've been told that the City already provides financial grants for downtown holiday decorations, and we ask that the City provide similar assistance to St. Armands.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Goglia".

Chris Goglia, President  
St. Armands Residents Association

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