



Sarasota Tomorrow: Are you in?

What is Sarasota Tomorrow?

Sarasota Tomorrow is a collaborative partnership to revitalize Greater Sarasota's economy, protect the environment and enhance the quality of life for all residents. Specifically, Sarasota Tomorrow is a multi-year initiative to reinvigorate the business climate; forge partnerships to focus community time, energy and resources; and provide enhanced business services to help local businesses provide better career opportunities for local residents.

Answering the Challenge

For the most part, Greater Sarasota has been insulated from many of the economic ups and downs of the new century by a consistently high and steadily rising real estate market. But a slowing economy—nationally and locally—threatens quality of life.

That is why the community's top business and economic experts have come together to discuss how to improve our community and Greater Sarasota's overall economy. The result is Sarasota Tomorrow, a strategic, concerted plan to address immediate needs and forge long-term solutions.

Shifting the Burden

For years, Greater Sarasota enjoyed a stable and prosperous community based largely upon a steadily rising real estate market. But as the residential real estate market has slipped, commercial real estate development has been affected by regulatory and tax burdens.

High real estate costs. Transportation and transit problems. Workforce gaps. Business-adverse policies. Add in escalating insurance premiums, and the local economy for Greater Sarasota is sailing into a perfect storm. Working together we hope to reverse this course by creating a future that benefits everyone – residents, businesses and local government.

Creating a Future that Works

In the coming months and years, Sarasota Tomorrow will create an environment that will help improve our local economy and quality of life through:

- **Higher-Paying Careers for Residents:** We must expand opportunities for residents by helping companies develop and train high-tech workers, promoting environmentally friendly business initiatives and supporting companies that plan to add higher-paying careers locally.

- **Support for existing, new and green businesses:** Giving equal attention to new, existing and green companies is critical to expanding opportunities for Greater Sarasota's residents and will keep the local economy moving in the right direction. With a range of environmentally friendly workplace options—from companies helping employees work close to home in order to reduce traffic congestion to promoting sustainable building environments—supporting environmentally friendly businesses is a top priority for Sarasota Tomorrow.
- **Creating new partnerships:** Quality of life starts with good jobs, a healthy local economy and a stable workforce. Sarasota Tomorrow believes that its own community holds the answers for its future through the use of wide-ranging partnerships that include local leaders, neighborhood organizations, government, educational, businesses, civic and environmental groups. Only when all members of a community are represented can wise plans for quality of life emerge.

The Sarasota Tomorrow Action Plan:

To help accomplish our primary objectives in the coming months and years, Sarasota Tomorrow will focus on four areas:

1. *Business Climate and Economic Viability*
2. *Critical Infrastructure and Community Development*
3. *Developing Strategic Direction and Forging Community Partnerships*
4. *Small and Targeted Business Development/Business Resource Center*

Uniting for Success

Inaction is not an option. Sarasota Tomorrow presents an effective, comprehensive and cooperative solution to the challenges that are limiting business and job development. If the objectives of Sarasota Tomorrow are accomplished, according to projections of the 2006 Labor Market Update for the Suncoast Workforce Region, 3,416 new jobs will be filled, resulting in \$149 million in new payroll and over \$82 million in consumer spending area-wide.

But we cannot do it alone. Your help is needed. We encourage all residents to come together and act today to make Greater Sarasota's tomorrow better today. Learn more and take action at www.sarasotatomorrow.org.

By harnessing the volunteer efforts of the diverse and talented people who make up the Greater Sarasota community, we can create a future that works.

Are *you* in?

