



Sarasota Tomorrow "Are you in?"

www.sarasotatomorrow.org

Sarasota Tomorrow is emerging as a partnership of local leaders, neighborhood organizations, businesses and environmental groups working together to enhance quality of life for Greater Sarasota's citizens. The goal: to improve job prospects and pay, create greener, more environmentally friendly workplaces and ultimately enhance the region's quality of life.

Sarasota Tomorrow is asking local residents to help Greater Sarasota reach and maintain a strong and steady economic future. Sarasota Tomorrow's "I'm In" campaign is being launched to challenge local residents, businesses and other organizations to become more involved in ensuring Greater Sarasota continues to thrive.

Sarasota Tomorrow's new campaign will strengthen the local economy - adding jobs and building more stable careers.

- Both existing and new companies will be targeted to expand opportunities and bring new, higher paying jobs to Greater Sarasota's residents.
- Diversifying industries will help protect the community from future economic downturns as well as lead to more jobs and higher-paying positions for Greater Sarasota's workforce.

Promoting environmental work and lifestyle policies will be a centerpiece for the campaign.

- Greater Sarasota has a longstanding commitment to the region's beauty and natural resources, which will be a key element of the "I'm In" campaign.
- Keeping Greater Sarasota green is vital for the region – and for the stability of the business community – to maintain a competitive edge and protect the area from future economic declines.

Together, through the "I'm In" campaign, we will take steps to reach an even higher quality of life and build a stronger economic future for Greater Sarasota.

- With Greater Sarasota residents joining the cause by doing their part to keep their work and home green and to seek job development and growth, the tools are in place to expand upon Greater Sarasota's strengths to make it the best possible community for the future.
- In the coming weeks, there will be calls to action via the local media, the Internet at www.sarasotatomorrow.org, and throughout local businesses and neighborhoods.

