



Sarasota Tomorrow FAQ

What is Sarasota Tomorrow?

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 group will promote initiatives that will provide expanded and new jobs for residents, strengthen the local economy and ensure the environment is not compromised in the process.

What does Sarasota Tomorrow aim to accomplish?

First and foremost, the organization is asking Greater Sarasota residents to help Greater Sarasota reach a higher quality of life and maintain a strong and steady economic future – particularly at a time when the nation has seen an economic downturn. Quality of life starts with good jobs, a vibrant local economy and a stable workforce – all while maintaining the community's strong environmental standards. These are goals that all of our citizens can help promote.

Why is there a need for Sarasota Tomorrow?

While Greater Sarasota has typically been insulated from negative economic trends because of a consistently high and steadily rising real estate market, outside economic forces have recently demonstrated that any local community is vulnerable to difficult times and needs to diversify its strengths. Greater Sarasota is no different. Leaders are being proactive to help spread the word to the community and issue a call to action so that together, Greater Sarasota can help build and expand on the strengths already in place.

Efforts will range from researching economic development opportunities to help companies recruit and train high-tech workers to supporting new businesses that plan to bring higher-paying jobs to the area. The campaign will highlight the ways individuals can join together to address the challenges facing Greater Sarasota.

How will campaign leaders reach out to the community and work toward the goals?

A new campaign titled "I'm In" has been launched to challenge local residents, businesses and organizations in the community to get more involved in promoting Greater Sarasota. The "I'm In" campaign will educate people about Greater Sarasota, emphasize the community's strengths and recruit new talent to draw better and more innovative jobs to the area – all while helping businesses find ways to protect and improve the region's natural resources.

What role will maintaining the environment play in the campaign?

Protecting the local environment is paramount to any outreach campaign. Greater Sarasota has a longstanding commitment to protect the region's beauty and natural resources. The business community will uphold the community's environmental values and promote environmentally friendly workplace options to help create a successful campaign. This is also an area where Greater Sarasota residents have a real influence – making sure their homes and workplaces are as "green" as possible.

Who is involved with the Sarasota Tomorrow campaign?

Sarasota Tomorrow's leadership includes members of the local business community as well as community and environmental leaders who are all committed to working together for the prosperity of the region. Ideally, every Greater Sarasota citizen will identify with the campaign and become a part of the effort because they'll understand that protecting the region's economy and environment will create a better quality of life for all of Greater Sarasota's residents and will further buffer the region from future economic downfalls.

What is the timeline for the Sarasota Tomorrow ad campaign?

The "I'm In?" campaign will launch in early October and run through the end of the year.

Where will we see the Sarasota Tomorrow campaign?

The campaign will be visible throughout Greater Sarasota – in print media, local television and radio advertising as well as through grassroots and word-of-mouth efforts from residents and local businesses.

In addition, a new Web site, www.sarasotatomorrow.org, will help spread the initiative.