

News Release

COMMERCE SARASOTA COUNCIL MEMBERSHIP BENEFITS & EVENTS COUNCIL
GOVERNMENTAL ISSUES COUNCIL SMALL BUSINESS COUNCIL
LEADERSHIP SARASOTA COUNTY YOUNG PROFESSIONALS GROUP

For Immediate Release

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Chamber of Commerce and Sarasota Tomorrow Leaders to Share Best Practices with Asheville, N.C.

SARASOTA, Fla. (April 23, 2009) – The Greater Sarasota Chamber of Commerce (GSCC) and Sarasota Tomorrow leaders will participate in an intercity visit to Asheville, N.C., April 26 through 28 to share best practices and partake in high level networking.

In partnership with the Economic Development Corporation (EDC), Sarasota Tomorrow and The GSCC have assembled a diverse delegation of business, elected and civic leaders and will expose them to innovative ideas and programs in the peer city. Asheville was chosen for the visit due to its similar service economy, tourism success, strong cultural assets, unique “aging” experience and comparable economic issues.

“Intercity visits lead to an in-depth view of best practices,” said GSCC executive vice president, Del Borgsdorf. “They present a real opportunity to build relationships among the traveling delegation and new ways to look at challenges back at home.”

The 2 ½ day trip to Asheville will focus on six central themes:

1. Downtown Revitalization
2. Government Opportunities
3. Tourism as an Economic Driver
4. Arts as an Economic Driver
5. Workforce & Regional Collaboration
6. University as an Economic Driver

Several GSCC leaders have previously participated in intercity visits in other communities and have provided substantial testimony that the return on investment is exceptional. Examples of improved intergovernmental relations, economic development strategies and entrepreneurial opportunities punctuate their trip “stories.”

“As our first intercity visit, this trip is clearly focused on greater Sarasota’s economy and strategies to be competitive and capitalize on its unique assets,” said Borgsdorf. “Difficult economic times, call for bold, new strategies. A repetition of last year’s activities faced with economic and revenue challenges won’t do, and one break-through idea from an intercity visit may make the difference.”

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The Greater Sarasota Chamber of Commerce is a not-for-profit organization that exists to maximize our members’ success, the community’s competitiveness, and the area’s economic strengths. For more information, call 941-955-8187 or visit online at www.sarasotachamber.com.

About The Greater Sarasota Chamber of Commerce

The Greater Sarasota Chamber of Commerce is a 2,000-member, not-for-profit organization representing greater Sarasota County businesses. Incorporated in 1920, it is the largest Chamber of Commerce in the county. Growing at a rapid pace to serve the educational, social, governmental, and economic and leadership development needs of greater Sarasota, The GSCC is the bridge that links businesses, organizations and residents together with innovative programs that strengthen long-term economic vitality, business success, job creation and quality of life. As a major force in the area's economic prosperity and the community's outstanding lifestyle, The Chamber strives to keep its programs current and responds to the demands of Sarasota's modern business climate. The Chamber's mission is to provide leadership to achieve a diverse, well-balanced economy to improve the quality of living and working in greater Sarasota, and it exists to maximize its members' success, the community's competitiveness, and the area's economic strength.

About 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; support existing, new and green businesses; and provide enhanced business services to help local businesses provide better career opportunities for local residents.

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