



# News Release

For Immediate Release

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## **Sarasota Tomorrow Launches Advertising Campaign to Encourage Community's Participation in Revitalizing Local Economy**

### **Multi-year Initiative Challenges Community to Ensure Greater Sarasota Maintains a Strong, Steady Economic Future**

SARASOTA, Fla. (October 2, 2008) – Community leaders unveiled the Sarasota Tomorrow initiative and advertising campaign to the Greater Sarasota community asking local residents to help Greater Sarasota reach and maintain a strong and steady economic future.

Top business and community leaders gathered to support Sarasota Tomorrow Thursday, Oct. 2 during a press conference held at Marie Selby Botanical Gardens. The "I'm In" advertising 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 has begun to build powerful, effective partnerships to coordinate initiatives that revitalize the economic and civic health of our community," said Pamela G. Truitt, president of Truitt Consulting, Inc. and immediate past chair of the board of directors at The Greater Sarasota Chamber of Commerce, which organized the initial fundraising campaign and led formation of Sarasota Tomorrow. "Our goal is to create a future that works for everyone who calls Greater Sarasota 'home.'"

The "I'm In" campaign consists of print, television and radio advertisements, which will continue to run through December, and a refurbished, interactive Web site—[www.sarasotatomorrow.org](http://www.sarasotatomorrow.org)—which will allow visitors to sign up for information, take surveys, become a supporter and provide input on what they would like Sarasota Tomorrow to achieve.

"'I'm In' is a call to action to Greater Sarasota's citizens, local businesses and neighborhoods," said Steve Queior, Chamber president. "We have assembled the tools and resources; in the next crucial step everyone must join together to help Greater Sarasota expand in the strengths that are already in place. Together, we'll make this the best possible community for our future."

While Greater Sarasota has traditionally been buffered from the periodic economic downturns that affect thriving industries—including real estate—the current business climate has created vulnerability that has affected regions nationwide, including Greater Sarasota. Sarasota Tomorrow is emerging as a multi-year partnership of local leaders, neighborhood organizations, businesses and environmental groups working together to enhance the quality of life for Greater Sarasota citizens.

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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](http://www.sarasotachamber.com).

Some of the early actions taken by Sarasota Tomorrow include:

- Sarasota Tomorrow, cooperating with other regional economic development and business agencies, helped forge a successful community-wide decision to increase Sarasota County's bond cap to a much-needed \$300 million, allowing an economic stimulus program to be launched.
- Sarasota Tomorrow is working with local governmental leaders to fast-track more than \$250 million in desperately needed infrastructure improvements, which will generate 2,000 jobs.
- Representatives of Sarasota Tomorrow encouraged the School Board to accelerate more than \$250 million in additional renovations to school district properties, which will restore or create hundreds of jobs across our community.
- Applying the Sarasota Tomorrow approach of collaboration and teamwork, stakeholders in downtown Sarasota formed the City Alliance, a group that includes merchants, residents, property owners and civic groups. Through a unified effort, the Alliance will work to ensure an appealing and vibrant city center that sustains an attractive and prosperous city.

"The community can look forward to this type of collaborative leadership from Sarasota Tomorrow over the next five years," said John Cranor, chair of The Chamber and immediate past chair of the Sarasota Tomorrow Action Council. "Residents who want to make a difference should visit the web site at [www.sarasotatomorrow.org](http://www.sarasotatomorrow.org) to learn more and sign up to stay in touch. We are harnessing the volunteer efforts of our diverse and talented Greater Sarasota community."

### **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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