



NEWS RELEASE

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CITY CELEBRATES GOOGLE 2014 eCITY AWARD WITH BUSINESS COMMUNITY

Sarasota, FL: Mayor Willie Shaw and City Manager Tom Barwin will congratulate the Sarasota business community for being recognized by Google as Florida's 2014 eCity "Digital Capital of America" with a brief ceremony **Friday, October 17 at 10 a.m. at The HuB, 1680 Fruitville Road, third floor.** This award acknowledges Sarasota as having the strongest combined e-commerce, social media and web presence within the state of Florida.

"Being recognized by Google as Florida's 2014 eCity means we have the most robust e-business community in the State as determined by Google and research," said City Manager Tom Barwin. "What a great foundation to build upon. With three universities, a vibrant downtown business center and digital business incubators, a San Francisco-like spirit of innovation and creativity is clearly in this community's business, academic and social DNA. Google algorithms have proven what many of us have suspected. Sarasota is open for digital, high tech oriented folks who enjoy cultural amenities and the world's greatest sunsets," said Mr. Barwin.

Sarasota was determined to have the top online business presence in Florida, connecting with customers and stimulating the digital economy, based on several criteria considered by Google:

- Number of businesses advertising online
- Ability for customers to make a purchase from a webpage
- Mobile friendly websites
- Social media presence



“This recognition affirms both the resolve of local businesses to be globally competitive and the strength of our local tech savvy workforce,” said Mark Huey, President and CEO of EDC of Sarasota County.

Through innovation and the internet, small businesses in Sarasota are attracting and growing their customer base. With this designation, Sarasota joins the ranks of America’s leading cities in the digital economy.

Other Digital Capitals of America include: Ann Arbor, MI; Tempe, AR; Ashland, OR and Reno, NV. To see a comprehensive list [click here](#).

Representatives from the Greater Sarasota Chamber of Commerce, The HuB, EDC of Sarasota County, and other business entities will be present to share the recognition.

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