



Visit Sarasota County Diversity and Inclusion Strategy for 2021-2022

Visit Sarasota County believes that diversity and inclusion includes and involves people from a range of social, racial and ethnic backgrounds and of different genders, cultures, abilities, sexual orientation and life experiences

1. Strive for a diverse VSC Board of Directors and staff, freelancers, vendors, work groups, volunteers, and task forces.
2. Account for diversity and inclusion in all business practices such as purchasing policies, etc.
3. Provide diversity, equity and inclusion training opportunities for VSC staff.
4. Look for opportunities to develop collaborations with minority-owned businesses and organizations.
5. VSC marketing will reflect the diversity of its potential customers through its creative, content and audience targeting.
6. VSC sales efforts will seek to attract diverse meetings and sporting events to the destination.
7. Job hiring process will proactively recruit candidates from Black, LGTBQ, Hispanic and other diverse communities. Strive for a gender-balanced workforce.
8. Develop a Diversity and Inclusion Advisory Task Force to provide guidance and consultation to VSC.