

Office of the Mayor
Michael J. Ryan
Mayor September 16, 2010



Phone: (954) 746-3250
Fax: (954) 746-3243

Mr. Eric Schmidt, Chairman & CEO
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Schmidt,

I am the Mayor of the City of Sunrise, Florida. This year, our City is celebrating our 50th Birthday! However, Google doesn't know we exist. In fact, anyone using Google will not be able to find us or our terrific businesses and attractions. Of course, you know this because this is not the first time this episode of "Lost" has played out for the City of Sunrise.

Let me tell you a little about our City in case you think we are not an important City.

- The City of Sunrise is the 24th largest City in the 4th largest state in the United States;
- We have approximately 100,000 residents;
- We are the home of a National Hockey Team called the Florida Panthers. While we have not won a Stanley Cup YET, we are rebuilding and the fans have great hope for the years to come;
- We have over 25 million visitors annually making the City of Sunrise the largest attraction destination in the state setting aside Disney World. However, when Disney World is divided into their individual attractions (for example, Epcot, Disney World, etc) we are the largest visitor destination in the entire State of Florida;
- We have the 4th largest corporate office park in the State of Florida;
- We have the largest corporate office park in Broward County, Florida;
- By square feet of retail space alone, we have the largest mall in the entire United States. The Mall of Americas is the largest when you include their amusement park;
- We are the number one municipality in Broward County for job attraction and corporate relocations;
- We have one of the most attractive and active arena in the Country - attracting top level shows and entertainers;
- We have superior transportation arteries converging at our businesses and entertainment district - I-95, I-595, I-75 and Sawgrass Expressway;
- We are the first city in Florida to have an IKEA - Orlando was second;

Of course, if you use your own company's search engine, you will not find us. Neither will people looking for businesses in our City. As a result, the fact that you have "lost" our City is negatively impacting our businesses. Losing a city such as ours also calls into question the efficacy of your company's search engine.

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You need to fix this problem immediately and permanently. We can not keep going through this episode of "Lost". In an effort to help you find the City of Sunrise, I have attached a copy of a map. Also, attached is a press release we issued trying to help save our businesses and to help you find the City of Sunrise.

Until you fix this problem, feel free to call me directly so I can give you directions to our City. I think you will find we have a great City.

Sincerely,

A handwritten signature in black ink, appearing to be 'MJ Ryan', with a long horizontal line extending to the right.

Mayor Michael J. Ryan
City of Sunrise

Enclosure