



# ECONOMIC DEVELOPMENT



**SisterCities**  
INTERNATIONAL  
Connect globally. Thrive locally.

## Sister Cities International (SCI) Sponsorship Agenda Item #35

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Brenda Hicks-Sorensen, Director, Economic Development Department

City Council A Session – December 15, 2022

# Background

- Sister Cities International was initiated by President Dwight D. Eisenhower in 1956 to encourage greater friendship and understanding between other nations and U.S. cities. The City of San Antonio manages the Sister Cities program with its fourteen sister and friendship cities
- San Antonio has long celebrated its deep and historic ties with Mexico and has codified this connection with two sister and one friendship city:
  - Monterrey, Guadalajara, and Mexico City
- To recognize the importance of these ties, the City sponsored the 3rd US-Mexico Mayors' Community Summit from October 11-14 in San Diego, California and Tijuana, Baja California at the \$50,000 level.

# Sponsorship Benefits

- A plenary speaker opportunity;
- A *Visit San Antonio* promotional video played throughout the conference;
- Councilman Pelaez' moderated panel on digital technologies with the participation of Microsoft and other key organizations;
- The San Antonio Spurs panel on sports diplomacy, and;
- Registration for a diverse cross section of San Antonio attendees and panelists attending to represent the city.
- Full page ad in the Summit Program
- Opportunity to pitch San Antonio for the next U.S.-Mayor's Summit in 2024

## Recommendation

Staff recommends approval of an ordinance ratifying a sponsorship for \$50,000 for the Sister Cities International's 3<sup>rd</sup> U.S.-Mexico Mayor's Community Summit



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