



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 35

**Agenda Date:** December 15, 2022

**In Control:** City Council A Session

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**DEPARTMENT:** Economic Development Department

**DEPARTMENT HEAD:** Brenda Hicks-Sorensen

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

This ordinance authorizes the ratification of a sponsorship for the Sister Cities International's 3rd US-Mexico Mayors' Community Summit in the amount of \$50,000.00.

**SUMMARY:**

This ordinance ratifies the sponsorship of the Sister Cities International's 3rd US-Mexico Mayors' Community Summit in the amount of \$50,000.00. Sister Cities International (SCI) is a 501 (c)(3) nonprofit organization focused on creating global relationships based on cultural, educational, information and trade exchanges. The U.S. - Mexico Mayor's Community Summit showcases innovative projects with concrete outcomes around key areas such as trade and investment, economic development, education, humanitarian services, technology, and arts and culture. Funding in the amount of \$50,000.00 is available from the FY 2023 General Fund Adopted Budget.

**BACKGROUND INFORMATION:**

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 (COSA) manages the highly active local Sister Cities program which cultivates and promotes economic, educational, cultural, and humanitarian cooperation between San Antonio and

its fourteen sister and friendship cities, three of which are found in Mexico.

San Antonio has long celebrated its deep and historic ties with Mexico and has codified this connection with two sister cities and one friendship city. Its relationship with Monterrey dates to 1953 and in 2023 the two cities will commemorate their 70th anniversary. Its relationship with Guadalajara dates to 1974 and the two will commemorate their 50-year anniversary in 2024. More recently, San Antonio signed a Friendship City agreement with Mexico City in 2019.

The Casa San Antonio Office, established in Mexico in 1991, and the San Antonio presence of the National Autonomous University of Mexico (UNAM) and the Mexican Cultural Institute Mexico (the oldest such campuses in the US), as well as that of the Autonomous University of Guadalajara (UAG), indicate the importance and vitality of the business, educational, and cultural relationships between San Antonio and Mexico.

In recognition of such strong ties between US and Mexican cities, Sister Cities International (SCI) began organizing targeted Summits to bring elected officials, business leaders, and those involved in NGOs together. San Antonio has been instrumental in shepherding and creating these Summits, beginning with the first one in Guadalajara in 2018, continuing with the second one in El Paso in 2020, and, recently, with the third one in San Diego & Tijuana in October 2022, with over 300 attendees.

To foster those goals with a special emphasis on our priority relationship with Mexico, the City sponsored the 3rd US-Mexico Mayors' Community Summit from October 11-14 in San Diego, California and Tijuana, Baja California.

## **ISSUE:**

City Council action is required to ratify payment of the \$50,000.00 sponsorship, for which the City received substantial visibility during this recent Summit. Specific benefits included a plenary speaker opportunity provided on October 13 and a Visit San Antonio promotional video which was played multiple times throughout the conference helping to promote San Antonio as a destination. Council Member Manny Peláez moderated a panel on digital technologies with the participation of Microsoft and other key organizations. The San Antonio Spurs were also featured on another panel about sports diplomacy and, as with each Summit, a diverse cross section of San Antonio attendees and panelists attended to represent the city.

Additional benefits included:

- Complimentary registrations to the Summit
- Recognition during opening sessions
- Speaking role in the program
- Brand visibility on the event website and advance digital promotion
- Logo included on onsite signage and attendee list
- Full page ad in program book
- Social media promotion
- Dedicated social media post to thank for support
- Recognition on SCI's Virtual Donor Wall throughout 2022 and 2023

Furthermore, this sponsorship is in alignment with San Antonio's effort to host the 4th US-Mexico Mayors' Summit in 2024 with the final determination expected in early 2023.

**ALTERNATIVES:**

City Council could choose not to approve the payment, but this would reflect poorly and could damage the City's reputation. It could also derail San Antonio's efforts to host the 4th US-Mexico Summit in 2024.

**FISCAL IMPACT:**

This ordinance authorizes the ratification of the sponsorship of the Sister Cities International's 3rd US-Mexico Mayors' Community Summit at in the amount of \$50,000.00. Funding in the amount of \$50,000.00 is available from the FY 2023 General Fund Adopted Budget.

**RECOMMENDATION:**

Staff recommends approval of the Summit sponsorship.