



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** June 10, 2013
From: Amarjeet S. Rattan **File:** 01-0135-04-01/2013-
 Director, Intergovernmental Relations & Protocol Vol 01
 Unit
Re: **Sister City Advisory Committee - Three Year Activity Plan and Budget (2014 - 2016)**

Staff Recommendation

That:

1. The Sister City Advisory Committee Three Year Activity Plan (2014-2016), as outlined in the June 10, 2013 report from the Director of Intergovernmental Relations, be approved.
2. The Sister City Advisory Committee Three Year Activity Budget (2014-2016), as outlined in the June 10, 2013 report from the Director of Intergovernmental Relations, be considered as a one-time additional expenditure request during the City's 2014 budget process.

Amarjeet S. Rattan
 Director, Intergovernmental Relations & Protocol Unit
 (604-247-4686)

Att. 1

| REPORT CONCURRENCE | | | |
|------------------------------|-------------------------------------|---------------------------------------|------------------|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER | |
| Finance | <input checked="" type="checkbox"/> | | |
| REVIEWED BY DIRECTORS | INITIALS: | REVIEWED BY CAO (DEPUTY) | INITIALS: |
| | DW | | DE |

Staff Report

Origin

This report presents the Sister City Advisory Committee (SCAC) Three Year Activity Plan and Budget for 2014 - 2016, which supports the Council Term Goal 6.6 – *Development of protocols, role definitions and communication approaches with our Friendship and Sister Cities.*

Analysis

The City of Richmond has enjoyed a Sister City relationship with Pierrefonds, Quebec since 1967 and Wakayama, Japan since 1973. The City of Richmond formed a Friendship City relationship with Qingdao, China in 2008 and a Sister City relationship with Xiamen, China in 2012.

Sister City Program Objectives

The specific objectives of the Sister City Program (SCP) are:

- a) To establish and maintain relationships with other cities that are meaningful and sustained through on-going activity;
- b) To develop a broad base of activity for Sister/Friendship City relationships in which many people and organizations in the community participate through planned and on-going contact;
- c) To engage the Richmond community and it's Sister/Friendship Cities in projects and exchanges that promote cultural awareness and joint learning opportunities.

Under the previous Three Year Activity Plan (2011 – 2013), the SCAC carried out a number of important activities, including:

- The Friendship City relationship with Xiamen, originally formalized in 2008, was developed into a Sister City relationship
- Celebrated the 40th anniversary of Richmond's Sister City status with Wakayama, Japan
- Various cultural and student exchanges with Wakayama, Xiamen and Qingdao initiated
- A review and updates of the SCP and SCAC mandate and policies were completed

The SCAC 2011- 2013 Activity Budget was \$234,410 and the annual SCP Administration Operating Budget, was \$11,000.

2014-2016 Goals and Focus of the SCAC

In accordance with the SCP Policies and Procedures, staff facilitated a workshop with the SCAC to develop a Three Year Activity Plan and Budget for 2014-2016. (**Attachment 1**)

As per the SCP Objectives, the primary focus of the SCAC will be to foster activities with the Richmond Community and its Sister/Friendship cities abroad in projects and exchanges that promote cultural awareness and joint learning opportunities.

In support of these activities, the SCAC also plans:

- (2014) the development of communications and outreach through social media and internet resources to increase individual, group and local organizations community engagement in SCAC programs
- (2015) to organize a visit to the Wakayama All Sports Event
- (2016) an Official City Delegation visit to Qingdao to commemorate the 8th Anniversary of our Friendship City relationship
- (2016) an official City Delegation visit to Xiamen for the Mayor's Forum at the China International Fair for Investment & Trade (CIFIT)

The proposed SCAC 2014 – 2016 Three Year Activity Budget is \$235,900.

Financial Impact

The Sister City Program (SCP) has had an annual Administration Operating Budget of \$11,000, which is part of the City's annual base budget. The 2014 Administration Operating Budget remains at \$11,000.

The SCAC 2011-2013 Activity Budget of \$234,410 was funded from surplus from the 2010 budget. The proposed 2014-2016 Activity Budget is \$235,900. Staff recommends that this request be considered as a one-time additional expenditure request during the City's 2014 budget process.

Conclusion

The SCP is a valued and long-standing City program. It is supported by the SCAC, a dedicated group of community volunteers who are very committed to achieving the SCP goals. Approval of the SCAC Three Year Plan (2014-2016) will set clear direction for the SCAC to maintain robust and meaningful Sister and Friendship City relationships.



Amarjeet S. Rattan
Director, Intergovernmental Relations & Protocol Unit
(604-247-4686)

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Sister City Advisory Committee Three year (2014 – 2016) Activity Plan and Budget

The Sister City Committee Advisory Committee (SCAC) completed a very active 2011-2013 program which was supported with a budget of \$234,410. Some of the milestone activities included:

- (2012) signing of the Sister City agreement with Xiamen, China
- (2013) the 40th anniversary of Richmond's sister city status with Wakayama, Japan
- (2013) visit of the Wakayama Children's Choir to Richmond
- (2012 – 2013) comprehensive review of the Sister City Program

The next three years (2014 – 2016) offers many opportunities to further develop and strengthen our four Sister/Friendship City relationships through official visits, student, sport and cultural exchanges.

In addition to these activities, the Sister City Advisory Committee (SCAC) also plans:

- (2014) the development of social media and internet resources to increase individual, group and organizations community engagement in SCAC activities and programs
- (2015) to organize a visit to the Wakayama All Sports Event
- (2016) an Official City Delegation visit to Qingdao to commemorate the 8th Anniversary of our Friendship City relationship
- (2016) an official City Delegation visit to Xiamen for the Mayor's Forum at the China International Fair for Investment & Trade (CIFIT)

The following sections provide additional information on proactive engagement activities that the Sister City Advisory Committee (SCAC) will carry out as well as detailed budget information for 2014-2016.

More Community Involvement

The strength and success of any Sister/Friendship City relationship is often determined by the level of community participation. A good example is our relationship with Wakayama which involves many individuals and organizations throughout the Richmond community. The SCAC must explore all avenues, including developing volunteers and using social media, to increase community participation in all four of the current Sister/Friendship City relationships.

The November 2012 Community Tea, demonstrated the value in maintaining active contact with Sister City exchange alumni. Those who have taken part in the school exchanges over the years are often the same people who are willing to become advocates (or even sponsors) of our initiatives in the community.

The SCAC will create and regularly update an email contact list of alumni participants who are interested in staying in touch with SCAC initiatives via E-Newsletters. This invitation should aim to also include current high school students who have participated on such exchanges in recent years.

To build onto the alumni email update list, SCAC can also consider inviting the general public to join the same list and receive regular email updates. Once again, this allows the SCAC to stay in touch with residents who are interested in Sister/Friendship City events, and possibly return again for future initiatives.

The SCAC will distribute the E-Newsletters to this group of “supporters” on a periodic (quarterly, semi-annual, or annual) basis.

Social Media Tools

The SCAC is an extremely dedicated team and has achieved great results through various Sister City events and initiatives over the years. With technology driving rapid changes in communication channels, the SCAC can integrate new elements to build greater exposure for upcoming events, and ultimately generate greater involvement from Richmond residents of all ages who wish to participate in joint-cultural activities.

The SCAC currently has a dedicated page on the City of Richmond’s website, but it lacks information on upcoming events. As more and more residents turn to the internet first, before newspapers and print ad announcements, we may be missing those who are genuinely interested in being a part of our upcoming events.

The SCAC will explore options to expand on our current official webpage to include:

- Upcoming events and how to participate (ex. Tickets for concerts)
- Photos from recent events

By showcasing our events on the web and engaging our “biggest fans”, we will be able to draw the attention of the Richmond community and inspire local residents with meaningful Sister/Friendship City exchanges.

SCAC display in City Hall

On the recent visit to Wakayama, it was noted that the City had developed an interactive visual display in the main lobby of their City Hall. This display, incorporating touch screens, pictures and videos, highlighted various aspects of their Sister City relationships with Bakersfield, USA; Richmond, Canada; Jeju, South Korea and Jinan, China. Funds have been identified in the proposed 2014 – 2016 SCAC budget to develop a similar Sister/Friendship City display in Richmond.

Consular Relations

Most countries maintain diplomatic offices in the Metro Vancouver region and these can often be a useful resource for the SCAC. The SCAC should develop closer working relations with the Consulate General offices of Japan and China with respect to our Sister/Friendship City’s in those countries. Extending invitations to these diplomats to participate in SCAC program activities and scheduling annual dinners with them would assist in developing these relationships.

New Sister City Prospects

Exploring and establishing new Sister City relationships is generally a multiyear process. Should Council decide that the current program be expanded to other countries, such as India, the Philippines or South America, the Committee should be directed accordingly at the earliest opportunity so that planning for the selection process can commence.

2014 – 2016 SCAC ACITIVITIES
PIERREFONDS, QUEBEC

| | <u>2014</u> | <u>2015</u> | <u>2016</u> | |
|---|-------------|-------------|-------------|--------------------|
| School and Sport Exchange Activity | \$7,800.00 | | | |
| School and Sport Exchange Activity | | \$7,800.00 | | |
| School and Sport Exchange Activity | | | \$7,800.00 | |
| TOTAL (Pierrefonds 2014 to 2016) | | | | \$23,400.00 |

2014 – 2016 SCAC ACITIVITIES
WAKAYAMA, JAPAN

| | <u>2014</u> | <u>2015</u> | <u>2016</u> | |
|---------------------------------------|-------------------|--------------------|--------------------|--------------------|
| School Exchange | \$7,000.00 | | | |
| Other activity | \$2,000.00 | | | |
| | | | | |
| School Exchange | | \$7,000.00 | | |
| Visit to All Sports Event in Wakayama | | \$20,000.00 | | |
| Richmond Choir Visit to Wakayama | | \$7,000.00 | | |
| Other Activity | | \$2,000.00 | | |
| | | | | |
| School Exchange | | | \$7,000.00 | |
| Richmond Soccer Visit to Wakayama | | | \$7,000.00 | |
| Other Activity | | | \$2,000.00 | |
| Subtotal | \$9,000.00 | \$36,000.00 | \$16,000.00 | |
| TOTAL (Wakayama 2014 to 2016) | | | | \$61,000.00 |

2014 – 2016 SCAC ACITIVITIES
QINGDAO, CHINA

| | <u>2014</u> | <u>2015</u> | <u>2016</u> | |
|--|--------------------|--------------------|--------------------|--------------------|
| Visit from Qingdao Judo Group | \$6,500.00 | | | |
| Other activity | \$6,500.00 | | | |
| Delegation Visit from Qingdao | | \$6,500.00 | | |
| Other activity | | \$6,500.00 | | |
| Official Delegation Visit to Qingdao for 8 th Anniversary | | | \$50,000.00 | |
| Other activity | | | \$6,500.00 | |
| Subtotal | \$13,000.00 | \$13,000.00 | \$56,500.00 | |
| TOTAL (Qingdao 2014 to 2016) | | | | \$82,500.00 |

2014 – 2016 SCAC ACITIVITIES
XIAMEN, CHINA

| | <u>2014</u> | <u>2015</u> | <u>2016</u> | |
|---|--------------------|--------------------|--------------------|--------------------|
| Visit from Xiamen Badminton Team | \$ 6,500.00 | | | |
| Chinese New Year's Visit from Xiamen | \$ 6,500.00 | | | |
| Delegation visit from Xiamen Secretary General | \$ 6,500.00 | | | |
| Delegation Visit from Xiamen | | \$ 6,500.00 | | |
| Other activity | | \$ 6,500.00 | | |
| Official Delegation visit to Mayor's Forum at CIFIT in Xiamen | | | \$10,000.00 | |
| Other activity | | | \$ 6,500.00 | |
| Subtotal | \$19,500.00 | \$13,000.00 | \$16,500.00 | |
| TOTAL (Xiamen 2014 to 2016) | | | | \$49,000.00 |

SUMMARY OF 2014 – 2016 SCAC ACITIVITIES BUDGET

| | <u>Pierrefonds</u> | <u>Wakayama</u> | <u>Qingdao</u> | <u>Xiamen</u> | |
|---------------------|--------------------|-------------------|----------------|---------------|----------------------------|
| 2014 | \$ 7,800.00 | \$7,000.00 | \$ 6,500.00 | \$ 6,500.00 | |
| | | \$2,000.00 | \$ 6,500.00 | \$6,500.00 | |
| | | | | \$ 6,500.00 | |
| 2015 | \$7,800.00 | \$ 7,000.00 | \$ 6,500.00 | \$6,500.00 | |
| | | \$20,000.00 | | | |
| | | \$ 7,000.00 | \$ 6,500.00 | \$6,500.00 | |
| | | \$ 2,000.00 | | | |
| 2016 | \$ 7,800.00 | \$ 7,000.00 | \$ 50,000.00 | \$ 10,000.00 | |
| | | \$7,000.00 | \$ 6,500.00 | \$ 6,500.00 | |
| | | <u>\$2,000.00</u> | | | |
| Subtotal | \$23,400.00 | \$61,000.00 | \$82,500.00 | \$49,000.00 | |
| <u>TOTAL</u> | | | | | <u>\$215,900.00</u> |

SCAC Special Activity:

SCAC website, social media and
City Hall Interactive Display development \$20,000.00

TOTAL SCAC THREE YEAR ACITIVITY BUDGET (2014 – 2016) : **\$235,900.00**