



Connecting People Past, Present, and Future

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Connect globally. Thrive locally.



Why?

“If we are going to take advantage of the assumption that all people want peace, then the problem is for people to get together and to leap governments – if necessary to evade governments – to work out not one method but thousands of methods by which people can gradually learn a little bit more of each other.”

President Dwight D. Eisenhower,
September 11, 1956



Historical Highlights

- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000s
- 2010s



Current Highlights

- **Los Angeles, California-Auckland, New Zealand-Guangzhou, China**
 - More than 40 Auckland, New Zealand business leaders aimed to secure funding and new export orders after heading to Los Angeles for the Tripartite Economic Alliance Summit with sister cities Guangzhou, China and Los Angeles, California. The group includes business owners from tourism, hospitality, healthcare, and clean technology sectors.
- **Nashville, Tennessee-Tamworth, Australia**
 - In 2014, officials from Tamworth, the country music capital of Australia, came to their sister city of Nashville, Tennessee to learn how to be a year-round “Music City.” From musicians playing in airports, cafes, and public spaces to boxes on street corners radiating music and musically themed art incorporated in the décor of hotels, music is in the fabric of the Nashville community. Tamworth holds an impressive 10-day music festival each year, and through their sister city visit they learned how to better market their own culture of music and model themselves after Nashville’s success.
- **Fort Lauderdale, Florida-Gold Coast, Australia**
 - Honorary Consul General Donald Slesnick welcomed Australian Ambassador, Mauro Kolobaric to Coral Gables, Florida for the Film Presentation of Gallipoli, directed and starring Mel Gibson. In the past Australian, British New Zealand and Turkish Consulates in Miami memorialized Gallipoli at a co-hosted event and were present to greet the Ambassador along with several leaders of the South Florida Community. Honorary Consul Slesnick and Commissioner Jeanette Slesnick are dedicated to their community and support the 36 year sister city relationship between Greater Fort Lauderdale Sister Cities and Gold Coast, Australia.
- **Boston, Massachusetts-Melbourne, Australia**
 - In 2014, Emirates released special airfares to celebrate the launch of its new route between sister cities Boston and Melbourne. As vibrant knowledge cities and with a common passion for the arts and culture, The City of Melbourne joined hands with Boston in 1985 – the same year Emirates launched its first services from its home, Dubai.
- **Seattle, Washington-Christchurch, New Zealand**
 - Seattle created a food forest on city-owned land 3km away from its city center based off of a model set forth by sister city Christchurch. The forest is filled with edible plants and fruit trees and people are allowed to pick the produce free.



Now: The Need for Action

- Our communities need long term, sustainable international economic development opportunities that sister city partnerships can provide.
- Art and cultural exchanges build acceptance and appreciation for different cultures building the basis for mutually beneficial relationships.
- Disasters occur in every country – and sister city partnerships facilitate quick, reliable assistance.



60th Anniversary Celebration

Theme: *Peace through People*

- Campaign for Peace and Prosperity
 - Sister Cities Day
 - Increase public awareness
 - Communications Strategy
 - Toolkits for members
 - Assets
 - Social Media Campaign
 - Tell our stories



Sister Cities International

60th Anniversary Celebration

July 13-16, 2016 | Washington, DC

Activities include:

- Kick-off Reception at the Japanese Ambassador's Residence
- Opening Ceremony and Flag Parade
- City Welcome Reception
- 60th Annual Conference
- Youth Leadership Summit
- Diplomatic Awards Dinner and Ceremony
- Digital events and social media engagement



SisterCities
INTERNATIONAL

Measures that Matter:

The Economic Impact of Your Sister City Relationships

Connect Globally. Thrive Locally.



Measures That MatterSM

Background

- SCI was started 60 years ago by President Eisenhower.
- Membership organization of 545 cities, counties and states with over 2,100 relationships in 145 countries.
- Thousands of volunteers who work tirelessly to promote peace and understanding.
- Funding for local, national and international programs consists for membership dues, government allocations and individual and foundation contributions.



Our Global Presence

Sister cities programs contribute over *\$525 million* to the U.S. economy each year.

- **Most Sister City Partnerships by Region**

- Europe 721
- Asia 674
- Americas 452
- Sub-Saharan Africa 145
- Middle East/North Africa 90
- Oceania 39

- **Most Sister City Partnerships by Country**

- Mexico 202
- Japan 199
- China 164
- Germany 119
- France 102
- Italy 89
- Russia 77
- Taiwan 55
- South Korea 53
- Israel 52



National Presence

Most Sister City Partnerships by U.S. State

- **California 383**
- **Florida 188**
- **Texas 183**
- **Illinois 106**
- **Washington 78**
- **Ohio 76**
- **New York 65**
- **North Carolina 64**
- **Virginia 59**
- **Maryland 58**



Measures That MatterSM

Why?

- Recession of 2008.
- Need clarity on impact for city officials and supporters.
- Need to measure economic performance.



Measures That MatterSM

Methodology

- Conducted Needs Assessment with *valueideas*.
- Developed Strategic Measures.
- Classified Measures.
- Created Data Collection Instrument.
- Customized design of Measures That MatterSM Model.
- Planned and launched data collection.
- Analyzed data.
- Generated Report.
- Presented to SCI Management.
- Updated data, analyses and results.



Economic Impact of SCI Network: US

- Travel related spending by inbound exchanges is \$63.7 million, events hosted by sister cities around the U.S. contributed \$56.5 million, and foreign host students added another \$70.1 million, totaling \$190.4 million in direct contributions to the U.S. economy.
- While applying the multiplier effect of travel related contributions of indirect and induced spending, the economic impact on the U.S. economy is \$430.8 million.



Economic Impact of SCI Network: US

- The cumulative in-kind contribution of SCI network volunteers to their communities is \$94.8 million, making the total economic impact on the U.S. economy \$525.7 million (USD).
- The SCI network supports 1,641 direct jobs and a total of 3,715 jobs when indirect contributions are added.
- The SCI network helps contribute \$45.5 million towards payroll and about \$29 million in federal, state, and local taxes.



Survey Result Highlights

- In 2015, the SCI network consisted of 545 U.S. communities with 2,121 sister cities partnerships in 145 countries.
- Approximately 50% of the cities within the SCI network have populations under 50,000.
- Approximately 42% of sister city programs operate with a budget of less than \$5,000 and 79% have a budget under \$25,000.
- Over 1/3 of the respondents received no financial support from city government outside of membership dues.
- Based on the averages from the survey, over the past year, SCI network activities included:
 - 14,153 visitors from 1,123 inbound exchanges
 - 9,889 U.S. residents participating in 944 outbound exchanges
 - 32,876 volunteers involved throughout the U.S.
 - 15,288 youth involved
 - 2,316 total sister city events in the U.S. with participation from 1.13 million people



Impact of Terrorism

- Loss of lives
- Massive destruction
- Fear and anxiety
- Concern for safety



Contact

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Thank you!
Please join us for our
60th Anniversary Celebration