

DISCUSSION/DIRECTION

POTENTIAL SISTER CITIES PROGRAM PARTICIPATION

TOWN COUNCIL
NOVEMBER 5, 2019



OTHER COMMUNITIES

ARVADA AND COMMERCE CITY

- Arvada stopped working with sister cities three years ago because they did not see value in continuing. Commerce City's program has not been very robust in recent years.

BRIGHTON AND LONGMONT

- Brighton budgeted \$750 this year, plus \$610 in dues. The only staff support is for PR; the program is otherwise managed by residents. Brighton's sister city was selected based upon a local connection there. No broad impacts have been observed.
- Longmont says the greatest benefit is for students. The city budgets \$34,520 annually for its program, which has a staff liaison but is otherwise volunteer run. A local connection helped determine one of their sister communities.

OUR SCHOOLS AND OUTLETS

LOCAL SCHOOLS

- DCHS doesn't support any particular program but encourages students to pursue opportunities. There are seven students from abroad studying at DCHS this year.
- ACC has upcoming short trips to Europe and the Caribbean and welcomes international students. The Sturm campus was modeled off of campuses in Germany and Switzerland.

OUTLETS AT CASTLE ROCK

- The Outlets welcomes international visitors, with the bulk coming from China, Germany, Brazil, Mexico, Canada and the UK. Denmark, Taiwan, Australia and Argentina round out the top 10 visiting countries.

BROAD TAKE-AWAYS

PROGRAM COST/ECONOMIC IMPACT

- Sister Cities International says 42% of programs have a budget of \$5,000 or less, and 79% have a budget of \$25,000 or less.
- The economic impact on an individual community is difficult to measure, per the report.

COMMUNITY SUPPORT

- It's clear that initiating a program would require assistance from a number of interested community members. Without soliciting feedback, we're unsure what level of interest exists.

POSSIBLE MOTIONS

“I move to direct staff to produce a report to pursue a sister city relationship.”

OR

“I move to decline participating in a sister city program at this time.”

Council may also elect to propose a motion other than those listed above.