

Policy Framework for the Inclusion of New City-to-City Alliances and Response to the Request to Twin with Sao Paulo (All Wards)

(City Council on August 1, 2, 3 and 4, 2000, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the report (June 12, 2000) from the Commissioner of Economic Development, Culture and Tourism, subject to the Mayor being requested to establish an International Relationship Task Force with a mandate to deal with international relationships for the next term of Council.

The Economic Development and Parks Committee reports, for the information of Council, having requested the Commissioner of Economic Development, Culture and Tourism to report back to the Economic Development and Parks Committee:

- (a) on a protocol and schedule for notifying cities who have requested a relationship with the City of Toronto; and
- (b) providing a list of outstanding cities that have requested a relationship with the City of Toronto.

The Economic Development and Parks Committee submits the report (June 12, 2000) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

This report presents a policy framework to address the increasing number of requests that Toronto has received for partnership from cities around the world. Adoption of the proposed framework will provide the basis for the specific reply to the request of the Economic Development and Parks Committee, February 14, 2000 about the development of a formal partnership with the City of Sao Paulo, Brazil.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) staff undertake a review of the existing international program and criteria upon which decisions are taken to twin or partner with other cities;
- (2) the request for a partnership with Sao Paulo, Brazil, be deferred pending the review;
- (3) the decisions of Council be communicated to the municipal officials in Sao Paulo;

- (4) until the review is completed and a policy adopted by Council, a maximum of the present number (twenty-six) of twin, friendship and sister city alliances be set; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At the February 14, 2000 meeting of the Economic Development and Parks Committee, Councillor Silva requested the Commissioner of Economic Development, Culture and Tourism to report on the creation of a twinning between the cities of Toronto and Sao Paulo, Brazil. Since 1987 there has been a technical agreement in place negotiated and supported by CIDA and FCM. Staff from various departments of the City have travelled to Sao Paulo to provide assistance and expertise. In addition to this direct connection, there is a natural link between Toronto and Sao Paulo due to the large Portuguese community here in the City. Finally, Sao Paulo is also an important city in South America and the centre of the growing Brazilian economy.

Comments:

City Council has supported the creation and management of a modest international City-to-City program capable of including in small measure all of the existing partnerships over the term of a Council. The report from the Mayor dated June 25, 1999, addressed to the Economic Development and Parks Committee and the Policy and Finance Committee was approved by Council, as amended, at its July 27 to 30, 1999 meeting. The report provided recommendations on a policy and criteria for the support of and participation in inbound and outbound missions to selected world cities for economic development purposes and it outlined the work plan and activities for 1999 and the first quarter of 2000.

The report stated that the purpose of the International City-to-City Program is to:

“... generate potential business investments to Toronto, facilitate joint ventures and partnerships, expand the export market area for local business, and promote community, culture and tourism.”

The Mayor's report allocated \$250,000.00 to be used for inbound (\$50,000.00) and outbound missions (\$200,000.00). The inbound program was to allow each of the 26 partner, sister, twin and friendship cities to visit once within a term of Council. Such a system allowed the City to maintain, while at a very basic level, some connections with cities with which agreements existed. The outbound program was to be refocused to build on the economic development potential of city-to-city relationships. Trips were to be relationship building, lead generating, promotional and sales oriented. Each year there were to be outbound missions based on a business plan with targeted business development objectives.

A reduction of the \$100,000.00 has been built into the Year 2000 Operating Budget. This was seen as a one-time reduction recognizing the budget demands for this year and the fact that this was an election year reducing the ability to mount outbound missions.

Policy Requirement:

Given the limited resources, both human and financial, there is a need to establish criteria for maintaining existing and for establishing future international partnerships. It is not possible for staff to do more without jeopardizing the present relationships.

Council has already adopted the policy that international partnerships must generate potential business investments to Toronto, the expansion of international companies into Toronto, the facilitation of joint ventures and partnerships, the growth of the export market area for local business, and promote tourism. This needs to be confirmed and then communicated when required. Economic Development and other City staff must have a clear focus and direction in order to deliver a successful and cost effective program. In addition, a policy needs to be established to address the requests for the creation of new relationships.

Conclusions:

Present resources do not permit the addition of another city to the already extensive list of partners. Any additions will have implications on the existing partnerships in terms of managing expectations and realizing goals.

A clear policy on the nature of the city-to-city relationships that will receive more attention based on Council's already approved objectives in the next three to five years is required to be able to respond to the increasing number of requests to build new partnerships. With such a policy a review can be carried-out to identify both those cities with which a new linkage should be forged and those which might be realigned for other purposes to make way for the new relationships based on economic development potential.

Sao Paulo may well fit the criteria for a future relationship. It is unclear, however, if there is any interest in the creation of an accord with limited scope. Staff could pursue this question and then following the policy outlined in the report could report back to Council. Nevertheless, the recommendation at this time would be to not proceed with the development of formal relationship with Sao Paulo until a review is completed.

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Attachment No. 1

Overview of the Thirty-Four International Partnerships with Toronto

City/Country	Date Established	Municipality	Type Of Relationship
Skopje, Macedonia	1971	East York	Twinning
Sao Paulo, Brazil	1987	Toronto	Technical Exchange
Chongqing, China	1986	Toronto	Sister City
Terracina, Italy	1989	North York	Friendship
Tianjin, China	1996	Metropolitan Toronto	Economic Co-operation
Nanjing, China	1996	Scarborough	Technical Exchange
Shenyang & Xiamen, China	1996	North York	Friendship Agreement
Wuxi China	1996	Scarborough	Friendship City
Medellin, Columbia	1997	Toronto	Technical Exchange
Soyapango, El Salvador	1996	York	Technical Exchange
Tallinn, Estonia	1997	Toronto	Technical Exchange
Merignac, France	1992	Etobicoke	Economic Co-operation
Frankfurt, Germany	1989	Toronto	Friendship Agreement
Florina, Greece	1983	Scarborough	Fraternisation
Thessaloniki, Greece	1986	Toronto	Friendship Agreement
Tripolis, Greece	1995	East York	Twinning Agreement
Haifa, Israel	1995	North York	Friendship Agreement
Aguila, Italy	1988/89	York	Informal Partnership
Cassino, Italy	1987	North York	Friendship Agreement
Sagamihara, Japan	1991	Scarborough	Friendship City
Tatsunokuchi, Japan	1991	East York	Cultural Exchange
Riga, Latvia	1997	Toronto	Technical Exchange
Vilnius, Lithuania	1997	Toronto	Technical Exchange
Skopje, Macedonia	1971	East York	Twinning Agreement
The State of Mexico, Mexico	1996	Metropolitan Toronto	Technical Exchange
Amsterdam, The Netherlands	1972	Toronto	Twinning Agreement
Lima, Peru	1990	Toronto	Technical Exchange
Warsaw, Poland	1990	Toronto	Friendship Agreement
Lisbon, Portugal	1987	Toronto	Friendship Agreement
Volgograd, Russia	1991	Toronto	Friendship Agreement
Cape Town, South Africa	1995	Toronto	Technical Exchange
Cankaya-Ankara, Turkey	1993	North York	Friendship Agreement
Istanbul, Turkey	1990	Metropolitan Toronto	Technical Exchange
Kiev, Ukraine	1991	Toronto	Friendship Agreement
Chicago, USA	1991	Toronto	Sister City Agreement
Indianapolis, USA	1996	Scarborough	Sister City