



# Cultural and Economic Partnerships Policy

*Vaughan is a major international center  
for businesses and residents*

Economic and Cultural Development  
May 8, 2019

## Why?

- Vaughan is a major international center for businesses and residents.
- Vaughan is promoting its local businesses, and its economic and cultural advantages on the global stage

### Inaugural Policy to Guide City Participation

A Policy is an opportunity to:

- Modernize the nomenclature of existing international partnerships; and
- Update the expectations of current and future partnerships



# Objectives

- Create a formal mechanism to address existing active, ineffective, or dormant relationships
- Provide Mayor and Members of Council and Staff with clear and consistent protocol for handling existing relationships and new enquiries
- Provide community groups, business associations and foreign governments with clear and consistent protocol for requesting partnerships
- Support transparent processes for accepting or rejecting partnerships
- Encourage a results-driven approach to relationship-building

## Background

The City has several existing formal relationships with the international community and we continue to receive solicitations for partnerships.

Year	City	Designation
1992	Sora, Italy	Friendship
1993	Ramla, Israel	Friendship
1993	Sanjo, Japan	Friendship
1995	Yangzhou, China	Friendship
1997	Baguio, Philippines	Twin
1998	Delia, Italy	Friendship
2002	Lanciano, Italy	Friendship

# Background

## Research

Friendship, Twin, and Sister City Agreements are often described as loose affiliations.

Comprehensive research by thinktanks like Brookings Institution suggest that Friendship, Twin, and Sister City Agreements are not as successful as formally structured, “intentional collaborative agreements.”

North American cities now trending towards purpose-driven nomenclature





# Background

## Benchmarking Communities

Neighboring municipalities have either eliminated traditional nomenclature or created additional, more substantive requirements of partnerships to complement existing agreements.

Examples include:

- Partner City
- Global Cities Partnership
- Economic Alliance City

# Structure

- Includes overriding principles for all Partnerships
- Introduces updated categories of Partnerships to include:
  - Cultural Partnerships
  - Economic Partnerships
  - Letters of Agreement/ MOU
- Outlines requirements, accountability, and approval authorities for each category of Partnership

# Highlights

- Demonstrates municipal leadership through new naming categories, which foreground intentions of partnerships
- Introduces workplans as foundational to establishing partnerships and built-in mechanisms for ongoing evaluation of partnerships
- Clear definitions of Cultural Partnerships and Economic Partnerships, and introduces Letters of Agreement to allow for a more expansive but results-driven approach to relationship-building
  - Letters of Agreement can be executed by Staff



## Next Steps

Staff recommend approval of the Cultural and Economic Partnerships Policy

Once approved, Staff will:

- Verify and validate past relationships:
  - If community is not interested, the relationship will be terminated by Council Resolution, and archived
  - If community is interested, work collaboratively on a new four-year action plan within scope and guidelines of new Policy
- Communicate the Policy with existing community groups and business associations, and municipal colleagues
- Forge new relationships in alignment with the department's International Business Development strategy