

RE: Proposal to enhance structure of Twin City relationships

Objective:

Enhance our twin city program to a structure which contains multiple tiers of alliances with other cities around the world.

The Opportunity:

Our current partnerships have worked extraordinarily well in enhancing our cultural ties to our allies. We can elevate this partnership by including a focus on priorities which are part of Burlington's Strategic Plan. Additionally, it enables Burlington to create new alliances with cities around the world based on shared interests and goals.

Proposal:

Establish the following structure for city alliances:

- Partnership City: further the common interests of Burlington and its allies in the pursuit of increasing economic development and increasing cultural exchanges.
 - o The BMC would continue to drive these partnerships and will continue to be supported by City staff.
 - o Increased engagement between BMC and other Burlington development organizations (BEDC, Tourism etc)
- Friendship City: is a formalized relationship which is arranged by approval of BMC and proclaimed by City Council. It would be supported by city staff.
 - o Common activities include official letter exchanges and flag raising ceremonies on significant dates.