



April 25, 2023

CC 7 - Sister City Agreement - Torreon

Sister Cities Agreement

The City of Torreon, Coahuila Mexico & the City of El Paso, Texas

Goal 1. Cultivate an environment conducive to strong, economic development



Requested Council Action

A resolution authorizing the Mayor to sign a Sister Cities Agreement with the **City of Torreon, Coahuila Mexico** and the City of El Paso, Texas.



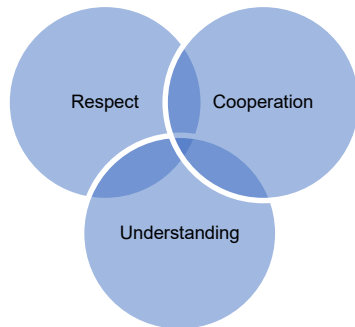


What is Sister Cities International

- Founded in 1956 by Dwight Eisenhower, Sister Cities International is the national association representing a network of citizen diplomacy organizations that creates and strengthens partnerships between U.S. and international communities.
- Formed by a volunteer group of citizens with the support of local elected officials, non profits, private businesses and other organizations for long term relationships with people and organizations in a community abroad

Mission:

“ To promote peace through mutual respect, understanding, and cooperation-one individual, one community at a time.”



How do partnerships begin?

They begin with personal connections:

- Mayoral relationships
- Diaspora communities
- Organizational partners
- Historical connections
- Shared industries
- Similar Geography

Who can be a part of a sister city program?

Anyone!

- City officials
- Students & Professors
- Local businesses
- Religious groups
- Artists
- Local institutions
- Citizens



Global Membership at a Glance

- 550 U.S. cities, countries, and states represented
- Over 2,100 partnerships with communities abroad
- Partnerships in 145 countries on six continents
- Sister Cities international chairman from El Paso

El Paso Sister Cities:

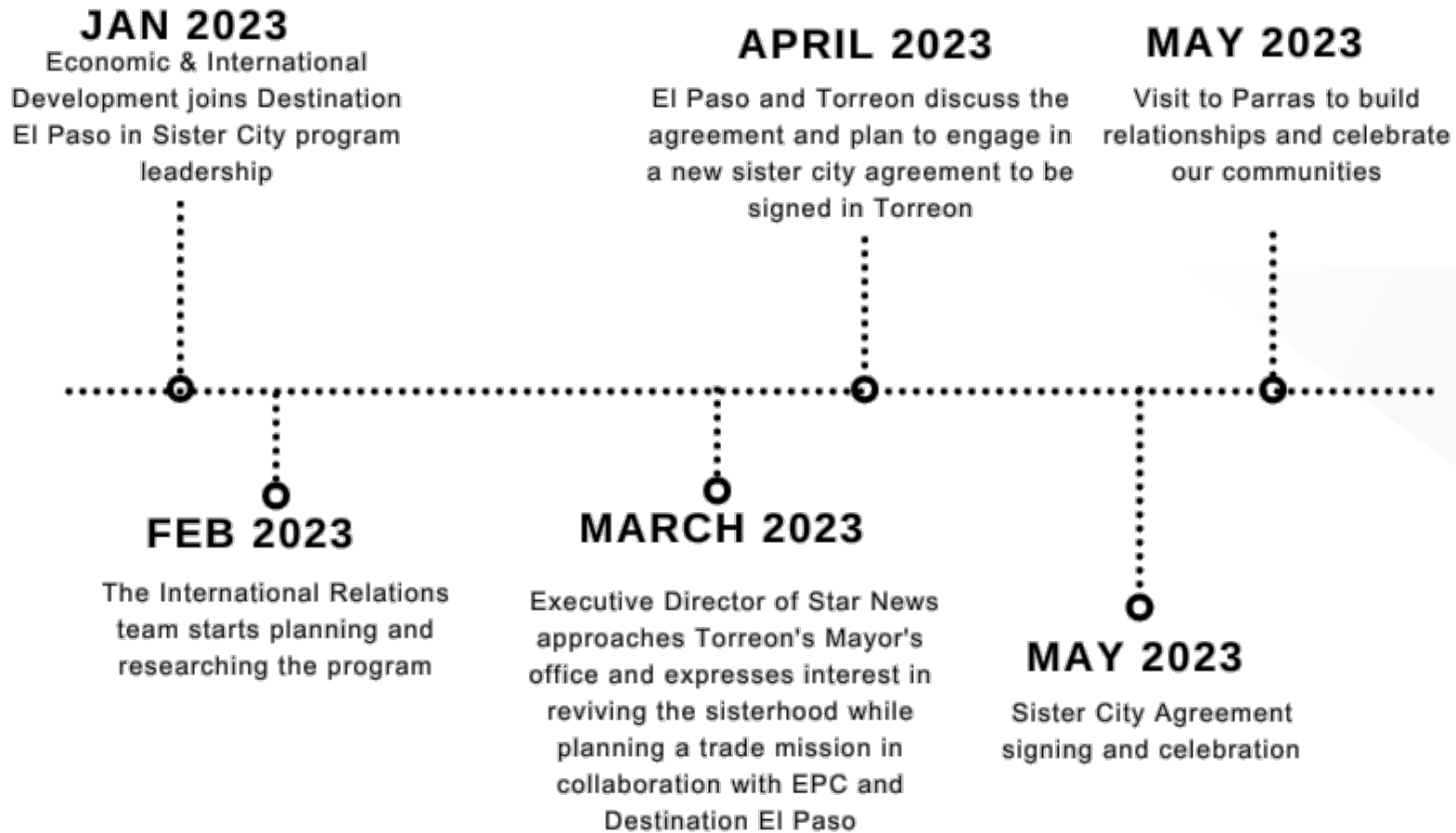
- Hadera, Israel (5.19.15)
- Jerez de la Frontera, Spain (04.21.98)
- Ciudad Juarez, Mexico (03.27.18)
- Parras, Mexico (10.19.22)
- Chihuahua, Mexico (5.24.01)

Demonstrating Interest:

- **Torreon, Coahuila, Mexico**
- Zakho, Iraq
- San Andres Cholula, Puebla, Mexico



Timeline: Torreon, Coahuila



Torreon, Coahuila

- Torreon has expressed an enthusiastic desire to expand toward El Paso to grow its businesses and engage in a global market.
- 2021: Coahuila became the second-largest exporting state in Mexico after Chihuahua. Secondary economic activities, including manufacturing and industrial development, have had an increase of 8.8%, outgrowing primary activities dealing with raw material



Tourism

- Cultural
- Ecotourism
- Shopping
- Culinary

Education

- Academic Common Market
- High interest in academic exchanges that promote idea sharing
- Experience in El Paso will create familiarity and opportunities for commercial development, partnerships, and research

Trade

- High interest from local businesses
- Manufacturing
- Cross-border logistics
- Laguna Aerospace Park

Proposed Agreement

Objective: Cooperate with one another in areas of common interest, including:

- Promotion of business through an exchange of business missions, design of strategy to stimulate exports, and participation in events like forums, trade fairs and seminars
- Promote and implement projects with the objective of exchanging technology, knowledge and professional education to promote economic activity
- Promotion of tourism, art, trade shows and destinations

The Parties will jointly Annual Operation Programs outlining specific projects, collaboration proposals and activities to fulfill the agreement objectives

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MISSION



Deliver exceptional services to support a high quality of life and place for our community

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople