

Examples of Increased Levels of Engagement

Below is a list of various examples that the City could engage in, depending on the resources and direction provided by Council.

1. Authorize the City Manager to Dedicate Additional Staff Hours in Support of International Relationship Activities

By simply providing direction to edit the current policy and authorize the City Manager to dedicate additional staff resources in support of international relationship activities, the City could engage in a low-cost and easy approach to support of the City's relationship with Iizuka. Management of the program would continue to be supervised by City staff.

Examples:

- **Invitation to Participate in City Events** – City staff has invited the Sunnyvale Sister City Association (SSCA) to host a Japanese-themed booth as one of the exhibits of the upcoming State of the City event on July 9, 2016. This will be a highly-visible, yet economical, opportunity for the City to promote its relationship with Iizuka, Japan. Currently, the booth will be staffed by Sunnyvale Sister City Association (SSCA) members and former exchange students. Participation by the SSCA will provide increased community awareness and appreciation of Sunnyvale's international connection while requiring no external funding. It will also be an excellent venue for SSCA to promote its exchange program.
- **Networking Teleconferences** – As recommended by the SSCA, the City could implement periodic teleconferences between City officials. This option would use minimal staff time to coordinate logistics. This option would provide an opportunity for both cities to share experiences through an exchange of ideas and information. Participants would include, depending on the topic to be discussed, elected officials, government employees, and/or community members. Additional staff time would be involved depending on the topic of discussion and the frequency of the teleconferences.

Cost:

This option would increase the amount of staff time utilized in support of the City's international relationships; however, the increase could be managed to stay within the City's annual adopted budget.

2. City Delegation Visits to Iizuka and Additional Visits from Iizuka Representatives

Since the inception of the existing relationship with Iizuka, Sunnyvale has received requests and invitations for a Sunnyvale delegation to visit Iizuka. Specifically, the Mayor of Iizuka has extended an open invitation to the Mayor, Councilmembers, or City Administrators wanting to visit. The mission of a delegation could range in topics from cultural, educational, municipal/technical, business, to humanitarian issues.

Examples:

- **Mayor or Council Only Delegation** – The Council could initiate a delegation to visit Iizuka consisting of elected officials only. The mission of this inaugural delegation would serve to establish new and further build upon existing relationships with the City of Iizuka. Typically, a trip of this type would include flight costs of approximately \$1500 per person, plus accommodations.
 - **Administrator Delegation** – The Council could express its interest in having the City Manager, or delegate, participate in the delegation. The mission for staff would include scoping potential topics/issues for future delegations. Typically, a trip of this type would include flight costs of approximately \$1500 per person, plus accommodations.
- **Business and Trade Delegation** – The Council could initiate a trip to Iizuka with a broader mission. In addition to trade delegations and tourism dollars, this type of trip could help create connections with international municipal officials, institutions, and businesses. These connections build trust, access, and expertise that could help local businesses find new opportunities. Whether it is access to new markets, assistance navigating import and export regulations, or introductions to new partners, this type of trip could expand the resources available to local businesses.

Cost:

Based on the approaches listed above, the fiscal impact of this option could be minimal. The annual budget includes travel funds for Councilmembers and an additional fund for the Mayor. There would be no fiscal impact if the Council opts to cover the cost of Mayor, Council, or Administrator delegations out of the Council travel fund. Some staff time would be involved in the coordination and planning of the trip; however, that would be absorbed into the operating budget.

The SSCA reports that airfare has varied between \$1100 and \$1800 per person in the past three years. The SSCA has coordinated complimentary accommodations for its student exchange program; something similar could be sought out for Council or staff travel.

Also, should the Council want to extend the travel delegation opportunity to local businesses, the City would work with the Chamber of Commerce to coordinate; costs would be covered by the individual participants.

3. Increase Gifts to Visiting Iizuka Representatives

Current practice is to be very conservative in regards to gift giving. In the past, however, City funds were used to purchase a number of City logo items, varying in cost. The least expensive item in inventory is a logo pencil (22 cents each); the most expensive item is a Rosewood mounted key to the City (\$300 each). These and other gifts as discussed below have been purchased by the City and are available for visits of dignitaries and other occasions. The Council may consider directing staff to acquire other gifts for dignitaries during their visits as a reciprocal gesture of friendship.

Examples:

- **City logo lapel pins** that can be boxed and wrapped with ribbon at approximately \$3 each.
- **Various City logo recognition inventory items** – in stock items include glass vases and crystal candy dishes, glass decanters, marble paperweight clocks, small metal keys to the City, and large keys to the City mounted on rosewood plaques that can be ordered from current City-approved vendor.
- **Sunnyvale flags** with gold, ceremonial fringe, \$87 each.
- **Various crystal or marble obelisks (not currently in stock)** – items available from a current City-approved vendor of this type range in price from \$45 to \$360.

Cost:

Most of the items listed above are in-stock and have a cost as noted. The Council could determine that only those gifts currently in-stock would be considered which would not require additional expenditures at this time.

4. City-Hosted Events

The City could celebrate its relationship with the City of Iizuka by co-hosting events currently held by the SSCA or provide direction to City staff to coordinate a new event or events.

Examples:

- **City Co-Hosting Existing Events** – currently, the SSCA coordinates an annual student exchange program – one to Sunnyvale and one to Iizuka. As part of the exchange to Sunnyvale, the SSCA holds welcome and farewell parties; typically these are held at a City venue, such as the Braly Park building. A benefit to the SSCA, should these become City co-hosted events, is that SSCA doesn't incur a rental fee when using City facilities. Additionally, the SSCA hosted its first Cherry Blossom party at Braly Park in early spring 2016. The City could co-host this event, providing assistance with logistics, advertising, etc.
- **New Events** – the City could celebrate its relationship with Iizuka and increase awareness of the Japanese culture by coordinating a new event – such as one centered on the January 20th founding day of the City of Iizuka or one themed around the City of Iizuka's name (*rice mound*).
- **Celebrating Existing Iizuka Events** – additional annual festivals regularly celebrated in Iizuka that may be appropriate for celebration in Sunnyvale include:
 - **Taishojin Sakura Festival** on the first Sunday in April. This is a character show popular with children and includes street performances, a bazar, mochi tossing, and the sale of bananas.
 - **Daibu No Shishimai** on the last Saturday and Sunday in September. This

festival means “lion dances in Daibu” and was first dedicated in Daibu Hachimangu Hojoya in 1724.

- **Chikuzen No Kuni Iizuka Kaido Festival** in late October. This festival includes a dance competition and fancy dress parade.

Cost:

Based on the examples as identified above, the cost of events could vary dramatically. Co-hosting existing events, would likely involve minimal staff time and the waived cost of the facility rental fee. Celebrating new events or existing Iizuka events would involve staff time to plan the event; the scope of the event would be determined, in part, on the level of funding the Council may want to dedicate. Existing Iizuka events could also be recognized via Council proclamation at minimal cost.

5. Provide Additional Funding to the Sunnyvale Sister City Association (SSCA)

Existing City Council policy establishes a process by which outside groups and/or independent organizations are provided City support. These groups must provide a community service, or promote an informed interest in the City’s objectives, services, facilities and programs for the benefit of its residents and businesses, and/or have its purpose the raising of funds and provision of financial support for the City’s programs. The Council could provide financial support and/or in-kind services via this City process, similar to the funding provided to the Leadership Sunnyvale program (See Council Policy 7.2.4: *Relationships with Outside Groups*.).

Examples:

- **Outside Group Funding** - The SSCA annual budget is approximately \$15,000. The Council could provide funding to assist in their efforts to support the City’s relationship with Iizuka. The City’s process does require the establishment of target goals – such as dollars raised by the group or number of enrolled participants; funding can also be tied to and prorated upon the actual performance in meeting those target goals.
- **In-Kind Services** – Similar to the support provided to the Leadership Sunnyvale program, the Council could supplement the Outside Group Funding with staff hours and City facilities at no cost.

Cost:

The Cost of this option would depend on the level of subsidy the Council would want to provide.

6. Participation in Sister Cities International (SCI) Conferences and Events

Membership in SCI has become standard practice for a majority of cities entering into sister city relationships and commitments, due to the services SCI provides its member cities. Membership requires annual dues which are determined by population. As part of the benefit of membership, SCI offers many opportunities for involvement in their international programs, which includes an annual conference. More details are listed in Attachment 9, SCI Conferences and Events.

Examples:

- **Scholarships for Former Exchange Students** – the Council could offer to sponsor an attendee to one of the SCI events/conferences. For this option, staff recommends that the scholarship, including the administration of the application process be managed by the Office of the City Manager in cooperation with the SSCA.

Cost:

In addition to the cost of membership (Option C), this option could vary in cost depending on how many scholarships the Council would want to provide. Member registration rates (not including housing) for the April 2016 60th Annual Conference was \$450 for early registration and \$550 for regular registration, with additional pricing for special events during the conference of between \$50 to \$250 per event. Each scholarship would require at least \$2,000.

Possible grant funding may be available from Sister Cities International (SCI).

7. Enhancement of Japanese Theme at Braly Park

Given the Japanese theme of Braly Park, the Council could focus its engagement efforts on the park, as outlined below.

Examples & Cost:

- **Cherry Trees** – Cherry trees have been planted the last few years to commemorate the relationship with Iizuka; those trees, planted at City Hall and Braly Park, were donated by Iizuka. The Council could plant additional cherry trees. The current cost per tree, including labor, is \$45; there is an estimated capacity at Braly Park for 20 additional trees.
- **Rename a Park Section*** – Rename the Braly parking lot, or other park section, similar to the street sign request above, for approximately \$500.
- **Dedication Bench** – Add a standard park bench for approximately \$1,500.
- **Torri Gate Dedicatory Phrase*** – Add a dedicatory phrase or plaque acknowledging the relationship between Sunnyvale and Iizuka to the Torri gate entrance/archway currently being designed for Braly Park. Cost to add a decorative phrase would be estimated at \$2,000.
- **Decorative Boulder** – Erect a decorative boulder with a bronze plaque commemorating the relationship between Sunnyvale and Iizuka for approximately \$1,000 to \$5,000.
- **Mural*** – Add a mural to a park facility building or wall. A 6' x 10' painted mural is estimated from \$10,000 to \$12,000; a ceramic or tile mural of the same size is estimated from \$13,000 to \$20,000.

*As established by Council Policy 7.3.23: *Naming/Renaming Parks & Recreation Facilities* (Attachment 11) this example would require additional review by the Parks and Recreation Commission prior to implementation. The mural example would also require additional review by the Arts Commission and a specific process as outlined

in Council Policy 6.4.4 *Art in Public Places*.