

City of Charlottesville

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605 E. Main St.,  
Charlottesville, VA 22902

# **Sister Cities Commission Strategic Plan**

*Peace through People*

# Sister Cities Commission Strategic Plan

*Peace Through People*

## **Purpose (Mission) – By Laws**

To promote understanding and fosters relationships among individuals, communities, and cities of the world through cultural, economic, educational and humanitarian activities.

## **Vision**

The Vision for Charlottesville's Sister Cities Commission for the next three years include:

- Develop strong, energetic, and comprehensive Sister City committees that focus on expanding relationships and exchanges with existing Sister Cities.
- Develop and achieve annual fundraising goals that enable the accumulation of funds to foster regular exchanges and programs with our Sister Cities without reliance on funding from City Government.
- Formalize at least one additional Sister City relationship
- Obtain and retain permanent dedicated staff
- Establish scholarship fund dedicated to language instruction fluency in city schools.
- Promote the thirty-five anniversary of Charlottesville's first Sister City relationship with Poggio a Caiano, Italy - 2012
- Promote the Two Hundred and Fiftieth anniversary of the founding of Charlottesville - 2012

## **Values and Beliefs**

In accomplishing this vision, the Sister Cities Commission wants to instill the following values in the relationships and activities it provides:

- Diversity in all of our activities and exchanges
- Respect and knowledge of the cultural beliefs and history of our Sister's Cities
- Relevance to establish true linkages in the International community in order prosper in the modern world
- Understanding that people-to-people contact is an important resource to understanding our community and the world that we live in

## Goals & Strategies

The goals and strategies to obtain the vision, include:

**City Activities** – Each city committee will establish activities that best fit the nature of the individual city (Besancon, France; Pleven, Bulgaria; Poggio a Caiano, Italy). These activities can include exchanges and other activities that encourage cultural understanding and relationship in the arts, economic, education, environment, humanitarian and government.

**Exchange** – The Sister Cities Commission must increase the exchanges between Charlottesville and her Sister Cities. These exchanges include, but are not limited to:

- Educational Exchanges (Middle-School, High-School, Teachers, Groups, and Individuals)
- Business Exchanges (Chamber, Industries, Small-Business)
- Art Exchanges (Drama, Music, Visual, Photographs)
- Environmental Exchanges (Water, Air, Recycling)
- Various Methods (Face-to-Face, web-conference, pen-pals)
- Humanitarian (Habitat for Humanity, Religious, Medical, Educational)

**Partnership** – The Sister Cities Commission must increase the partnerships with other organizations in the community. The key organizations for increased partnership include, but not limited to:

- University of Virginia (French, Italian, Architecture, Art, Bailey )
- Charlottesville City Schools
- Piedmont Virginia Community College (French, Spanish)
- Chamber of Commerce
- Rotary Club
- Festival of the Book
- Alliance Francaise
- Friendship Force
- Art organizations (McGuffey, PCA, Oratorio, etc.)
- Media outlets ( paper, TV, radio, etc. exchanges)
- Travel businesses - Local

**Awareness** – Awareness of the program is one of the key weaknesses that is of need repair. In addition to increasing the programs and activities from the Sister Cities, the Commission must improve the general community's awareness of Charlottesville's Sister Cities. With the creation of a communications plan, activities to increase the awareness and excitement in the Sister Cities shall include:

- Sister Cities Web Page that will include . . . calendar, mailing list, donation page, other organizations events, current activities
- Marketing Efforts by web, the press, and mailings
- Promote other international activities and organizations
- Promote a city or program a month
- Target new participants
- Provide information on how citizens can be involved.
- Resources include information on language services, tutors
- Highlight success stories
- Provide literature references on each Sister City and access to magazines on the cities
- Promote information on each Sister City including history, tourism, economics, cultural, events
- Provide for students and the community information on the Sister Cities flags, seals, and current photographs

**Funding** – Starting with the seed money from the City, the Sister Cities Commission will increase non-governmental funding for the Sister Cities Programs. While funding and donations are linked to various Sister Cities Activities, the simple goal is to increase funding by \$15,000 each year. So the goal would be for \$15,000 in 2010, \$30,000 in 2011; and \$45,000 in 2012. Additional funding will be obtained through gifts and donations for the Sister Cities Commission in general and for specific activities.

## **Stakeholder**

The stakeholders for the Sister Cities Commission are the citizens of the City of Charlottesville. Knowing this there are also some key stakeholders (audiences), the Sister Cities Commission needs to communicate to and provide program for, these include:

- City Council
- Business (Chamber of Commerce, Tourism, Language, Import/Export)
- Education (Charlottesville City Schools)
- Higher Education (University of Virginia & Piedmont VA Community College)
- Cultural Organizations (Arts, Religious, Humanitarian)
- Environmental Action Organizations
- Government (City, State, Federal)

While the 41,000 citizens of the City of Charlottesville are the primary stakeholder of the Sister Cities Commission, the commission should also look beyond this population to include the other stakeholders of the greater Charlottesville community, these include:

- Citizens of Albemarle (94,000)
- Students of the University of Virginia (20,000)
- Citizens of Charlottesville Metropolitan Area – Fluvanna (20,000), Greene (15,000), Louisa (26,000), and Nelson (14,000)
- Public Schools of Albemarle County
- Private Schools of Charlottesville and Albemarle

## **Monitoring**

The Sister Cities Commission shall monitor and report of the strategic plan by conducting reviews as required and by providing an annual update report to council.