

Staff Report 2023-0224

Meeting Date: May 9, 2023

Subject: Sister City Agreement Update

Submitted By: Jason Schildroth, Manager, Community & Cultural Development, Community Services
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RECOMMENDATION

That the Mayor and Clerk be authorized to execute the Sister City Agreement with Isola del Liri, attached as Schedule A to Staff Report 2023-0224.

REPORT HIGHLIGHTS

- Following a delegation in Summer 2022, Town Staff have developed a Sister City Agreement with Isola del Liri focusing on Tourism, Culture, and mutual opportunities for partnership
- Town Staff have prepared a relationship agreement for execution that outlines the shared objectives between each municipality
- A signing ceremony and associated workplan are being developed

DISCUSSION

The purpose of this report is to provide an update on the Sister City Agreement between the Town of Caledon and Isola del Liri, Italy.

Sister City Agreements are mechanisms for two communities to collaborate, discuss economic benefits of partnership, and showcase their communities on an international level. Sister Cities International provides a guide for Mayors, staff, and elected officials in establishing agreements.

In April 2022, Council supported the Bolton Italian Cultural Centre in hosting a delegation from the community of Isola del Liri, Italy, to begin conversations about a possible partnership with the Town of Caledon.

In August 2022, Council supported a delegation from the Town of Caledon, including the Mayor, one Councillor and the CAO, to visit Isola del Liri to explore the development of a Sister City Agreement between the two communities. Delegates agreed that there are areas of alignment between Caledon and Isola del Liri around tourism, agriculture, and community culture.

Following the delegation to Isola del Liri, staff met with the representatives who attended on behalf of the Town to discuss opportunities for partnership. At this meeting, staff and delegates

prioritized three initiatives for partnership that align with existing projects, work plans and priorities, and will allow the Town to pursue this partnership without budgetary impact in 2023.

The projects and initiatives that staff are working towards as we formalize this partnership are:

- Public Art
- Celebration of Italian Heritage
- Tourism Marketing Campaign

Public Art

Staff are exploring the development of an exchange program for public art based on the digitization of local artist's work. For example, the Town of Orangeville has wrapped utility boxes in art produced by local artists. Staff would explore showcasing art from Isola del Liri in select locations in Caledon, subject to alignment with existing projects.

Italian Heritage Month

Staff are exploring the celebration of Italian Heritage Month in June, through education and engagement efforts that align with corporate initiatives. For example, staff will explore the use of the performing arts, food, and music to celebrate Caledon's Italian population at Caledon Day (June 17, 2023).

Tourism Marketing Campaign

Staff will explore opportunities to showcase Isola del Liri's tourism marketing efforts within our own seasonal campaigns. For example, the Visit Caledon team has identified engagement and exhibitor opportunities throughout 2023 and will include select material from Isola del Liri to celebrate our partnership. Additionally, through the Fall for Caledon campaign, which heavily features Caledon's rural and agri-tourism identity, staff will be working in partnership to provide Isola del Liri with tourism assets to draw attention to Caledon's scenic areas as an international tourism destination.

Next Steps

In addition to the initiatives outlined in this report, staff will work with the elected officials in both communities, and local partners, to host a signing ceremony that will acknowledge and formalize our Sister City relationship. Further progress in the Sister City Agreement will be brought back to Council following the completion of these projects.

FINANCIAL IMPLICATIONS

Not Applicable.

ATTACHMENTS

Schedule A: Proposed Sister City Agreement Italian
Schedule B: Proposed Sister City Agreement English

