

# Elevating Seattle's International Profile



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# Strategic Overview

**In an effort to strengthen the economy and demonstrate global leadership, the City of Seattle has an ambitious mission to raise Seattle's international profile.**

- Much of what the City of Seattle does has an increasingly international dimension.
- Through trade, cultural exchange, humanitarian efforts, and a diverse immigrant community, Seattle's international engagement positively impacts education, jobs, the environment, tourism, and healthcare.
- Seattle has influence far beyond its borders, with potential to affect the lives of thousands of people around the world.
- The City of Seattle will improve coordination of its intra-governmental international activities, through quarterly meetings with City Council, MO, OIR, OED, OSE, OIRA, DEEL, and others.

# Advance International Trade and Investment

**As one of the most innovative and fastest growing cities in the world, increased trade and investment generates revenue to improve the lives of Seattleites.**

- Seattle has ten Fortune 500 companies with revenues over \$5 billion.
- In 2015, Seattle was rated #1 best city for jobs and fastest growing big city in the United States.
- Washington is the most trade-dependent state in the United States.
- The City of Seattle hired an International Business Development Director in 2015 to attract new foreign direct investment (position is located in OED).
- The City of Seattle is focusing on new business linkages from Asia in key innovative industries.
- The Mayor visited China and Japan in May 2016 to promote trade and investment in Seattle.



# Launch Partner Cities Initiative

**Seattle's Partner Cities initiative will demonstrate global leadership through a 21<sup>st</sup> Century model of municipal diplomacy.**

- Seattle is developing new agreements with cities with common economic and cultural interests.
- Seattle's Partner Cities have similar socioeconomic backgrounds, offer strategic opportunities, and represent geographic diversity.
- Examples of cooperation include: information sharing; trade delegations; and academic, cultural, or professional exchanges.
- Partner City relationships begin with a municipal-level exchange of a non-binding memorandum of understanding.
- OIR will work with the Executive, City Council, and the Seattle International Affairs Advisory Board to develop a strategy and framework for Partner Cities.

# Enhance National and Global Partnerships & Serve as a Leader on the Environment and Civil Rights

**The City of Seattle will establish a working group with municipal and state counterparts to share ideas and best practices.**

Seattle will increase partnerships with:

- U.S. Department of State
- United Nations
- C40 Cities Climate Leadership Group
- Rockefeller Foundation
- Bloomberg Philanthropies
- Strong Cities Network
- Global Parliament of Mayors
- LGBT groups



# **Bolster Global Engagement Messaging, Outreach, and Education**

**The City will increase engagement with city residents through in-person outreach and through traditional and social media to:**

- Showcase Seattle's increased global impact;
- Communicate to constituents and students the importance of international affairs; and
- Explain how a more globally-recognized city will boost the local economy, increase jobs, and attract investment and tourism.

**Seattle will promote international engagement in schools by:**

- Highlighting international affairs in academic curriculum;
- Promoting foreign language education and international exchanges; and
- Supporting the World Affairs Council's International Competency Certificate.

# Strengthen Sister Cities Program

**As a globally-recognized brand, Seattle's Sister Cities highlight cultural, educational, and economic ties with 21 cities.**

To boost its Sister City relationships, Seattle will:

- Host a reception to showcase a reinvigorated program (Oct 2016);
- Consolidate Sister City programs to ensure active contributions;
- Ensure that Sister Cities are aligned with Seattle's strategic goals;
- Restore Sister Cities' prestige through increased publicity and visibility;
- Enhance partnership with Sister Cities International; and
- Improve local constituency relationships through Sister Cities.



**SisterCities**  
INTERNATIONAL  
Connect globally. Thrive locally.



# Establish an International Affairs Advisory Board

The new Seattle International Affairs Advisory Board will:

- Raise the prominence of Seattle's international programs (including the Sister Cities Program);
- Ensure alignment with Seattle's development goals;
- Increase visibility of international activities; and
- Improve access to fundraising.





# Next Steps for Sister Cities and International Programming

**As part of the City Council and Executive's interest in strengthening the Sister Cities Program, Seattle will:**

- Engage the Seattle International Affairs Advisory Board, City Council, and the Executive to review each sister city affiliation and recommend a designation for each affiliation (pursuant to SMC 3.14.450); and
- Work with the Seattle International Affairs Advisory Board, City Council, and the Executive to explore new ways to recognize ongoing and new ties to international cities.

# Questions?

