



TOWN OF WICKENBURG

Partner City Workshop

June 16, 2025



What is a Partner City



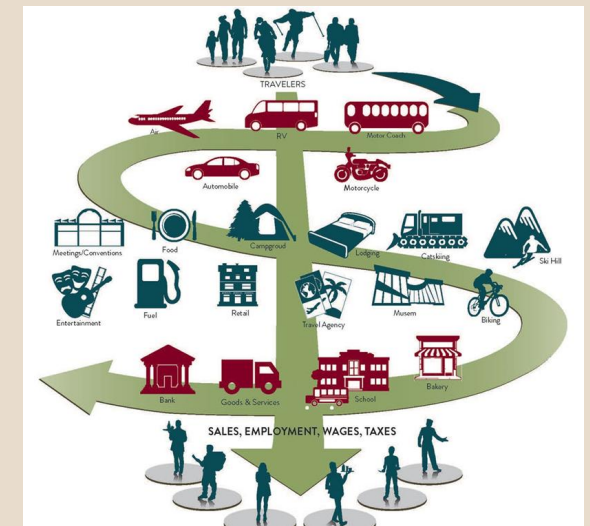
Broad-based, long-term partnership between two communities.

A relationship is officially recognized after the highest elected or appointed officials from both communities sign off on an agreement.

Most often thought of as a "Sister City"

Common Reasons for Establishing a Partner City

- **Cultural & Heritage Exchange** – Share traditions, arts, and ancestral connections
- **Economic & Tourism Growth** – Promote trade, business, and travel
- **Education & Youth Engagement** – Enable school, student, and teacher exchanges
- **Shared Learning & Collaboration** – Address civic challenges and share best practices
- **Global Relationships** – Foster diplomacy, mutual support, and humanitarian ties



Examples of AZ International Sister Cities

Prescott (3)

Suchitoto, El Salvador; Zeitz, Germany; Caborca, Mexico

Sierra Vista (2)

Radebeul, Germany; Cananea, Mexico

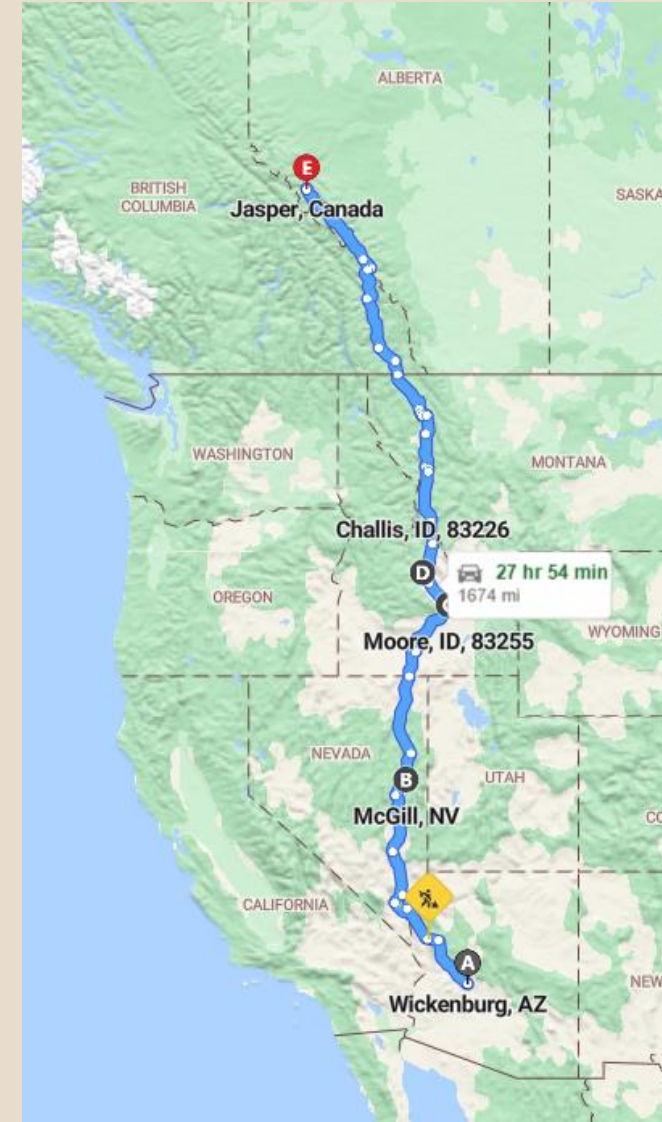
Scottsdale (7)

Cairns, Australia; Kingston, Canada; Haikou, Hainan, China; Uasin Gishu County, Kenya; Alamos, Mexico; Marrakech, Morocco; Interlaken, Switzerland

Tempe (11), Mesa (5), Phoenix (12), Gilbert (4), Fountain Hills (4)

Jasper, Alberta, Canada

- September 4, 2012: Jasper, Alberta, Canada selected as our partner city
- Chosen because both towns are endpoints of Highway 93
- Around 12 years ago, the Jasper Fire Chief cycled the entire Highway 93 corridor



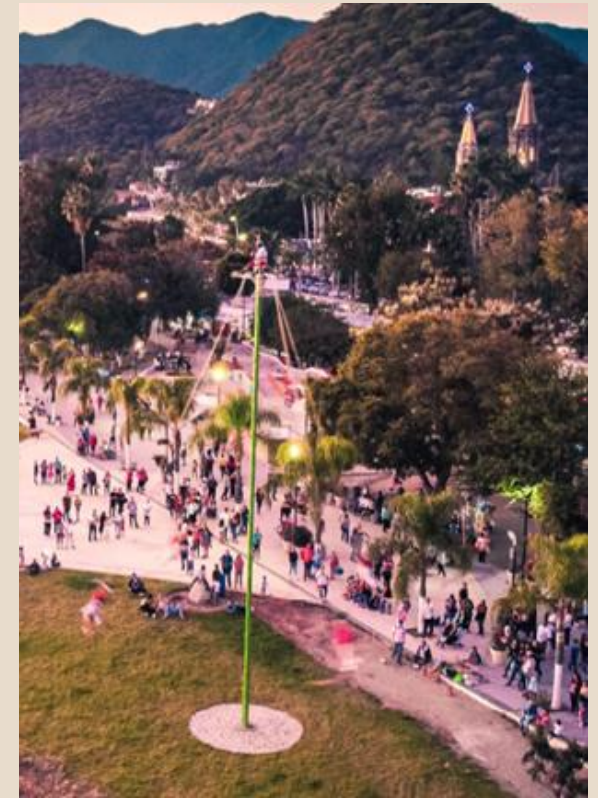
Key Decisions

- Current Status
 - Continue with Jasper, Alberta?
 - Seek a new/additional partner or friend city?
- Location of Future Partner
 - In Arizona?
 - Elsewhere in the U.S.?
 - International?
- How to Identify a Partner
 - Use a formal organization (e.g. Sister Cities International)?
 - Identify a partner independently?
- Council Direction
 - Define goals, scope, and expected outcomes.



Implementation and Resources

- Who Should Lead the Effort?
 - Town Council
 - Town Staff
 - Internal Committee
 - External Partner or Volunteer Group
- Funding, Time & Resources
 - Estimated Annual Cost: \$2,300 – \$12,300
 - Requires coordination, planning, and consistent communication
 - Utilizes town staff time and administrative support



Key Discussion Points

- Strategic Objectives
- Partner/Sister City Selection Criteria
- Partnership Management
- Level of Engagement
- Costs & Funding Sources
- Community and Stakeholder Involvement
- Sustainability & Long-Term Planning



Discussion



Estimated Costs of a Partner City

Item	Cost Estimate	Notes
Membership	\$300-\$500	Costs depend on paring agency
Signage (1–2 roadside “Sister City” signs)	\$600–\$800	Local sign shop or public works fabrication
Informal visit (1–2 people, 1-night stay)	\$200–\$3,000	Gas stipend, meals, lodging (depends on location of sister town)
Community cultural event (shared festival booth, art show)	\$1,000–\$5,000	In-kind support from local sponsors or civic groups
Joint marketing materials	\$200–\$1,000	Flyers, social posts, shared tourism map section
Administrative time (in-kind/volunteer)	\$0–\$2,000	Staff or volunteer hours

A RESOLUTION OF THE COMMON COUNCIL OF THE TOWN OF
WICKENBURG, ARIZONA, FORMALIZING A SISTER CITIES RELATIONSHIP
WITH THE MUNICIPALITY OF JASPER, ALBERTA, CANADA

WHEREAS the Town of Wickenburg and the Municipality of Jasper desire to form a sister cities relationship for the purposes of sharing knowledge, cultivating understanding among world cultures, and engaging in economic development; and

WHEREAS Jasper serves as the site of the northern termination of Highway 93 and Wickenburg serves as the site of the southern termination of Highway 93, linking the two communities through a significant international trade corridor; and

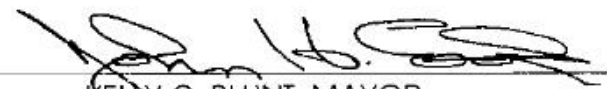
WHEREAS the Town of Wickenburg and the Municipality of Jasper, in conjunction with the Wickenburg Chamber of Commerce and Tourism Jasper, seek to benefit from the cooperative promotion of tourism activities in both communities.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE TOWN OF WICKENBURG, ARIZONA, AS FOLLOWS:

SECTION 1. The Town of Wickenburg officially joins with the Municipality of Jasper, Alberta, Canada, in a formal sister cities relationship for the benefit of both communities and the promotion of tourism and economic development.

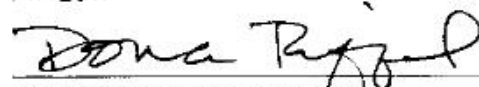
SECTION 2. The various Town officers and employees are authorized and directed to perform all acts necessary or desirable to give effect to this resolution.

PASSED AND ADOPTED by the Town Council of the Town of Wickenburg, Arizona, this 4th day of September, 2012.


KELLY C. BLUNT, MAYOR

Date Signed: 9-4-12

ATTEST:


Donna Riffel, Town Clerk

Date Signed: 9-4-12

What We Need to Decide

- Do we want to continue with Jasper or pursue a new partner city?
- Should that city be:
 - Within Arizona?
 - Within the United States?
 - International?
- Paring? Use an organization or find a partner on our own?



What We Need to Decide

- Council direction for scope, goals and outcomes
- Who will lead the project?
 - Council
 - Staff
 - Committee
 - External
- Funding



Funding Considerations



- Staff Time
- Travel & Hosting
- Promotional Materials
- Events & Activities
- Committee/Volunteer Support
- Membership Fees (if we join an organization)
- Costs can be scaled based on the town's goals

Partner Idea: Hwy 93 Tourism Corridor

Build a "Partner Family" of cities along Hwy 93 – Linking towns from Wickenburg, AZ to Montana with a tourism network

Why Hwy 93?

- A popular route for our ropers and seasonal visitors heading north
- Natural trail of travel that already connects us
- Let's "ride on their trailers" and promote Wickenburg all the way to Montana and beyond – Use them to spread the word



Opportunities



- Create a multi-city tourism campaign with shared branding
- Highlight unique stops along Hwy 93 – With Wickenburg as the premier Western destination
- Collaborate on events, signage, cross-promotion, and digital storytelling
- Feature ropers and travelers as ambassadors for Wickenburg

Let's invest in their journey – and make sure it leads right back to Wickenburg, Arizona



Common Reasons for Establishing a Partner City

- Cultural exchange – Share arts, traditions, and customs between communities.
- Economic development – Foster trade, business, and investment opportunities.
- Educational partnerships – Support student, teacher, and school collaborations.
- Tourism promotion – Boost travel through joint events and marketing.
- Shared problem-solving – Exchange ideas on common civic challenges.
- Government collaboration – Learn from each other's public policies and practices.
- Humanitarian support – Offer aid or solidarity during times of crisis.
- Heritage and diaspora ties – Connect with communities of shared ancestry.
- Global diplomacy – Build international friendships and mutual understanding.



