

# Milwaukee-Carora Sister Cities Delegation 2015!

Ways the 2015 Delegation can establish active ties between the two cities.

# 2015 Sister Cities Delegation

- Delegation will be gone for ten days from Tuesday, February 3rd through Friday, February 13th
- Departure from Chicago ORD-Aruba then small charter flight from Aruba-Punto Fijo, Venezuela. (The trip home follows the same route.)
- Includes 3 nights in Punto Fijo, 5 nights in Carora, 2 nights in Sanare.
- Cost is \$2,500, includes: airfare, lodging, all meals, interpretation, transportation within Venezuela, guides, and a 1-year Peace Action Membership

# Goals and Itinerary for the 2015 Delegation

The Milwaukee-Carora Sister Cities Agreement is based on the same three components as all Sister Cities Agreements: Social, Cultural, and Economic. The goals for the 2015 delegation are based around these three areas, and it is with these goals in mind that the itinerary has been created.

- Social: connecting with local governments, media outlets, and other institutions.
- Economic: establishing relationships between businesses and other institutions that have the potential to equally benefit both cities economically.
- Cultural: exchanging artistic traditions and local histories

# Opportunities for Social Exchange

The itinerary is loaded with opportunities for delegates to witness the vibrancy of Caroran political culture, educational institutions, and media. These visits will allow delegates to exchange ideas with leaders and others involved in these areas.

- Meeting with Carora Mayor Edgar Carrasco
- Visits with local communes in Punto Fijo, Carora, and Barquisimeto
- Visit with El Sistema Carora Chapter and its board of directors
- Visit to Misión Sucre in Carora
- Visit to local Youth Collective in Barquisimeto
- Visits with media outlets like Radio Venceremos and LaraTV

# Opportunities for Economic Exchange

The delegation will meet with a number of artisans, cooperatives, and businesses to discuss fair trade exchange. So far the products under discussion are all beverages (coffee, cocuy, wine), but there is potential to work an event into the itinerary aimed at setting up a more broad exchange related to agriculture.

- Cocuy distillery tour in Punto Fijo
- Visit with Artisan Wine Producer
- Meeting with Dr. Ali Fernandez (Cocuy producer)
- Visit to coffee growers collective
- Meeting with Mayor Carrasco on February 8th also a place to discuss opportunities



# Cultural Exchange

There are several events on the itinerary offering delegates a window into Venezuela's unique history and culture:

- Musical presentations from classical guitarists to Tamunangue groups
- Tour and presentation on the life of Jose Leonardo Chirinos, leader of one of Venezuela's first abolitionist uprisings
- Touring colonial Carora and the house used by Simón Bolívar during his time in Carora
- Indigenous holistic therapy presentation

# Our Goals for the 2015 Delegation

- 13-16 delegates: with many if not all holding positions and influence in areas related to law, social work, education, and business.
- Establishing active economic relationships between the two cities.
- Positive and significant media coverage of the delegation here in Milwaukee

# 13-16 Delegates

## Recruitment Strategies:

- High level delegation
  - Outreach to many political, environmental, and community nonprofits to encourage their staff members to join
  - Assistance from Alderman Davis and the Sister City Committee
- Mass Recruitment:
  - Heavy flyering throughout many Milwaukee neighborhoods and campuses
  - Mass emails
  - Social Media Strategy
  - Outreach to departments of colleges in Milwaukee, Madison, and Chicago



# Goals for 2015 Delegation

- Positive media coverage of the delegation here in Milwaukee
  - Media releases
  - Op-Eds
  - JS coverage by reporters, WUWM

# Assistance from Sister Cities Committee & City Council

How can the Sister City Committee of the Milwaukee City Council partner with us to realize our goals?

- Recruitment of great delegates
- Support in the Media
- Ideas and support for economic projects