City of Santa Fe

Agenda

SANTA FE SISTER CITIES COMMITTEE
October 26, 2016
Tesuque Room
3:30 – 5:00pm
955-6707

Goals of Santa Fe's Sister Cities Committee

- More effectively market Sister Cities and what they do
- Develop educational programs in schools
- Strengthen relationships w/ existing Sister Cities
- Involve greater community in work/activities of Sister Cities
- Re-enforce and build existing relationships through trade and tourism efforts

1. Call to Order

2. Approval of Agenda

3. Approval of Minutes – September 14, 2016

4. Report of Staff
   a. 2017 Proposed Sister Cities Meeting Schedule

5. Report of Chair – Carol Robertson Lopez
   a. Review and discussion of a proposal to establish a Sister City relationship between Ramat HaNegev, Israel and Santa Fe (Carol Robertson Lopez)
   b. Discussion of Sister Cities Sponsorships: (Jeff Case)
      i. 2017 Sister Cities International Youth Summit – National Conference
      ii. 2017 Sister Cities – Teacher Grant Program: Collaboration with Santa Fe Public Schools and Partners in Education

6. Action Items:
   a. Request for Approval of 2016 Sister Cities Meeting Schedule

7. Committee Reports

8. Other Items

SANTA FE SISTER CITIES COMMITTEE
SEPTEMBER 14, 2016
Tesuque Room, Convention Center, Santa Fe, NM
4:00 p.m. – 5:15 p.m.

GOALS OF SANTA FE SISTER CITIES COMMITTEE

- More effectively market who Sister Cities is and what they do
- Develop educational programs in schools
- Strengthen relationships with existing Sister Cities
- Involve greater community in work/activities of Sister Cities
- Re-enforce and build existing relationships through trade and tourism efforts.

1. Call to Order

   The Chair, Carol Robertson-Lopez called the Santa Fe Sister Cities Committee meeting to order at 4:00 pm. A quorum was declared by roll call.

   Present:
   Carol Robertson-Lopez, Chair
   Dr. Jeff Case
   Bernard Rubenstein
   Carl Moore
   Arthur Olivas

   Not Present/Excused:
   Gilbert Delgado
   Rudy Fernandez
   Clara Padilla Andrews
   Kim Song
   Ling Tong

   Others Present:
   Julie Bystrom, Staff Project Manager
   Fran Lucero, Stenographer

2. Approval of Agenda
   Report of Chair A & B – nothing to report.

   Mr. Olivas moved to approve the agenda as amended, second by Mr. Rubenstein, motion carried by unanimous voice vote.

3. Approval of Minutes – June 15, 2016

   Mr. Rubenstein moved to approve the minutes of June 15, 2016 as presented, second by Mr. Olivas, motion carried by unanimous voice vote.

4. Report of Staff
    - Project at airport is on hold due to their renovations.
        - Dr. Case asked when work starts with the Contractor on the display, if he could have a print out of the map as he would like to share it with the schools.
    - Stitching Our Stories Exhibit is presently in the Community Gallery until October 20th. Beautiful historical show and is showing great attendance.

5. Report of the Chair
    a. 2016 International Folk Art Market Update, *nothing to report.*
    b. 2016 Zhang JaiJie Country Music Week Update, *nothing to report.*
    c. Discussion of Sister Cities Committee sponsorship of 2016 Fiesta Fela
    The Chair noted that this is the African Festival and Sister Cities provided a moderate amount of $250 in 2015. Mr. Rubenstein said he would like to see a map that indicates our sister city relationship with Livingston displayed during this festival. Dr. Case also concurred that he would like to see a wall or table display with Sister City information. Mr. Rubenstein said if at all possible, a Skype interview or a video clip on Livingston would be beneficial to show the relationship between the two cities. The Chair and Dr. Case will work on this task. Mr. Moore recommended that the map be put on vinyl or material for longevity reasons.

    d. Review and Discussion of a proposal to establish a Sister City Relationship between Ramat HaNegev, Israel and Santa Fe

    Present at the Sister Cities Committee meeting today were Betsy Ehrenberg, Founder, Bridges to Santa Fe and Member, Council of Business Advisors, Santa Fe Business Incubator and Zach Benjamin, Executive Director of the Jewish Federation of New Mexico who discussed a draft proposal and provided historical information on the relationship that has been in the making since 2008 between the two cities. Ms. Ehrenberg noted that most recently Mayor Javier Gonzales and the Mayor from Ramat HaNagev had met to continue the dialogue and possibility of sister city relationship.

    Ms. Ehrenberg noted that Israel and the State of New Mexico maintain strong, mutually beneficial relationship in the entrepreneurship, technology, water resource management, and creative art sources. In 2008 Ms. Ehrenberg started communications with Sherwin Pomerantz who is a 30-year resident of Jerusalem, President of an Economic Development Consulting firm, and Past National President of the Association of Americans & Canadians in Israel. Mr. Pomerantz came to Santa Fe twice in 2015 to explain the benefits of establishing a mutual economic relationship and met with key Santa Fe business leaders. During the February, 2016 visit the 3 representatives from Israel were introduced to business leaders and to the head of the Film Festival and were also taken to the Santa Fe Incubator to talk about Technology. This delegation, quite impressed said they

want to know more and how they could put together both entities of expertise. A meeting followed with Mayor Gonzales and today they would like to know more about the Sister Cities Guidelines in order to formally request consideration of a sister city relationship with Ramat HaNegev. The city of Albuquerque presently has a sister city relationship with Rehovot, Israel and the Chair stated that they have great success stories with their sister city in Israel.

Mr. Olivas asked for additional elaboration on the art component and musical element and its' relationship to Santa Fe. It was interesting to learn of the MidBurn Festival (Burning Man Festival) similar to the burning of Zozobra (Old Man Gloom). More information related to these questions will be provided in the formal proposal in line with the Sister City Guidelines. The demographics of this community are 6000 Jews and 2000 Arabs. Mr. Olivas would want to be assured that the complete ethnic community is represented.

The Chair expressed the importance of going through the Sister City Guidelines and in being precise to share the representation and cohesive collaboration of shared areas in order to present to the Mayor and Council for approval as time proceeds. Including statements of reason, talking about population 6,000 - 2,000, explaining and adding specifics on the University relationship, Economic Resources and more information on the 3-world heritage sites. The Chair reiterated that our funding comes from OTAB and Tourism. Mr. Moore noted that the hardest cities to deal with are those that change leadership frequently; it would be good to know the political composite and/or terms. What kind of organization would we be dealing with, i.e., city, volunteers, etc.? The committee members would like to have more information on educational opportunities and schools. Also, evidence of strong local support, it would be nice to have letters of support included in the proposal.

This item will be on next month's agenda as an Action Item.

6. Action Items

   a. Request for approval of Sister Cities Guidelines

      Mr. Rubenstein moved to approve the Sister Cities Guidelines, second by Mr. Olivas, motion carried by unanimous voice vote.

   b. Request for staff to work with City Parks Department regarding a Sister City Tree planning commemoration in City Parks.

      Mr. Olivas moved to approve the request for staff to work with City Parks Department regarding a Sister City Tree planning commemoration in City Parks, second by Dr. Case, motion carried by unanimous voice vote.

c. Request for approval of up to $500 in Sister Cities funds to be allocated for the sponsorship of October 15, 2016 Fiesta Fela

Dr. Case moved for approval of up to $500 in Sister Cities funds to be allocated for the sponsorship of October 15, 2016 Fiesta Fela, second by Mr. Rubenstein, motion carried by unanimous voice vote.

Discussion: Mr. Moore asked if they have time to spend the $500 effectively by October and the Chair answered, yes.

d. Approval to recommend the establishment of a Sister Cities relationship between Ramat HaNegev, Israel and Santa Fe

Mr. Rubenstein moved to direct the Ramat HaNegrev draft committee to align their proposal components with the Sister City Guidelines for consideration and action at the October 2016 Sister Cities meeting, second by Mr. Olivas, motion carried by unanimous voice vote.

7. Committee Updates

Bernie Rubenstein: Cuba
Several airlines will be flying to Holguin and he advised the committee members that in October there is a cultural festival in Holguin. Mr. Joe Hayes, American Author and Storyteller from Santa Fe will be at the festival. Mr. Rubenstein will conduct a concert In January 2017 and plans to meet with the Mayor of Holguin when he is there.

Carl Moore: Contacted the Travel Bug to set up a discussion regarding sister cities and the earliest date is February, 2017.

Dr. Jeff Case: Expressed his thanks to Mr. Moore for reaching out to Travel Bug.
Dr. Case report included updates and specifics on; 1) an outreach to Antonino Fiorentino inviting the Sorrento Sister Cities to send an entry for the Fiesta Cine Italia scheduled for 2017; 2) report on the 115 students from high schools around the country who attended the SCI National Conference with testimonials and highlights; 3) meeting with Hyuen Tae Kim who is engaged in a 5-year Annenberg research project on SCI. Dr. Case will follow this project as he is interested in his dissertation and the implications for the local units; 4) Support from SFPS Board Member for Journal Exchange and other educational possibilities, 5) personal thank you received from Lawrence Tembo of Lusaka, Zambia, a high school teacher who was responsible for 7 students visiting Santa Fe in May, 2016 and 6) Lauren Komer, our youth representative was nominate for the Melissa Engestrom award.

Dr. Case asked the SFSC committee to consider funding in the amount of $2000 to send students to the National Sister Cities conference and $1000 for Partners in Education. Ms. Bystrom will list this as an action item for discussion and consideration at the October, 2016 meeting. Dr. Case to provide Julie with more detailed information.

8. Other Items
   Move meeting to the week before the 20th and schedule for 1.5 hours.

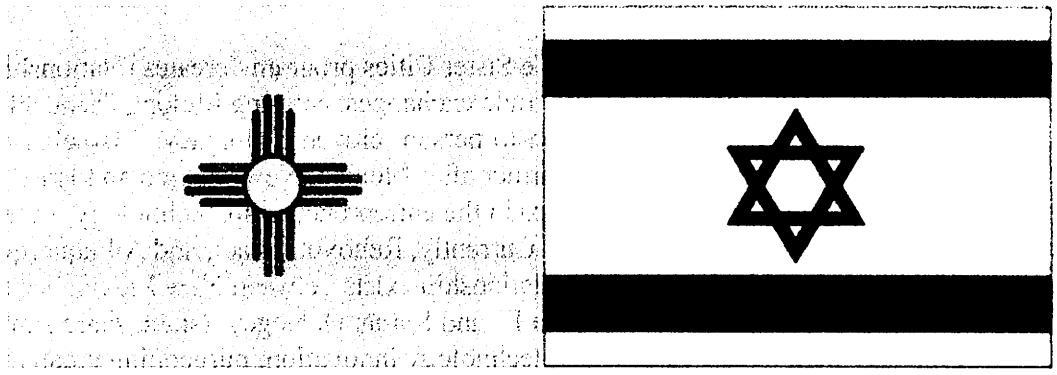
9. Adjournment

   Mr. Rubenstein moved to adjourn the Sister Cities Committee meeting at 5:15 pm, second by Mr. Olivas, motion carried by unanimous voice vote.

Signature:

Carol Robertson-Lopez, Chair

Fran Lucero, Stenographer



Establishing a Sister Cities Relationship Between Santa Fe, New Mexico and Ramat HaNegev, Israel

Respectfully submitted by the Santa Fe/Ramat HaNegev Sister Cities exploratory working group. Contributors include:

- **Zachary Benjamin**, Executive Director, Jewish Federation of New Mexico
- **Eran Doron**, City Manager, Ramat HaNegev Regional Council
- **Betsy Ehrenberg**, Founder, Bridges to Santa Fe; Member, Council of Business Advisors, Santa Fe Business Incubator; Chair, Economic Development Committee, Santa Fe Middle East Watch
- **Marcia Torobin**, Founder, Santa Fe Jewish Film Festival

Proposal: To establish a Sister Cities relationship between Santa Fe, New Mexico, and Ramat HaNegev, Israel.

Rationale: According to its website, the Santa Fe Sister Cities program "creates relationships based on cultural, educational, information and trade exchanges, creating lifelong friendships that provide prosperity and peace through person-to-person 'citizen diplomacy.'" Israel is currently New Mexico's second largest trade partner after Mexico. New Mexico and Israel maintain strong, mutually beneficial relationships in the entrepreneurship, technology, water resource management, and creative arts sectors. Currently, Rehovot, Israel, and Albuquerque enjoy a Sister Cities relationship, but no such relationship exists between New Mexico's capital, Santa Fe, and any community in Israel. As Santa Fe and Ramat HaNegev, Israel, share similar water resource management needs, science and technology innovation, burgeoning creative arts communities, and diverse populations, these two municipalities would benefit from the establishment of a Sister Cities relationship. Additionally, through this partnership, the civic leadership of Ramat HaNegev hopes to promote:

- Exchange and Development of educational/cultural programs and activities among youngsters and adults.
- Desert (dry land) academic research related to "desert sciences" such as:

  -Water Sciences
  -Desert Meteorology and Solar Energy
  -Sustainability
  -Architecture supporting Desert Regional Planning and Human Habitats.

- State-of-the-art desert agriculture research and development.
- Tourism and economic development through positioning both Santa Fe and Ramat HaNegev as desired destinations, offering travelers world-class contemporary amenities in an authentic, beautiful, culturally-rich and historically significant setting.

Profile of Ramat HaNegev

Ramat HaNegev is the largest Regional Council in Israel by land area. It encompasses a large percentage of Israel's Southern Region, bordering Egypt to the West, Jordan to the East, and the Negev Desert to the south. Ramat HaNegev enjoys close water resource management and security cooperation with both Jordan and Egypt. Ramat HaNegev and its communities are just a 90-minute drive from Tel Aviv's Ben Gurion International Airport, which receives daily nonstop service from the Americas, Europe, and points throughout Asia.

Population: 8,000 (75% Jewish; 25% Arab-Bedouin)

Ramat HaNegev Regional Council has approved a unique program/plan, which is already in the works, of establishing the first official Bedouin settlement in our region. We are working on this plan with the local Bedouin leaders, who also serve as Regional Council members.

A brief history of the Bedouin community in Ramat HaNegev: Ramat HaNegev Bedouins used to be nomadic and semi-nomadic Arabs, who survived by rearing livestock in the desert of Southern Israel. The Bedouin community is traditional and conservative, with a well-defined value system that directs and monitors behavior and interpersonal relations.

There are three distinct ethnicities among Ramat HaNegev Bedouin tribes: descendants of ancient Arabian nomads (originated from the Arabian Peninsula, mainly from Saudi Arabia), descendants of Sinai Bedouin tribes, and Palestinian farmers (Fellaheen) who came from cultivated areas. Al-Tarabin tribe is the largest tribe in the Negev and the Sinai Peninsula, Al-Tarabin along with Al-Tayaha and Al Azazma are the largest tribes in the Negev.

By the turn of the 20th century, much of the Bedouin population in the Ramat HaNegev area had settled and were engaged in agriculture.

Language: Hebrew, with English as a common business/second language

Education and cultural institutions: Ben Gurion University of the Negev; Ramat Negev Desert Agricultural Research Center; UNESCO World Heritage Site, "The Incense Route and Desert Cities of the Negev."

Ramat HaNegev employs a number of programs to maximize the effectiveness of their education systems, from the elementary level through higher education. These include:

- Sustainable education: The concept of sustainability is part of the overall goal and desire to provide the children with meaningful hands-on experiential activities outside the classroom. They have open classrooms, made of wood, which serve as places for various activities and instruction related to the environment and sustainability, geography and heritage, as well as being a place of assembly, rest and play.

  They continue to develop methods of instruction designed for use outside the classroom. Students can learn either in the school yard or virtually in a "distance learning" environment.

- "Looking for Mozart in the Desert": A musical program at our primary schools, for 3rd-4th grades. An introduction of musical instruments, playing music together and identification of young talent.

- Science programs with the Blaustein Desert Research Institute and with the Birding Center of Ramat HaNegev.

- Excellence Scholarship Fund Program: Scholarships for both children excelling at their regular school curriculum and also to some of the 900 children participating in classes/courses/workshops which are given at their Community Center, in its after school enrichment programs and activities.

- Davis Scholarship Fund for Higher Education: 800 students already received grants for higher education programs from this scholarship fund - a total of over $1,000,000. In addition to these programs, Ramat HaNegev students enjoy an 82% success rate in their high school Matriculation Exams.

Economic resources and conditions:

Tourism: Tourism is perhaps the primary economic driver in Ramat HaNegev. In addition to the cultural attractions listed later in this proposal, Ramat HaNegev is home to The Incense Route and Desert Cities of the Negev—a UNESCO World Heritage Site. Additionally, Ramat HaNegev has established the Tent Route Project to promote Bedouin culture and historical sites, as well as to provide professional education and training in the tourism industry for the region's Bedouin population.

a. Desert Cities of the Negev, a UNESCO World Heritage Site: (from the UNESCO Website)

The Incense Route was a network of trade routes extending over two thousand kilometres to facilitate the transport of frankincense and myrrh from the Yemen and Oman in the Arabian Peninsula to the Mediterranean.

The four Nabatean towns of Haluza, Mamshit, Avdat and Shivta, with their associated fortresses and agricultural landscapes linking them to the Mediterranean are situated on a segment of this route, in the Negev Desert, in southern Israel. They stretch across a hundred-kilometre section of the desert, from Moa on the Jordanian border in the east to Haluza in the northwest. Together they reflect the hugely profitable trade in Frankincense from south Arabia to the Mediterranean, which flourished from the third century BCE until the second century CE, and the way the harsh desert was colonised for agriculture through the use of highly sophisticated irrigation systems.

Ten of the sites (four towns - Haluza, Mamshit, Avdat and Shivta; four fortresses - Kazra, Nekarot, Makhmal, and Grafon; and the two caravanserai of Moa and Saharonim) lie along, or near to, the main trade route from Petra, capital of the Nabatean Empire in Jordan, to the Mediterranean ports. The town of Mamshit straddles the northern parallel route. Combined, the route, and the desert cities along it, reflect the prosperity of the Nabatean incense trade over a seven-hundred-year period, from the 3rd century BCE to the 4nd century CE.

The towns were supported by extremely sophisticated systems of water collection and irrigation that allowed large-scale agriculture. These included dams, channeling, cisterns and reservoirs. Evidence of all these features is widespread around Avdat and central Negev, as are the remains of ancient field systems strung along riverbeds and hill slopes.

The property displays an all-embracing picture of Nabatean town planning and building technology over five centuries. The combination of towns, and their associated agricultural and pastoral landscapes, present a complete fossilized cultural environment.

The remains of the Nabatean desert settlements and agricultural landscapes presents a testimony to the economic power of frankincense in fostering a long desert supply- route from Arabia to the

Mediterranean in Hellenistic-Roman times, which promoted the development of towns, forts and caravanserais to control and manage that route. They also display an extensive picture of Nabatean technology over five centuries in town planning and building and bear witness to the innovation and labour necessary to create an extensive and sustainable agricultural system in harsh desert conditions, reflected particularly in the sophisticated water conservation constructions.

The Nabatean towns and their trade routes bear eloquent testimony to the economic, social and cultural importance of frankincense to the Hellenistic-Roman world. The routes also provided a means of passage not only for frankincense and other trade goods but also for people and ideas.

The almost fossilized remains of towns, forts, caravanserais and sophisticated agricultural systems strung out along the Incense Route in the Negev desert, display an outstanding response to a hostile desert environment and one that flourished for five centuries.

The towns and forts combined with their trade routes and their agricultural hinterland provide a very complete picture of the Nabatean desert civilization strung along a trade route. Remains of all the elements that comprised the settlements - towns, forts, caravanserais, and agricultural landscapes are within the boundaries. The limited development of the region has given the sites considerable protection from development. None of the attributes are under threat.

The remains of the towns, fortresses and caravanserais and landscapes mostly express well the outstanding universal value of the property as reflecting and exemplifying the prosperity of the Nabatean incense trade.

It is acknowledged that the cities of Mamshit and Haluza have previously been subjected to earlier interventions that threatened their authenticity. As part of the current management action, the inappropriate reconstructions in Mamshit, which were based on a scenographic intention rather than a scientific approach, were removed in 2005. And, excavations at Haluza, partly left without sufficient post-excavation consolidation, were backfilled during 2005 - 2006.

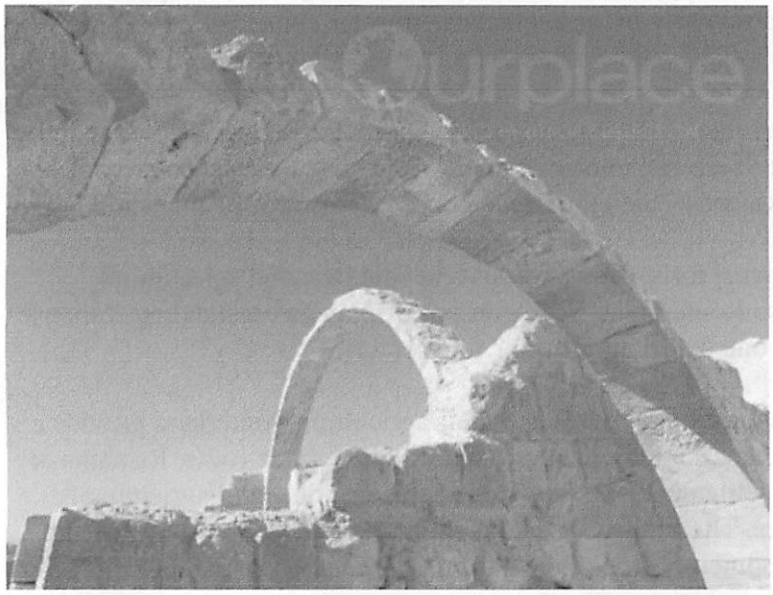
Protection and Management Requirements

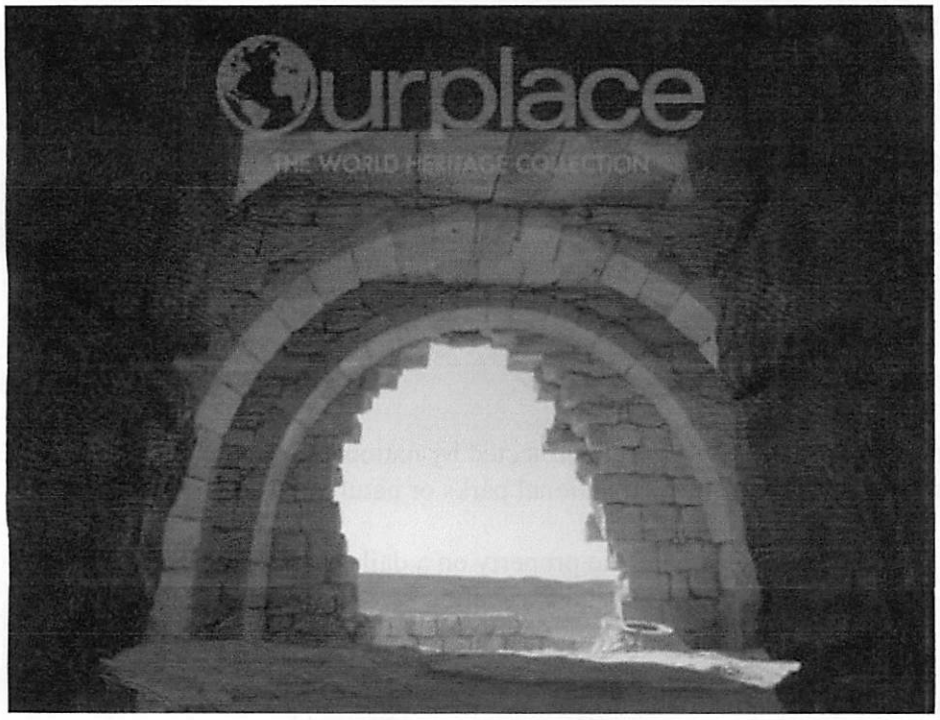
All of the nominated property is State owned. It is protected by national legislation, with all the component parts either being within designated national parks or nature reserves.

The Israel Nature and Parks Authority manage the property on a daily basis, and the Israel Antiquities Authority manages the conservation and excavation activities on the designated structures.

All finance comes from the Israel Nature and Parks Authority budget, supported by site income, sales and government subsidy. The four towns each have specifically designated allocations. In low-income years, funds are spent only on maintenance and protection, with conservation subsequently taking place as external funding becomes available.

There is a need for a continuing comprehensive archaeological strategy for the whole property and also for each of the major towns to cover archaeological research, non-destructive recording and approaches to stabilization and repair.





b. The Tent Route Project:

Over the years, the Bedouin population of Ramat HaNegev have adapted to the tough desert conditions. They have learned how to satisfy all their needs from the desert, which to the uninitiated may seem poor in resources and incapable of sustaining life. The Bedouins were traditionally a nomadic people on the move in search of shelter, food, and water for themselves and for their flocks.

In recent years, as they have become accustomed to modern life, the Bedouins have faced many changes, requiring their quick adaptation. Some changes are easy to accustom to, while others are more difficult, for example – a livelihood that does not involve herding or dryland farming; moving to permanent dwellings; changes in the traditional households and more.

The Negev highland area contains four centers of Bedouin tourism:
Nahal Aricha (the "hidden Village"), The Hava Triangle, Abda, and Ramat Tziporim.

In recent years, the Ramat HaNegev Tourism Association has established the Tent Route Project, which includes basic, on-going training in tourism for the Bedouin community.
Courses/ workshops on preservation of traditional Bedouin Crafts are also conducted.

In addition, several pilot programs were held, in which actual/real tourists were hosted at the Bedouin villages. Two tents are already in operation, serving as proof of the tourism potential of The Tent Route project for Ramat HaNegev's Bedouin population. Already, three Bedouin members sit on the board of the Ramat HaNegev Tourism Association.

Agriculture/Water Resource Management: Agriculture and the development and distribution of water conservation technology are Ramat HaNegev's two primary economic drivers. Ramat HaNegev both develops water conservation methods and also exports water to neighboring Jordan. Ramat HaNegev is home to two major research centers: Ben Gurion University of the Negev and the Ramat HaNegev Desert Agricultural Research Center. Tourism is also a major economic driver, as the Ramat HaNegev Regional Council is home to three World Heritage Sites.

In order to encourage agricultural livelihood, the Ramat HaNegev Regional Council established the Ramat Negev Desert Agricultural Research Center for research and development of advanced agriculture, based on brackish water irrigation from underground aquifers pumped up from regional wells, in addition to water from the national carrier.

The Agricultural Research center was established near the community of Ashalim, about 30 km. south of Beer Sheva. The purpose of the R&D is the development of agro-technical methods of growth, irrigation, fertilization and cultivation of crops, adapting them to the unique ecological conditions of the area. This is achieved by initiating surveys, theoretical research and many practical experiments.

The contribution of the Ramat Negev R&D is expressed in the tools and knowledge it provides for expanding possibilities of agricultural crops, irrigation using brackish water, advantages of

improved quality, development of new varieties suitable to the region, achieving top quality yields, increasing the water allotment for agriculture, and turning the agricultural farm into a profitable farm. The Ramat Negev R&D also contributes to the development of aquaculture in the region.

Research is carried out by local and international scientists from several recognized scientific institutions, under the guidance of the Ministry of Agriculture.

Ramat Negev R&D has established an international center for advanced agricultural studies. The purpose of the program: theoretical and practical advanced agricultural training for students from various countries all over the world, in which the agriculture is underdeveloped. The center works in full cooperation with the academic institutions from which the students arrive and this leads to fruitful relationships between the countries.

With its vast land and 353 days a year of clear sunny skies, Ramat HaNegev attracts international companies such as GE, Alstom and Bright Source, to invest in their region.

With three major projects for generating electricity from solar energy, Ramat HaNegev is becoming Israel's renewable energy hub.

In 2009, the Israeli government decided that by 2020, 10% of its electricity consumption would be produced using renewable energy. This decision is part of an earlier government decision to reduce power consumption in excess of 20% by 2020. Under this plan, the government decided to initiate the Ashalim Project. This initiative is conducted through the Ministry of Energy and the Accountant General of the Ministry of Finance, who issued BOT (Build, Operate, Transfer) tenders for three electricity production projects powered by three different technologies utilizing solar energy. They are:

P.V. project: The Negev Sun Company won the tender for a P.V. technology venture that will provide 35 megawatts at an investment of NIS400 million (US $100 million). The project has been finalized and approved financially.

Negev project (Plot A): This is a collaboration between the Housing and Construction Authority and the Israeli Shikun & Binui Company. The project will be constructed on 3,000 dunams (1 Hectare=10 dunams), at an investment of NIS3.7 Billion ($925 million), and is expected to generate 120 megawatts from thermo-solar technology using the parabolic trough method. Ground preparation for the project was completed and construction is now in progress. Approximately 1,300 people are involved in construction.

"Megalim" solar energy project: This projects spans 3,000 dunams (1 Hectare=10 Dunams) and is expected to generate approximately 120 megawatts of solar energy, using the thermo-solar tower method. The scope of investment in construction is NIS800 million ($200 million). The developers are the French Alstom Company and the Bright Source Company.

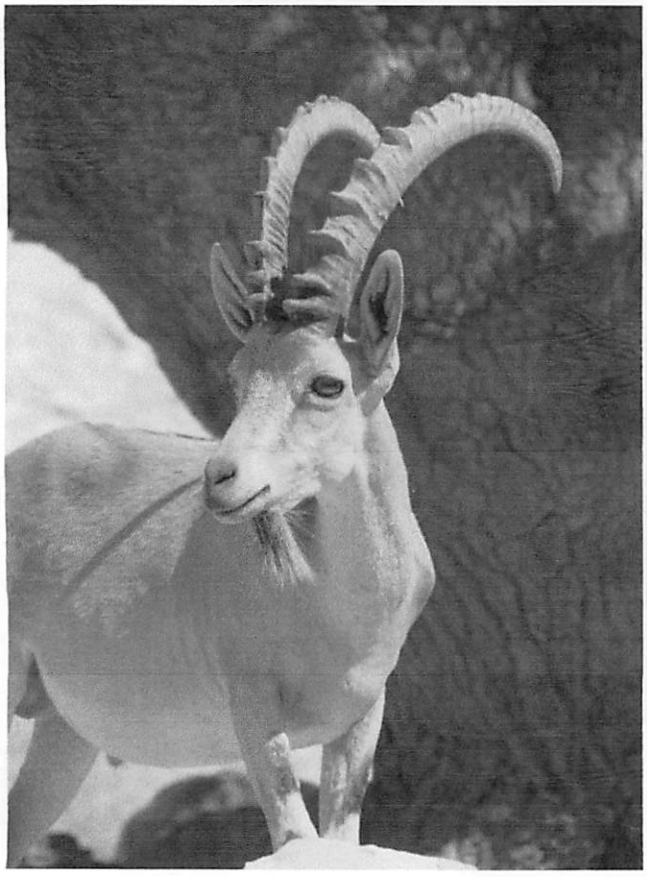
Political Stability: The Ramat HaNegev Regional Council is politically stable and well-established. Mayor Shmulik Rifman has held office for over 20 years, having recently been

elected to his fifth five-year term. Like all 53 Israeli Regional Councils, Ramat HaNegev is led by its mayor, as well as a city manager and communications director. An elected council advises the mayor and his staff. Ramat HaNegev's elected leadership is reflective of its population and consists of a mix of Bedouin and Jewish members. A full staff manages the areas of economic development and infrastructure.

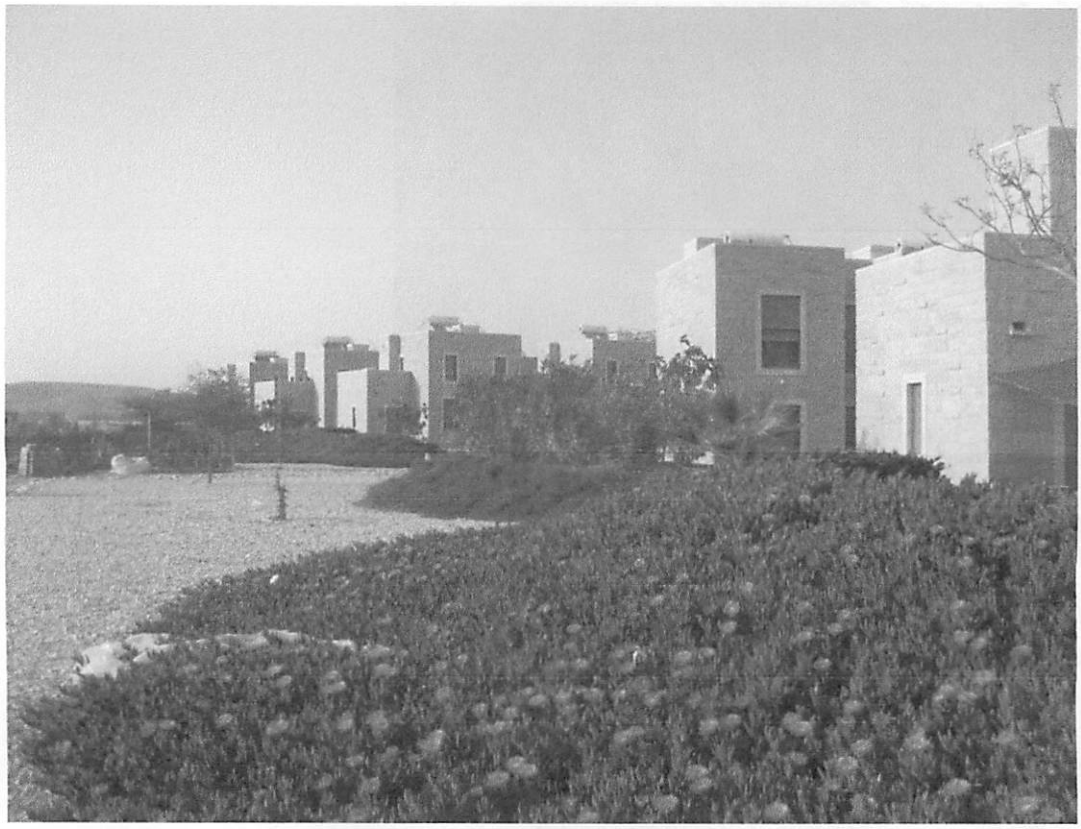
Number of other Sister city relationships: Ramat HaNegev does not currently have additional Sister City relationships. Ramat HaNegev has Friendship City relationships with Denver, Colorado and Las Vegas, Nevada.

Similarities with Santa Fe: Santa Fe and Ramat HaNegev share an arid climate, an economic focus on research, development, and business incubation, as well as water conservation and resource management needs. Santa Fe is home to one of the country's most vibrant arts communities, and Ramat HaNegev, similarly, is the capital of the art and education communities of Israel's Southern District. Both Santa Fe and Ramat HaNegev are home to diverse populations with deep cultural roots and history in their respective communities.

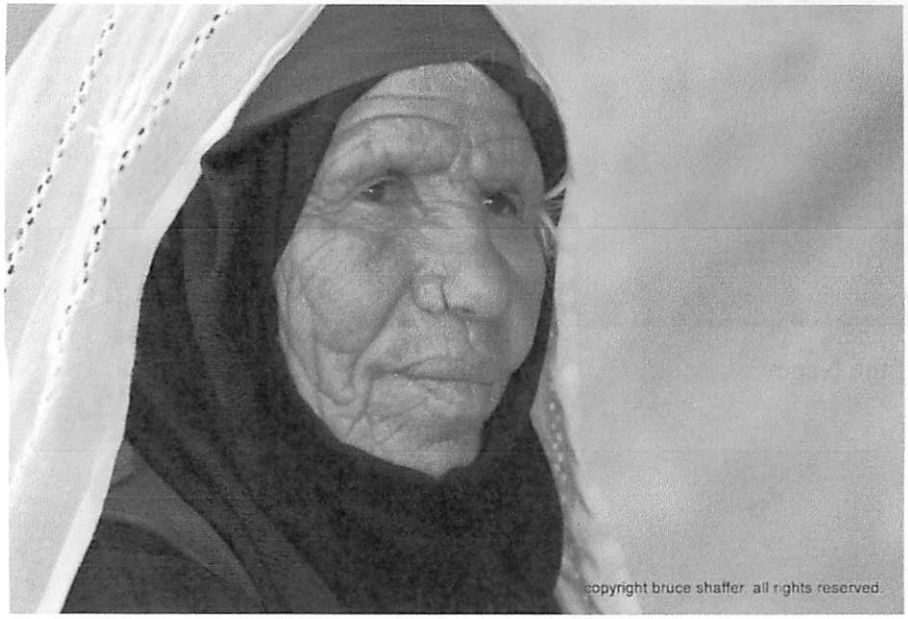
Faces and Places of Ramat HaNegev, Israel

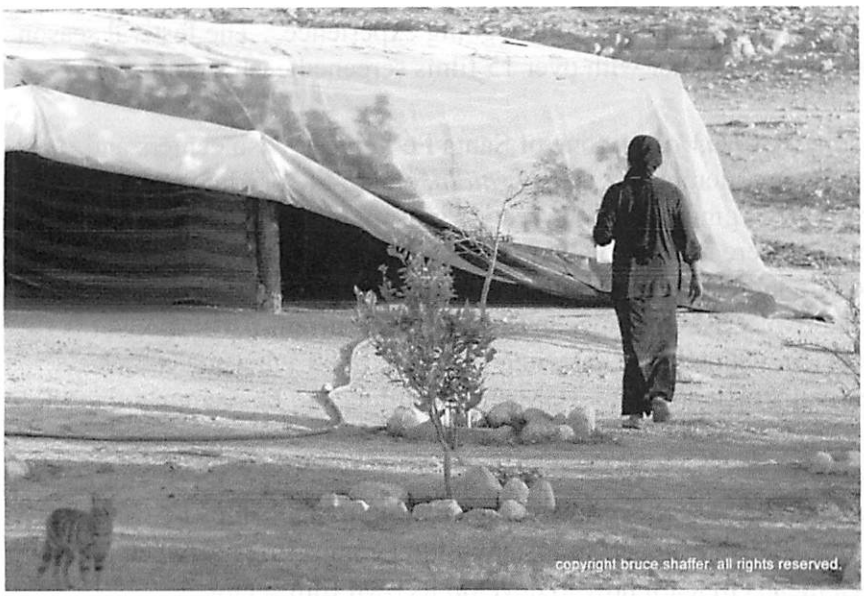


Ben Gurion University of the Negev



Kibbutz Sde Boker, Ramat HaNegev, Israel





The Sister Cities relationship between Santa Fe and Ramat HaNegev will consist of two primary focus areas: cultural exchange and economic development.

Cultural Exchange

Ramat HaNegev, like Santa Fe, is home to an extraordinary arts community, with fifteen galleries and studios operating within its borders. Media include textile arts, glass, iron work, sculpture, and more. Ramat HaNegev is also a center of Bedouin arts and culture, a major driver of its tourism industry and a sector that is ripe for cultural exchange with Santa Fe. Additionally, it is home to Ben Gurion University of the Negev at Sde Boker, one of the world's leading centers of water conservation and desert ecosystem research. All of these characteristics and institutions are potential sources of cultural exchange between the two communities.

Film Festival and Film Industry Exchange

New Mexico is home to a burgeoning film industry, offering some of the most picturesque locations and most reasonable production costs in the Western hemisphere. This extends to Santa Fe, where the Santa Fe Film Office helps draw production teams from Hollywood and around the world to New Mexico's capital city and environs.

Santa Fe is also home to the Santa Fe Jewish Film Festival, a vibrant, year-round showcase of films from around the world featuring Jewish themes and subject matter. The Santa Fe Jewish Film Festival brings to Northern New Mexico films that inform and foster an understanding of culture, religion, history and/or identity. The festival's selections are an eclectic mix of award-winning documentaries, narrative first-run features, Israeli cinema and more, and represent some of the very best films playing the Jewish Film Festival circuit. Interviews with the film's producer/director, facilitated discussions, and talks by experts create an added dimension,

transforming simply "going to the movies" into a "movie going experience". The festival season starts in the fall and runs through the summer with over 15 films screened each season.

Started in 2010 under the auspices of *HaMakom* (one of Santa Fe's five Jewish centers and synagogues), and dedicated in loving memory of *Lynn Kraidin*, one of the original organizers, the Festival was a success from the beginning. By the second season, the audience had more than doubled, several of the screenings were moved to a larger theater to accommodate demand and all of the films played to sold out audiences. In recognition of the community support and to further expand its reach, the Festival was reorganized. The festival's current fiscal sponsor is the Jewish Federation of New Mexico, which has a statewide presence, and Center for Contemporary Arts is the Festival's official home. HaMakom continues to be recognized as the original Founding Sponsor.

Ramat HaNegev's civic leadership has expressed interest in creating relationships between its municipality and Santa Fe's film industry, in part to foster cultural connections between Santa Fe and Israeli artists, but also as a means to learn how to develop its own film sector.

Under the auspices of the Sister Cities program, the Santa Fe Jewish Film Festival could stage a Santa Fe-branded mini-fest in Ramat HaNegev on a regular basis, perhaps every other year. In turn, Ramat HaNegev could sponsor the screening of Israeli films in the Santa Fe area, which would promote deeper understanding of Middle East culture in Santa Fe while introducing Santa Fe to the residents of Ramat HaNegev via its Jewish Film festival.

Additionally, the Santa Fe Film Office provides resources to encourage film production in Santa Fe. The Santa Fe-Ramat HaNegev Sister Cities partnership would propose an educational exchange, through which aspiring industry leaders and filmmakers from Ramat HaNegev would travel to Santa Fe for film industry workshops. Participants would learn how to establish and sustain a film industry in a community that, like Santa Fe, is geographically removed from large commercial centers.

Education

Ramat HaNegev is home to the Sde Boker campus of Ben Gurion University of the Negev. The university enters into exchange programs through which students at participating universities receive course credit from their home institutions for work completed at Ben Gurion University. In turn, Ben Gurion University students receive credit for work completed at partner universities. The Santa Fe-Ramat HaNegev Sister Cities partnership will work to establish such partnerships between Ben Gurion University and institutions of higher learning in the Santa Fe area, including St. John's College, Santa Fe University of Art and Design, Santa Fe Art Institute, and Santa Fe School of Trades, Technologies, Sustainability and Professional Studies. We envision these exchanges bringing both Arab and Jewish students to New Mexico to experience Santa Fe's academic opportunities and cultural diversity together.

Arts

Santa Fe is one of the country's arts capitals, boasting over 200 galleries and 12 museums, according to the Santa Fe Gallery Association. Ramat HaNegev is also home to a burgeoning arts

community, including fifteen galleries and independent artists' studios. These artistic genres range from painting and pottery to iron work, rattan furniture, and more. Ramat HaNegev is home to six different youth musical ensembles with 150 players and a dance studio with 140 Youth Dancers. Ramat HaNegev is also home to a strong community of Bedouin artisans and musicians, whose contributions are globally recognized.

Additionally, Ramat HaNegev hosts the following annual arts programs:

- The Tel-Hai International Piano Workshop & Competition at the Sde Boker Community: Every Summer, about 75 talented young pianists from 20 different countries come to Ramat HaNegev to participate in this globally recognized master classes workshop and competition. The workshop provides three weeks of classical music in the desert, drawing thousands of attendees to the students' performances.

- The "Sound in the Desert" Festival (*Zlilim BaMidbar* in Hebrew): This is an annual four-day celebration of Israeli music, including jazz, pop and more. Thousands of music lovers participate in and enjoy this event. Sound in the Desert has been held for the past 18 years.

- "Days of Poetry in the Desert" Festival: This four-day annual festival, held each January, draws the best and most well-known Israeli poets and authors, along with thousands of fans.

- The "Midburn Event": This is the Israeli Burning Man community, which gathers for five hot summer days in a temporary, purpose-built city in Ramat HaNegev. The Midburn platform encourages a communal life style, creativity, art and radical self-expression.

The Santa Fe-Ramat HaNegev Sister Cities partnership will work to establish a reciprocal artist-in-residence program through which, in alternating years, an artist from each community will be selected to lecture and show his/her artwork in the sister community. Every three-to-five years, on an alternating basis, each community might send a week-long arts mission to the other, consisting of 10-20 artists. They would engage in several days of education and interaction with the local community, learning the techniques and art history indigenous to Santa Fe and Ramat HaNegev, respectively. Each arts mission would culminate in a Santa Fe-Ramat HaNegev Arts Festival, during which the visiting delegation's art is publicly displayed and/or sold, along with that of the local artist population.

Economic Development

Santa Fe's interest in attracting international technology companies to the city is mirrored by many other communities in the U.S. and around the world. The challenge for Santa Fe is how best to distinguish itself from other cities whose goals and aspirations are competing for the same audience. Ramat HaNegev, Israel, is home to a burgeoning technology sector business accelerator. Santa Fe is home to the Santa Fe Business Incubator, Santa Fe Institute, Santa Fe Community College BioFuels Center, Bridges to Santa Fe, Creative Santa Fe and many entrepreneurial service

providers.. These institutions and others will be the focal points of the economic development work that will take place between the two communities as part of a Sister Cities relationship.

The committee proposes implementation of Bridges to Santa Fe's ***Impact Santa Fe*** program to promote economic development in technology and other sectors between Santa Fe and Ramat HaNegev, Israel. The program—structured as a competition, which would be held once every other year—is designed to attract international high-tech companies to submit their initiatives to an evaluating group in Santa Fe with the winner being introduced to the many business support programs in Santa Fe and matched to an existing Santa Fe business with complementary missions; *Impact Santa Fe* would support both companies to their second stage. As required, Bridges to Santa Fe will arrange corporate connections to appropriate facilities and housing in Santa Fe as well as investment and hich-tech communities in both Santa Fe and Ramat HaNegev.

Specifics

Impact Santa Fe, working under the auspices of the Sister Cities relationship between Ramat HaNegev and Santa Fe, will be an invitational for high-impact, innovative and scalable ventures from Ramat HaNegev whose founders aim to expand their businesses globally from a U.S. base, hopefully inSanta Fe.

Objectives

- Attract entrepreneurial talent and innovative, high impact, sustainable and scalable ventures from Israel to Santa Fe and encourage them to use the city as their U.S. launch pad.
- Promote Santa Fe and New Mexico as a leading destination and hub for impactful innovation and smart growth entrepreneurship.
- Provide a one-stop platform for entrepreneurs to set up and expand their business in Santa Fe and gain access to Israeli financial, intellectual and social capital.
- Connect startups with Israeli corporations, investors, entrepreneur clubs, co-work spaces, incubators, universities (including Ben Gurion University of the Negev and the Ramat Negev Desert Agricultural Research Center), and other allied organizations.
- Create a buzz and further the momentum in the startup ecosystem in Santa Fe and Israel.
- Collaborate with other startup hubs around the U.S. and Israel.

This model is similar to what Hong Kong has done globally for the last two years and which has proven quite successful in attracting high-tech companies from around the world to that city.

Benefits

The successful implementation of this program will yield the following direct benefits to Santa Fe:

- Will help put Santa Fe and New Mexico on the international map as a potential business destination for Israeli start-ups
- Create a buzz in Israel and in New Mexico about the development of a high tech eco-system in Santa Fe

- Ultimately provide new work opportunities (jobs) for Santa Fe's young people who want to remain in the area as Israeli companies establish a presence the city
- Bring business people from across the nation to Santa Fe to hear about the technologies being developed in Santa Fe in partnership with our counterparts in Ramat HaNegev.

Costs

Bridges to Santa Fe will organize and manage this program and the professional resources necessary for successful implementation. Identified collaboration partners and supportive patrons have the option to support and underwrite this program as tax-deductible donations.

Bridges will coordinate financial oversight and patrons who will bear the cost of the program and cash prizes plus provide appropriate connections and alliances for business operations and support in Santa Fe.

Atid EDI Ltd., a Jerusalem-based business development firm, is prepared to monitor this program on the international and Israel side and, if Santa Fe agrees to move ahead, Atid EDI will introduce and promote this program internationally but primarily in Israel. The Santa Fe-Ramat HaNegev Sister Cities Committee, along with the Ramat HaNegev Office of the Mayor, will recruit companies to participate in the contest, assist them in the preparation of their submissions, prepare the finalists for their presentations and generally represent the interests of Santa Fe in making this program a success.

Conclusion:

The mission of Sister Cities International is to foster cultural understanding, friendship, and economic development between its participant municipalities and countries. The Santa Fe/Ramat HaNegev Sister Cities Exploratory Working Group believes that a relationship between Santa Fe and Ramat HaNegev would accomplish all of these aims. Last month, a New Mexico-Israel Economic Forum was held in Albuquerque, which drew civic, academic, and business leaders from Santa Fe and throughout the state, as well as a delegation of economic and political experts from the Israeli consulate in Houston. It was widely covered by statewide media and received overwhelmingly positive feedback from attendees. A clear mutual desire exists to strengthen the already warm ties between New Mexico and Israel, and we are certain that the creation of a Sister Cities relationship between Santa Fe and Ramat HaNegev will be a positive and productive next step toward that goal.

APPENDIX I. Statement of Support from Ramat HaNegev Regional Council.

August 17th, 2016

Santa Fe Sister Cities Committee
The Santa Fe Arts Commission
City of Santa Fe
Santa Fe, NM 87504-0909

Dear Members of the Sister Cities Committee,

This is our request for your consideration, to establish a "Sister City Relationships" between your distinguished City of Santa Fe and us, the Regional Council Ramat HaNegev, located in the" Negev Desert", in the Southern part of Israel.

We wish to collaborate and share with you future possible projects, which will be based on the knowledge and conceptions both our communities have, on how to develop desert regions vis-à-vis the aspects of Economy, Ecology and Community. We are confident that such a co-operation will build an enriching and fruitful relation, in various fields of interest, to the benefit of both our communities.

The attached pages of information, is a partial description of what we do and of what we want to achieve.

We will feel very fortunate to become your "sister city", as I believe that together, with a devoted visionary leadership, we can forge a close bond of friendship between our communities, to the benefit of both our people.

Sincerely,

Eran Doron,
CEO & Head of Partnership Dept.

CC: Mr. Shmulik Rifman, Mayor, Ramat HaNegev Reginal Council

Encl

SCI 2017 Youth Summit/National Conference

This project would send from 2 to four (4) Santa Fe students to the Youth Summit held at the Sister Cities National Conference.

The Youth Summit will be held from July 14-16, 2017 in Virginia Beach, Virginia.

The City of Santa Fe would pay for the registration fee of $400 and $200 to offset travel expenses.

The students would be required to write a 300-500 word report on their activities and impressions of the SCI Youth Summit.

The students would be required to complete a Santa Fe Sister City project in the following school year. The project would be approved by their teacher. Examples of projects are: a curriculum project, a service learning project, or one that has an academic or community benefit.

Students would submit a letter of interest and also a support note by April 15, 2017.

An informational notice will be broadcast to schools and the education community by January 15, 2017.

To penetrate and sustain involvement, we need a yearly commitment for funding.

A sub-committee of SCI members will select Santa Fe applicants and oversee the program.

Here are three excellent student testimonials below. Thanks.

Jeff Case PhD.

Santa Fe Sister City Committee

YLS was one of the BEST weeks of my life! I have met so many people that are working to achieve if not the same, than a similar goal as me. Speaking with them has opened my mind and shaped the way I think. This has been truly an AMAZING experience. 10/10, would recommend.

Over the past four days I have met people from all over the country and we've become such great friends in such a short amount of time. This program introduces you to great inspiring leaders and expands your social network. It was an amazing experience.

Sister Cities International is the pinnacle of citizen efforts to engage in diplomacy. This organization allows the youth of tomorrow to experience elements of domestic government, foreign policy making, the art of diplomacy, and the cultures of our ever changing universe. I am honored to have been a part of this summit.

2016 Youth Leadership Summit Recap

All Youth Leadership Summit delegates pose for a photo after the Final Diplomatic Simulation read-out.

Day 1

On Wednesday, July 13, students flew into Washington, DC from across the U.S. and globe to celebrate SCI's largest Youth Leadership Summit yet with 115 participants in attendance. Delegates then checked in to the dorms at the George Washington University for a taste of college life.

Students take a photo with Ambassador Kenichirō Sasae and Mrs. Nobuko Sasae.
(2) The beautiful garden at the Japanese Ambassador's Residence.

That night, students kicked off the Summit with a reception at the Japanese Ambassador's Residence where youth and adult conference attendees mingled, toured the beautiful Japanese gardens and tea house, ate delicious Japanese cuisine, and took photos with Japan's Ambassador to the U.S. Ambassador Kenichirō Sasae and Mrs. Nobuko Sasae.

Day 2

On Thursday, delegates visited the U.S. Capitol building and were one of the first groups to visit the recently restored dome. Students were also able to sit-in on sessions of congress and spot a few high profile representatives.

Students visit the White House.

The group then split off to visit their pick of Washington, DC's many Smithsonian museums on the National Mall, and finished the afternoon with a view of the White House.

Once again sister cities has produced an amazing experience for all of us youth ambassadors. It's not every day that high schoolers get to travel to the capital of the United States and participate in such an amazing experience that gives us the confidence and passion to genuinely make a difference in this world.

Day 3

Students march 130 flags around the Ronald Reagan Building's Wilson Plaza during the Opening Ceremony's Parade of Flags.

On Friday, youth delegates participated in the Opening Ceremony as they acted as flag bearers for the Parade of Flags with flags from 130 different member cities across the globe.


EXIT

Students break into groups to take part in the U.S. Diplomacy Center's diplomatic simulation.

The group then headed over to the law firm Hogan Lovells to take part in the U.S. Diplomacy Center's diplomatic simulation. This year's simulation focused on nuclear non-proliferation. Students learned about nuclear politics from senior scientist Mark Goodman of the International Security and Nonproliferation Bureau at the Department of State, then split into groups and assumed the roles of different actors in an international nuclear negotiation. Though tensions and stakes were high, all groups were able to work together to reach peaceful agreements.

We learned how to take the initiative to make conversation, compromise, and strive toward peaceful resolution.

That night, the group celebrated their accomplishments at a Nationals baseball game.

Day 4

On their final day, the group attended the Annual Conference including the Breakfast Keynote Foreign Diplomatic Corps Panel with the Ambassadors of Malta, the Republic of Serbia, and Armenia. They also heard from elected officials from California and Texas and young professionals in Washington, DC who spoke to the importance of engaging younger generations with sister cities. Lastly, the youth attended the Keynote Luncheon with Secretary Norm Mineta.

Students hear from local Texas government officials.

The panels were very inspiring and made me want to go back home with a plan to go out and help the communities around me.

To close out the Conference, students presented what they had learned during the diplomatic simulation and reflected on their overall experiences during the Youth Leadership Summit.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(1) Students get ready to present their outcomes at the Final Simulation. (2–3) Students present their outcomes and thoughts on the Summit as a whole.

(1–2) Groups present their outcomes in pairs. (3) Sister Cities International's first ever rap battle about the Youth Leadership Summit!

Students dance it out at the end of the Summit!

That night, students enjoyed dancing and dessert after the Lou Wozar Diplomatic Awards Ceremony to celebrate their new friendships and connections.

Click here to view all photos from the Youth Leadership Summit. See the top 10 moments from Sister Cities International 60th Anniversary Celebrate here. Learn more about the Youth Leadership Summit at http://sistercities.org/YLS.

DiplomacyYouthEducationLeadershipPeace

SCI 2017 Partners in Education Grants

To give visibility and depth to Santa Fe Sister Cities and the City of Santa Fe, we propose a teacher grant program with the SFPS/Partners in Education. Partners in Education is the official non-profit for SFPS that solicits both funding and then matches the funding to dedicated teachers who wish to build special curriculum projects. The special projects are to learn about Sister Cities and the cultural connections that students and Santa Fe citizens can make as diplomatic citizens.

We are asking for $1,000 to be split into two $500 grant applications for the 2017-2018 school year. We also ask that this funding be continued yearly. The funding solicitation is then broadcast to all SFPS teachers.

This is not the first time that Partners has found teachers who want to do Sister City projects. We did a two year project with teacher Jay Trujillo using CIR funds through Partners. See below.

Tentative Schedule Sister City Program

10:00 Welcome by Master of Ceremonies Carol Robertson Lopez, Principals Carlos Alarid and Christine Jirsa.

10:05 Chongshi Hello Song—Elena Chavez class(Jay, make up a song—Hello Dear Chongsi, Hello Dear Chonsi, Hello Dear Chongsi We Are Your Friends sung to Happy Birthday tune and so on)

10:10 Introduction of Honored Guests-Superintendent and Board members and Staff

10:15 Representative Jim Trujillo "Why it is Important to Learn About China". If some parents are in the audience bring them forward.

10:25 World Map-Find China and New Mexico—Madelin Means

10:30 Mayor David Coss and Carol Rose "Why We Want to Be Friends With Zhangjiajie"

The Mayor and Carol Lopez present the Scrolls to Superintendent, school board members, staff and students.

10:35 Why We Like Chongshi—Peggy Brewer class

10:40 Serenity Brings You Further-- Jay Trujillo gives interpretation

10:45 Diligence will be the Path to the Mountain of Books—Jay Trujillo or other gives interpretation

10:50 Hardwork will be the Sail to the Ocean of Knowledge—Rosa Weiss or other gives interpretation

10:55 Goodbye—Carol Robertson Lopez, Give to students the red packets with money for their New Years Day gift. A Group Picture