



Staff Report

March 13, 2018

TO: Honorable Mayor and Members of the Town Council
FROM: Sean Rabé, Town Manager
DATE: March 7, 2018
RE: Letter of Support for Chinese Sister County Delegation

Recommendation

Staff recommends the Council approve the attached letter of support for a proposed delegation from China to Placer County.

Issue Statement and Discussion

Staff was recently contacted by former Auburn Mayor Mike Holmes regarding a letter of support for Placer County hosting a delegation of Chinese citizens, in an effort to further a proposed sister county relationship between Placer County and Nanping County in China.

Staff sees no downside to sending the letter of support for hosting the delegation. The letter stops short of endorsing the sister county relationship because staff has not been able to vet what that relationship could entail. In fact, the letter specifically notes that, "While more information is needed for the Town Council to formally endorse the Sister County relationship, we do feel the idea has merit and could be worth pursuing."

CEQA Requirements

There are no CEQA requirements associated with the recommended action.

Financial and/or Policy Implications

None.

Attachments

- A. Draft Letter of Support

DRAFT LETTER OF SUPPORT

Sherri Conway

Director, Placer County Economic Development

175 Fulweiler Avenue

Auburn, CA 95603

Dear Director Conway,

The Loomis Town Council has discussed the proposed "Sister County" relationship between Placer County and Nanping County in China. Reaching out on an international basis and establishing a positive contact with the world's second leading economic country would serve Placer County – and Loomis – well. We believe this initiative has the potential for opening a wide range of cultural, technical, and investment opportunities. While more information is needed for the Town Council to formally endorse the Sister County relationship, we do feel the idea has merit and could be worth pursuing.

Our understanding is that China is a critical tourism market for Placer County. According to Visit California, more than 1.8 million Chinese visitors are expected to visit California in the next few years. And with Beijing's selection to host the 2022 Winter Olympics, more Chinese are expected to visit the Placer County/Tahoe ski areas. According to the US Department of Commerce Chinese visitors are the highest spenders of any foreign group reaching this country.

We urge Placer County to host a small delegation from China to visit Placer County in the near future. The entire county area would welcome making arrangements for the delegation to visit industrial, agriculture, and educational enterprises in our area.

Placer County has a long history of Chinese contributions to this area of California from the Gold Rush to the construction of the first transcontinental railroad through the Sierras.

Please keep us apprised of developments, as we would like to be involved.

Sincerely,

Rhonda Morillas

Mayor