



International Affairs Board

2016 Annual Report
& 2017-2019 Workplan



International Affairs Board

Mission Statement:

The International Affairs Board seeks to promote San Diego's global identity, encourage cultural connections, cultivate international economic competitiveness, and advise the Mayor and City Council on ways that international issues and policies impact San Diego.

Vision:

“Enhancing San Diego's Global Identity”





International Affairs Board

2016 Highlights

Friendship City Program

Consul Reception

Over 100 Community Events

Dozens of International Delegations

New Executive Director

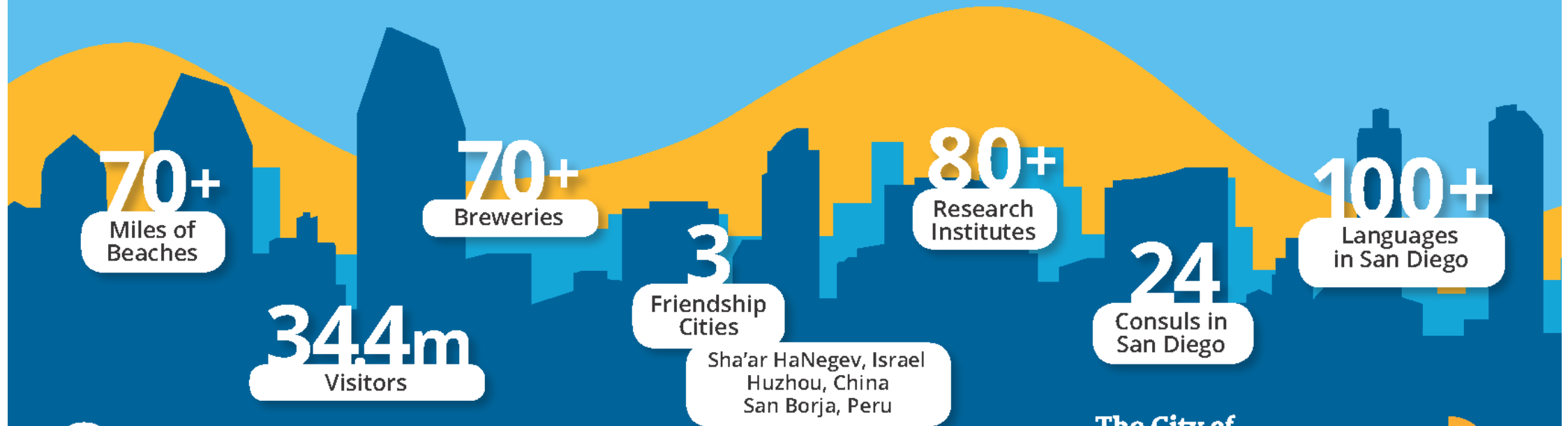


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"Enhancing San Diego's Global Identity" ~ City of San Diego Strategic Plan Vision

2016 Report Card



& 100+ Community Events Attended by Board

The City of
SAN DIEGO

Global Rankings:

- #2 Most Inventive City in the World - Forbes
- Only North American City to be Selected to National Geographic's "World Smart Cities"
- Global Connections- Direct Flights to Tokyo, London and Shanghai
- 80 Research Institutes
- Home to the World's Largest Lithium Ion Battery-Based Energy Storage Installation
- Home to the Largest Military Concentration in the World
- Best Place to "Hatch Big Ideas" - Sunset
- 2nd Athletic and Active City - Travel+Leisure
- One of "America's Best Cities for Foodies" - Travel+Leisure
- A "Best of the World" Destination" - National Geographic Traveler
- #1 Busiest Land Border in the World
- Balboa Park Ranked #7 Among U.S. Parks
- Home to the Best Dog Park in America - USA Today
- "San Diego Zoo Best in the World" ~Trip Advisor
- **One of "America's Coolest Cities"**

- Forbes

San Diego's 3 Friendship Cities and 16 Sister Cities





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Strategy 1: Promote SD Global Identity

IAB as the central voice of San Diego's global identity, providing access to the City for international partners throughout San Diego

Target KPIs

- Two presentations to community groups about member area of expertise
- Formal relationships with organizations
- Specific projects with partner organizations
- Completed and printed brochure
- Implemented new framework for Friendship Cities
- Global Identity Outreach to Town Councils, International Partners, Universities
- Establish Outreach Committee
- 8 meetings of the Outreach Committee



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Strategy 2: Focus on SD "Global Neighborhoods"

Leveraging local
population's connections
abroad & amplifying the
global identify present
within SD neighborhoods

Target KPIs

- Eight external events out in community for resource / public policy input
 - July 2017 – Refugee Panel Discussion
- Complete neighborhood database on globally-oriented organizations with self-update ability
- Annual Award program
 - 2017 – “San Diego Diplomat of the Year”
Smart Border Coalition
- Regular newsletter



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Strategy 3: Advocate on Global Issues

Provide public policy
advice to the Mayor and
Council on the impact of
international issues on
San Diego

Target KPIs

- Public Input Forum for International Stakeholders on SD Issues of Global Nature
Re-organization of IAB in the Municode
- Letters of Support and Advocacy
Statement on Presidential Executive Order
- Report on particular issues to Council Subcommittee on Economic and Intergovernmental Relations
Let's do this again!



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