



ITEM 16.2

CROSS-NATIONAL  
ADVISORY PARTNERS, LLC  
A PROFESSIONAL SERVICES  
AGREEMENT

Goal 1: Create an Environment Conducive to Strong Sustainable  
Economic Development

December 17, 2019

FOCUSED ADVOCACY

# PURPOSE

- To provide professional consulting services related to increasing investment opportunities in El Paso
- Specifically, to assist in growing and developing the City's Sister Cities Program





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# KEY DELIVERABLES

U.S.-Mexico Mayors' Summit  
coordination and follow-up

- Logistics support and coordination
- Panel participant recommendations and support
- Fundraising support and introductions
- Event follow-up to ensure continuity

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# KEY DELIVERABLES

## Youth Ambassador Program 2020 & Beyond

- Coordination with SCI
- Organize timeline
- Diplomatic and official relations assistance
- Aid in selecting participants
- Secure partnerships and sponsorships





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# KEY DELIVERABLES

## Sister Cities Program

- Review and report on current cities' best practices
- Provide recommendations for ongoing management
- Best practices learning sessions with 2 to 3 cities
- Provide future sister cities recommendations
- Assist in developing local community support network

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# KEY DELIVERABLES

## International Outreach to Top Priority Countries

- Prioritization of top countries
- Establish and support calendar of inbound and outbound efforts
- Coordinate logistics and support for annual El Paso to Mexico City trip





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# TERMS

- Term: 6 months
- Fee: **WAIVED**, will provide up to \$6,500 in monthly services
- City will reimburse reasonable travel expenses