



PASADENA SISTER CITIES COMMITTEE, INC.

LUDWIGSHAFEN  
GERMANY  
1948



MISHIMA  
JAPAN  
1957



JÄRVENPÄÄ  
FINLAND  
1983



VANADZOR  
ARMENIA  
1991



XICHENG  
CHINA  
1999



DAKAR-PLATEAU  
SENEGAL  
2019



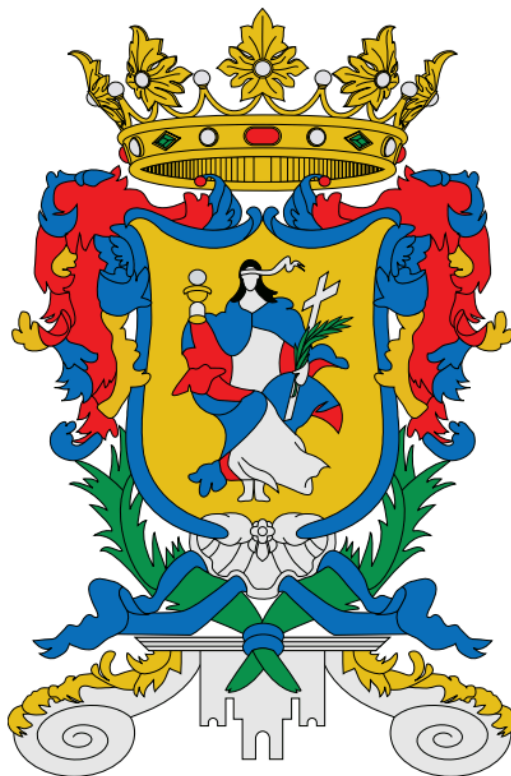
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*PSCC Mission Statement:*

*"To create and strengthen partnerships between  
Pasadena and international communities"*

## REPORT ON THE PASADENA DELEGATION'S EXPLORATORY VISIT TO GUANAJUATO, MEXICO

OCTOBER 7-13, 2024



## Introduction

On behalf of the **Pasadena Sister Cities Committee (PSCC)** and **Pasadena Vice Mayor Steve Madison**, from October 7-13, 2024, a **Pasadena Delegation** consisting of the PSCC Vice President, PSCC New Affiliation Co-Chairs, and members of the PSCC Guanajuato-Mexico Proposed Affiliation Committee (Guanajuato PA) conducted an Exploratory Visit to the city of **Guanajuato** in the central State of Guanajuato, Mexico, to **explore the possibility, feasibility, suitability, and desirability of establishing a Sister Cities relationship between Pasadena and Guanajuato.**

A Pasadena Sister City relationship with any city in Mexico is long overdue. Pasadena has deep ties to Mexico. More than 35% of Pasadena's population is Hispanic/Latino, and most of these residents trace their roots to Mexico.

"I have advocated for years that we add a city in Mexico to our cadre of Sister Cities," Vice Mayor Madison wrote in a letter to the newly elected **Presidenta Municipal (Mayor) of Guanajuato, Samantha Smith**. "I am very pleased that following a recent change in leadership, the Pasadena Sister Cities Committee is finally pursuing this goal by visiting Guanajuato. My excitement and enthusiasm about the possibility of forming a Sister Cities relationship with Guanajuato is undiminished."

As **PSCC President Lena Kennedy** wrote in an introductory letter to Guanajuato officials, "As we continue these exploratory visits, we are enthusiastic about the possibility of establishing a Sister Cities relationship between Guanajuato and the City of Pasadena, California. Following our exploratory efforts, the PSCC board, general membership, and community will present their findings and make a recommendation to the Pasadena City Council, which we anticipate will make a decision in 2025."



### **List of All Cities Reviewed by the Guanajuato PA, PSCC New Affiliations Co-Chairs, and Previous PSCC Teams**

Many other cities in Mexico were considered, researched, and reviewed by the Guanajuato PA Committee, the PSCC New Affiliations Co-Chairs, and previous PSCC teams. The following is a list of Mexican cities reviewed as described above:

1. **Almoloya de Juárez**, State of Mexico
2. **Mérida**, State of Yucatan
3. **Cancún**, State of Quintana Roo
4. **San Miguel de Allende**, State of Guanajuato
5. **Zacatecas**, State of Zacatecas
6. **Ciudad Juárez**, State of Chihuahua
7. **Valle de Guadalupe**, State of Baja California
8. **Santiago de Querétaro**, State of Querétaro
9. **Guanajuato**, State of Guanajuato

### **Recommendation**

The PSCC Guanajuato-Mexico PA Committee began evaluating and reviewing potential Mexico affiliation cities in the fall of 2023. **After conducting extensive research on all potential cities in Mexico, the PSCC Guanajuato-Mexico PA Committee, the PSCC New Affiliations Co-Chairs, and members of the Pasadena Delegation that conducted the Exploratory Visit to Guanajuato in October 2024, including the PSCC Vice President, are fully recommending that the City of Pasadena formally establish a Sister Cities relationship with Guanajuato, Mexico; that the Pasadena Mayor and Vice Mayor lead an Official Delegation to Guanajuato in October 2025 during its iconic artistic and cultural Festival Internacional Cervantino; and that Pasadena invites the Mayor of Guanajuato to lead an Official Delegation to Pasadena to continue the process.**

### **Exploratory Visit Delegation Members**

The Pasadena Delegation consisted of:

- **Rene H. González**, PSSC Board Member, PSSC New Affiliations Co-Chair, Guanajuato PA Committee Chair
- **Justin Chapman**, District 6 Council Liaison to Pasadena Vice Mayor Steve Madison, PSSC New Affiliations Co-Chair, Guanajuato PA Committee Member
- **Martin Gordon**, PSSC Vice President, Guanajuato PA Committee member
- **Tina Rios**, PSSC Board Member, Guanajuato PA Committee member
- **Patricia Guzman**, PSSC Member, Guanajuato PA Committee Member
- **Yuny Parada**, PSSC Member
- **Mario Gonsant**, PSSC Member, Guanajuato PA Committee Member
- **Maricela Villanueva**, PSSC Member, Guanajuato PA Committee Member

#### **Guanajuato-Mexico Proposed Affiliation (PA) Committee Members**

1. **Rene H. González**, New Affiliations Co-Chair, Guanajuato PA Committee Chair
2. **Raúl Ibáñez**, Guanajuato PA Committee Vice Chair
3. **Martin Gordon**, PSSC Vice President, Guanajuato PA Committee member
4. **Justin Chapman**, New Affiliations Co-Chair, Guanajuato PA Committee member
5. **Dr. Amalia Marquez**, Guanajuato PA Committee member
6. **Dr. José A. Gómez**, Superintendent/President of Pasadena City College, Guanajuato PA Committee member
7. **Ed Morales**, President of the Tournament of Roses Association, Guanajuato PA Committee member
8. **Tina Rios**, PSSC Board Member, Guanajuato PA Committee member
9. **Patricia Guzman**, Guanajuato PA Committee member
10. **Nelly Montoya**, Guanajuato PA Committee member
11. **Evelin Vigil**, Guanajuato PA Committee member
12. **Vicente González**, Guanajuato PA Committee member
13. **Metztly Alcantar**, Guanajuato PA Committee member
14. **Abel Flores**, Guanajuato PA Committee member
15. **May Rivas**, Guanajuato PA Committee member
16. **Mario Gonsant**, Guanajuato PA Committee member
17. **Marlene Benitez**, Guanajuato PA Committee member
18. **Maricela Villanueva**, Guanajuato PA Committee member

19. **Fabricio Santoyo**, Guanajuato PA Committee member
20. **Laura Zambrano Luna**, Guanajuato PA Committee member
21. **Isabel Ramirez**, Guanajuato PA Committee member

### **About the Itinerary of the Delegation**

At the invitation of **Dr. Rodrigo Enrique Martínez Nieto**, a Guanajuato City Councilmember and the President Trustee of the Education, Culture, Sports, and International Relations Commission of the Municipality of Guanajuato, the Pasadena Delegation immersed ourselves in Guanajuato's culture and established strong relationships with some of Guanajuato's top officials in government, academia, and the arts. Dr. Nieto prepared much of the agenda and itinerary for our visit and set up our meetings with officials in Guanajuato's municipal and state congressional government, non-profit organizations like the Guanajuato Food Bank (BAG), and more.

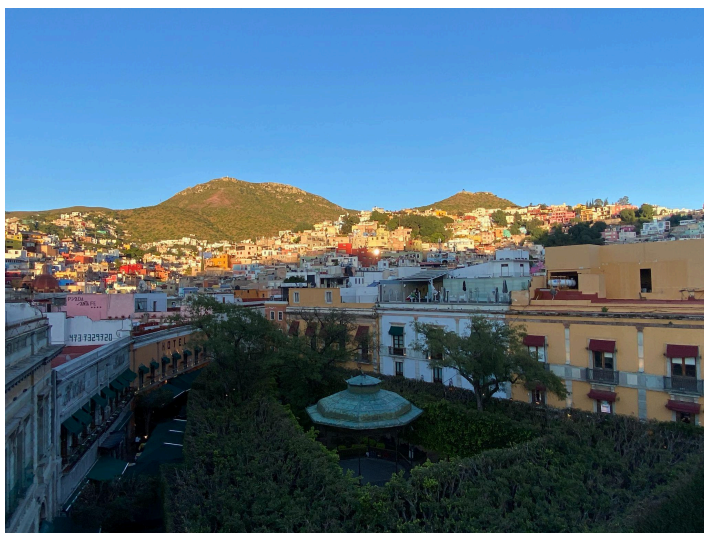
Rene González, PSCC Guanajuato PA Chair, prepared visits to the University of Guanajuato (UGTO), including the Cultural-Extension Department, the UGTO's official folkloric ballet (BAFUG), the UGTO Symphonic Orchestra, the Festival Internacional Cervantino (FIC) office, and main points of interest including historical sites like the Alhóndiga de Granaditas and "El Pipila" Monument, a large statue overlooking the city in memory of one of Guanajuato's most celebrated heroes.

### **About Guanajuato**



Guanajuato is a **UNESCO World Heritage Site** and one of the most beautiful cities in the world. Its historical significance to the independence of Mexico cannot be overstated. At one point it was the official headquarters of the government of the President of the Benito Juárez Republic, during the nation's reform stage.

The city is more than 470 years old, having been officially founded on December 8, 1559, by Spain during the colonial period. However, the region was inhabited long before that by indigenous peoples, and its colonial development began after the discovery of silver and gold sediments in the area. This led to the area's growth as a significant mining city during the 16th century, playing a major role in Mexico's economy and history.

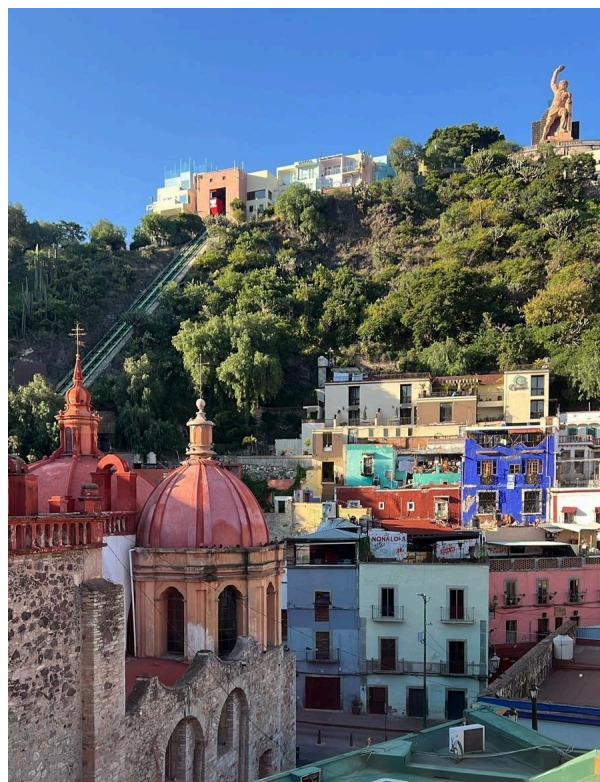


Guanajuato's network of narrow streets, alleyways, and underground tunnels is typified by the Callejón del Beso (Alley of the Kiss), so named because the balconies are close enough for a couple to reach across and kiss. "Guanajuato" means a valley surrounded by little hills that look like frogs.

A former Spanish rule-era granary and public grain exchange, the Alhóndiga de Granaditas, is now an art and local history museum with pre-Columbian exhibits. It was the site where a fierce battle raged between Hidalgo's rebels and the Spanish, who fortified themselves inside the Alhóndiga until "El Pipila" (whose real name was Juan José de los Reyes Martínez Amaro) shielded himself with a large flat stone and



approached the entrance with tar and torch in hand to burn the door, thus allowing Hidalgo's insurgent army to gain access, seize the site, and win the first battle for the Independence of Mexico.



Each year, Guanajuato hosts the [Festival Internacional Cervantino](#) (FIC), a major arts and culture festival featuring artists and performers from all over the world. Each edition of the FIC features Mexican states and other countries as guests of honor. In 2024, Oaxaca and Brazil were the guests of honor and thus were in charge of presenting the best of their culture and art at the festival. The FIC Grand Opening event took place while the Pasadena Delegation was in town. This festival is the equivalent of the Rose Parade in Pasadena. It is, in fact, Latin America's most important cultural event. It is known as "the festival of the spirit" and its origins date back more than half a century when students from the University Theater conducted plays and performances in the streets and public squares of Guanajuato.



The similarities between Pasadena and Guanajuato are many. Both cities are similar in size: Pasadena has 140,000 residents and Guanajuato has 194,000, according to the 2020 Census. Guanajuato is a popular tourist destination with historical significance, as is Pasadena. Both cities are important and noteworthy hubs of arts, music, culture, science, technology, education, architecture, historic preservation, sports, and more.

As Vice Mayor Madison wrote in his letter to Presidenta Municipal Smith, *“Pasadena and Guanajuato have much in common—similar sized populations, a strong sense of history and preservation, shared passions for art, culture, and science, and the presence of renowned educational institutions where young people have the opportunity to reach their full potential.”*

Perhaps most importantly, both Pasadena and Guanajuato also have unique personalities—charm, character, pizzazz, flair, and energy—something that is rare to find in cities around the globe.

It is clear that an official Sister Cities relationship between the two cities would be mutually beneficial and appropriate. There is significant interest on both sides already.



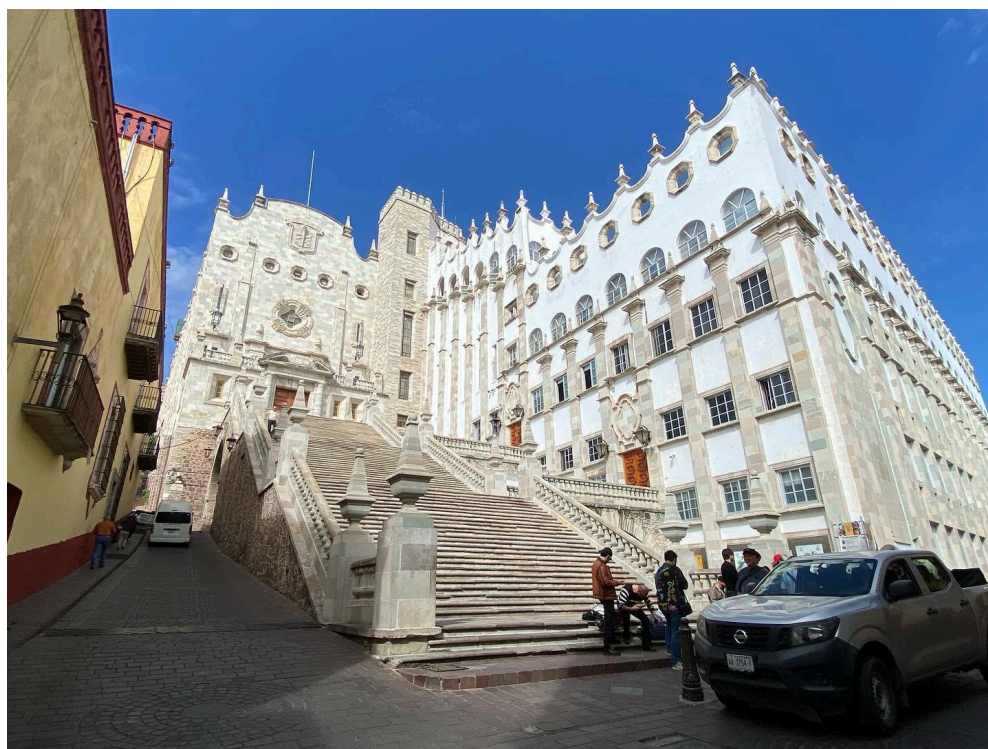
### **Notable Meetings & Events of the Delegation**

Starting Monday, October 7, 2024, through to the very last day of the visit to Guanajuato on Sunday, October 13, 2024, the delegation visited numerous entities and established strong relationships of potential collaboration with many officials, professors, historians, directors, and community leaders. Overall, it can be stated unequivocally that the Exploratory Visit was a total diplomatic success.

The Exploratory Visit began with visits to notable historical sites like “El Pipila” Monument and the Banco de Alimento de Guanajuato (BAG), a non-profit food bank where the Delegation was received with a beautiful reception that featured traditional dishes made by BAG’s own chefs with BAG’s own food ingredients. BAG leadership explained that not only do they provide food to the families most in need (about 1,800 of them), but they also provide cooking recipes and nutrition materials to the families so they have multiple recipes created by professional chefs to prepare the food they receive from BAG. BAG’s operations were described to the Delegation including the collaboration with youth at BAG’s warehouse who come from a reintegration facility, providing these young people with a purpose that turns their life around. The success of this program has many positive outcomes, including formally hiring some of these same young people to support BAG’s operations. This non-profit is making a huge positive impact on Guanajuato’s community in many ways. We were moved by their noble cause, excellence, and professional dedication.



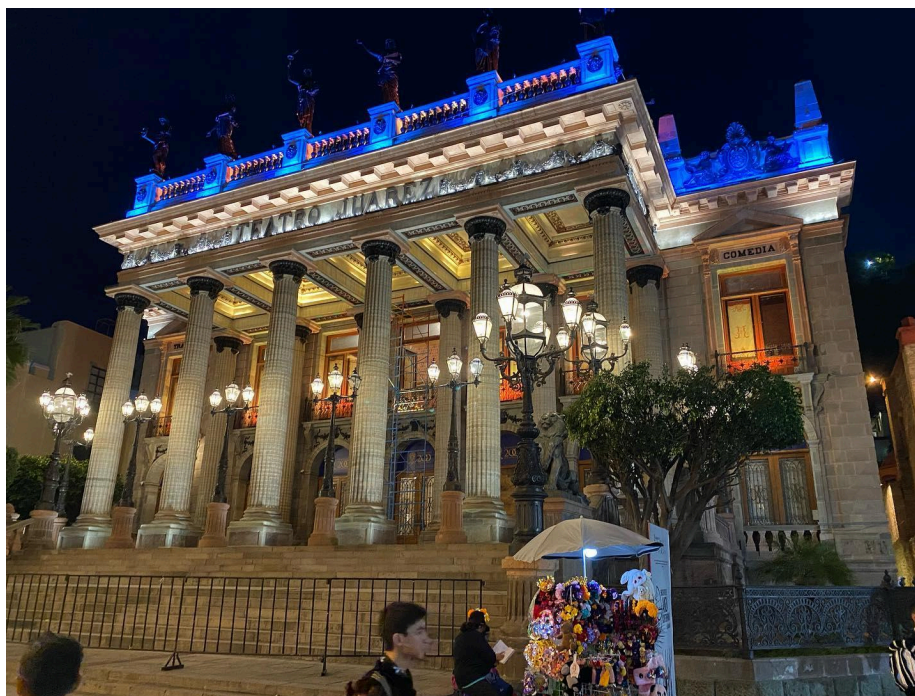
On our second day, under the direction of UGTO's María Adriana Aguilera Arrieta, Director of the Internationalization Department, we were greeted by Maestro Erick Manuel Sanchez-Robles MIM, Head of Academic Mobility and Exchange from the UGTO's Office of International Relations and Academic Collaboration. Maestro Sanchez-Robles prepared a presentation that described in detail the current foreign student exchange programs and relations that UGTO has with many countries all over the world. They described many ways in which they collaborate with various universities on research, science, arts, culture, and summer programs offered to international students. Maestro Sanchez-Robles applauded our Sisterhood efforts and made it clear that the UGTO international student programs are not limited or subject to an official Sister City affiliation; he stated that Pasadena students and students from any country are immediately welcomed at their UGTO campus, regardless of the existence of a Sister City relationship with their home states or cities.



The same message was echoed by the UGTO Director of Cultural Extensión Dr. José Osvaldo Chávez Rodríguez, who provided a complete description of their art programs, including the Ballet folklórico de la Universidad de Guanajuato (BAFUG), the Symphonic Orchestra, one of the most renowned symphonics in Mexico, their

Estudiantina all-female group, Mariachi, and acting programs at the UGTO. In conclusion, the UGTO leadership from the General Director to the different departments offered their complete support for future collaborations that could promote the beautiful arts of Mexican culture and help support the arts and culture programs for both the UGTO, Guanajuato's public schools, and Pasadena's public schools and colleges.

On day three of our visit, we had one of the greatest honors of the trip: **the Pasadena Delegation was invited to the historic and iconic Teatro Juárez for the [exclusive midnight inauguration and swearing-in ceremony](#)—a “Solemn Installation Session”—of the newly elected Presidenta Municipal (Mayor) Samantha Smith and City Council members for Guanajuato city, who will serve from 2024-2027.**



This was a major, solemn, and historical event that took place at **exactly 12:01 a.m.** on October 10, 2024, at the stunningly beautiful Teatro Juárez. Seats were highly coveted and the 902-capacity theater was completely filled with the government, business, financial, and social elite of the city and state of Guanajuato. The Pasadena Delegation was placed in the third row of this enormous theater alongside dignitaries, such as the



[2024-2025 Reina \(Queen\) de la Ciudad de Guanajuato Lizeth Alejandra Ayala Valtierra](#) (similar to the Rose Queen in Pasadena), a UGTO student.

Outside the theater before the event began, large crowds of supporters gathered in a jubilant atmosphere in the middle of the night to cheer on the arriving dignitaries, who were protected by countless municipal police and state security forces forming a cordon around the theater. Samantha Smith (at that point still Presidenta Municipal-Elect) walked through the Jardín de la Unión (Guanajuato's main plaza and the center of the city), among the people, to arrive at the theater. She passed the Pasadena Delegation as she did so, just as we were also making our way to the theater, which was located just two buildings down from our hotel. She greeted us and shook our hands, and we congratulated her on her recent election.

The Pasadena Delegation was swiftly whisked past many layers of intense security and ushered immediately into the theater by Guanajuato officials who referred to us as "VIPs." The design and architecture and grandeur inside the Teatro Juárez was truly a sight to behold. We sat near, met, and spoke with the aforementioned Guanajuato elite before and after the ceremony.



Marching guards from the municipal and state security services opened the ceremony—all members of both teams were women. They were making a statement: it's a new day in Mexico. In addition to the new Presidenta Municipal Samantha Smith, also a woman, the guest of honor at the ceremony was the **Governor of the State of Guanajuato, Libia Dennise García Muñoz Ledo**, also a woman. She is a Mexican lawyer, writer, and politician who became governor of Guanajuato in 2024. She previously served as Secretary of Social and Human Development for the State of Guanajuato.

The governor said she will be moving to a house within the municipality of Guanajuato, further implying the safety of the city itself.

In their speeches, Presidenta Municipal Smith and Gobernadora Libia Dennise stated emphatically that corruption and violence against women in Guanajuato were over. Now the Mayor of Guanajuato city, the Governor of Guanajuato state, and the President of Mexico itself (**Dr. Claudia Sheinbaum**) are all women. Half of the new Guanajuato City Councilors are also women.

“Speaking of inspiration today, women in Mexico know that glass ceilings have been broken with the arrival of great women to power,” Presidenta Municipal Smith said in her inauguration speech. “These positions fill us with pride and hope because they reflect the progress and capacity of women in our society. Their leadership is an inspiration for all of us. Today we have the opportunity to demonstrate that not only do women have the ability to govern, but that we can do so with strength, firmness, and vision. Today I say it loud and clear that no one will ever tell us women ‘no’ again.”



Presidenta Municipal Smith also laid out her vision for Guanajuato, stating, “My dream since I was a child has been to contribute to the legacy of my beloved Guanajuato. I dream of a strong and honest Guanajuato, a clean, orderly, and safe Guanajuato, a Guanajuato where citizens feel deeply proud of our history and aware of our responsibility to preserve that history. I dream of continuing to create, develop, and enjoy a united and peaceful city. I know that this Guanajuato is possible. I see it, and I am convinced that today begins a new path, a new assignment, a new energy, and also a new vision to be able to build it together. As a Guanajuato woman born and raised in this little piece of heaven, I feel deeply grateful for the opportunity that the citizens have given me. From a very young age, I found in service the most effective, meaningful, and noble way to materialize love, and today this conviction is consolidated with this opportunity to serve Guanajuato.”

The Pasadena Delegation witnessed the following list of newly elected Guanajuato City Council members take their oaths of office and get sworn-in:

- **Samanatha Smith**, Presidenta Municipal (Mayor)
- **Ángel Ernesto Araujo Betanzos**, Síndico (Receiver)
- **Adriana Ramírez Valderrama**, Síndica (Receiver)
- **José Carlos Domínguez López Velarde**, Regidor (Councilor)
- **María Fernanda Vázquez Sandoval**, Regidora (Councilor, Head of Sister Cities affairs and International Relations)
- **Manuel Aguilar Romo**, Regidor (Councilor)
- **Myriam de Jesús Balderas Figueroa**, Regidora (Councilor)
- **Daniel Barrera Vázquez**, Regidor (Councilor)
- **Celia Carolina Valadez Beltrán**, Regidora (Councilor)
- **Julio César García Sánchez**, Regidor (Councilor)
- **María Fernanda Arrellano Caudillo**, Regidora (Councilor)
- **Victor Hugo Larios Ulloa**, Regidor (Councilor)
- **Olga Fabiola Durán Torres**, Regidora (Councilor)
- **Liliana Alejandra Preciado Zárate**, Regidora (Councilor)
- **Paulo Edgar Ramírez Noguez**, Regidor (Councilor)



The day after being sworn-in as the new Presidenta Municipal of Guanajuato, Samantha Smith offered to meet with the Pasadena Delegation leadership, including PSCC Vice President Martin Gordon and Guanajuato PA Chair Rene González in her new office. She took time out of her busy schedule—literally while the office was in transition physically—to personally receive the letter from the Pasadena Vice Mayor’s office ([see letter enclosed](#)) and accept his open invitation to visit us in Pasadena to continue the process of exploring and establishing a formal Sister Cities relationship with us.



As the Vice Mayor wrote in his invitation letter to her: “I would be extremely pleased to welcome you and a Sister Cities delegation from Guanajuato to Pasadena, where we could arrange tours of our world famous Rose Bowl (America’s Stadium), the Tournament of Roses House (where the world famous Rose Parade is planned for New Year’s Day each year), the Jet Propulsion Laboratory, CalTech, ArtCenter College of Design, and many other historic and cultural venues. Again, congratulations, and let’s stay in touch.”

During our visit to the Municipal Presidential office, Presidenta Municipal Smith also shared with the Delegation leadership that it has always been her wish to see the Rose Parade in person in Pasadena, ever since she was a little girl watching the parade on TV.

Her enthusiasm and joy was palpable when the Pasadena Delegation hand-delivered that letter from Vice Mayor Madison, which invited her and a Guanajuato exploratory delegation to visit Pasadena.

After a formal read out of Vice Mayor's Letter, Presidenta Municipal Smith directed the President of Guanajuato's International Relations Commission, Regidora **María Fernanda Vázquez Sandoval**, to begin exploring a reciprocal delegation to Pasadena and the process of formalizing this relationship, and made the following statement: "A trabajar de inmediato" ("We will begin to work immediately") on the reciprocal Proposed Affiliation (PA). Guanajuato officials are currently planning their own Exploratory Visit to Pasadena in time for the 2025 Rose Parade and creating the Guanajuato delegation and supporting community group.

The Pasadena Delegation also visited the Guanajuato State Congress building and met with **Local Congressman (Diputado Distrito VIII que representa las ciudades de Guanajuato y Silao en el Congreso Estatal)** and former Senator **Juan Carlos Romero Hicks**. Guanajuato is the capital of the state of the same name, so the city is also the seat of the State Legislative Branch.



Congressman Hicks served as the Director General of the Mexican National Science and Technology Council, as Governor of Guanajuato, and as Chancellor of the University of Guanajuato.

Congressman Hicks explained Guanajuato's official Sister City relationship with Ashland, Oregon, and explained why it was successful. He suggested several ideas that could make a Pasadena-Guanajuato Sister City relationship work, mentioned the formation of the Guanajuato support group "Grupo Amigos" that serves as the main support group for the Ashland Sister Cities affiliation, and suggested that a similar group be formed to support the Pasadena-Guanajuato affiliation. Dr. Nieto agreed and enlisted himself to create this support group in Mexico with leaders from the community, including sectors of education, government, arts and culture, and nonprofits like the food bank of Guanajuato. Dr. Nieto's successor on the City Council who will handle Sister Cities affiliations and international relations, will also be involved, as mentioned above.

Congressman Hicks is a major figure in Mexico's politics, and due to his integrity, responsibility, and dedication to the well being of society, he has been considered twice as a pre-candidate for the Presidency of Mexico. He was very generous with his time with our delegation.





The newly constructed Guanajuato congress building is stunning architecturally and very modern. The Pasadena Delegates stood at the lectern from which the Speaker or Governor addresses the state congress. We were invited into a climate-controlled room where historical documents and books are preserved; access to this room is only granted to historic investigators, and they allowed our delegation access to view a few original historical documents related to Mexico's early history and independence. They also briefed our delegation on the historical significance of the displayed documents that were carefully handled by two Congress historians.

The Pasadena Delegation also met with the outgoing **Presidente Municipal Alejandro Navarro Saldaña** (center of photo below) and several Guanajuato City Councilmembers on their very last day before the midnight inauguration of Presidenta Municipal Smith and her new Councilors. We all took a group photo together in the Council Chambers.



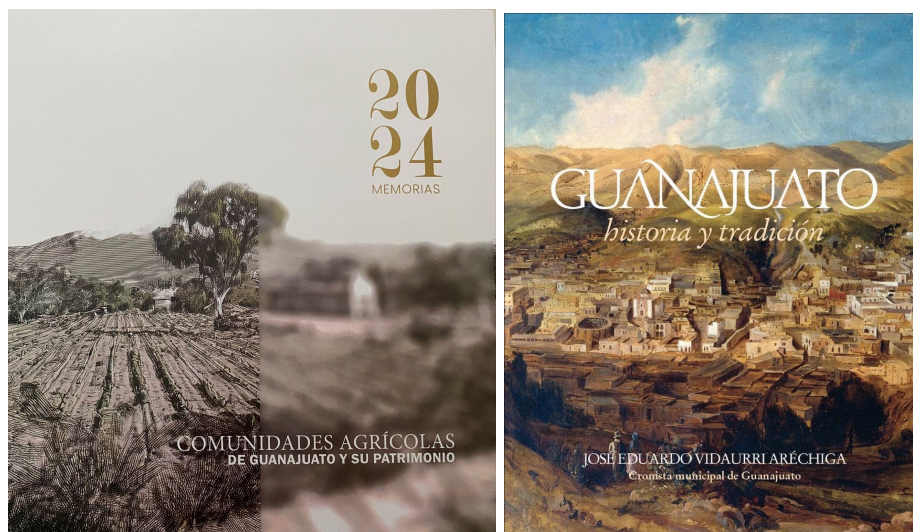
A nationally-recognized Mexican historian, **Dr. José Eduardo Vidaurri Aréchiga** (Guanajuato's official "Municipal Chronicler"), delivered a lecture to our delegation in the Municipal President's Office on the history of Guanajuato, from its early silver mining days to its significance in Mexico's struggle for independence from Spain. He led us on a walking tour of the culturally and historically significant sites of the city.



Dr. Eduardo is a Doctor in Tourism, Master in Educational Research, and Specialist in Cultural Anthropology. He is a Professor at the University of Guanajuato (a major institution in the city) in various areas of History, Cultural Heritage, Geography, and Cultural Tourism.

For our research and to expand our understanding of Guanajuato's history and present, Dr. Eduardo presented each member of the Pasadena Delegation a copy of his newly published (2024) book, *Guanajuato: Historia y Tradición*, and a copy of *Guanajuato: 2024 Memorias | Comunidades Agrícolas de Guanajuato y su Patrimonio* (*Guanajuato: 2024 Memoirs | Agricultural Communities of Guanajuato and Their Heritage*), a beautifully produced book by the History Department of the University of Guanajuato that “aims to highlight and preserve the heritage riches that connect us with our past and define our present” and “collaborate with institutions dedicated to the preservation and the dissemination of local history and architecture.”





The Pasadena Delegation also visited the Diego Rivera Museum, in a building where the famous artist once lived; the Alhóndiga de Granaditas; the enormous Hidalgo Market, which was originally constructed to be a train station but never was; and many more significant sites.





### **Potential Funding Sources for the Guanajuato PA**

With help from local organizations in Guanajuato like the BAG, UGTO, FIC, and BAFUG, the Guanajuato PA can plan cultural events that can generate the much needed funding for the BAFUG student exchange travel expenses and help with continuous support of the Guanajuato PA, the establishment of a formal Mariachi Program at our public schools and community college, and also support the music and dance programs of Guanajuato public schools and UGTO.

The Guanajuato Food Bank has been doing similar successful events for many years and they will be part of the Guanajuato support group that will work on the Mexico side to support our ever growing relationship.

These are just a few of the many potential funding opportunities that have been explored and as stated by our 34th President of the United States and Sister Cities program Founder President Dwight David Eisenhower, there can be “not one method but thousands of methods by which people can gradually learn a little bit more of each other.” With the current progressive times of inclusion and diversity, the people of Guanajuato and the people of Pasadena can explore many more ways to create potential funding sources to help both of our communities, help the underprivileged, address social issues that impact our communities, and find ways to help each other in so many other ways. We see the beginning of a beautiful and mutually beneficial friendship.

### **Conclusion**

We thank Pasadena Sister Cities Committee President Lena Kennedy, PSCC Vice President Martin Gordon, the PSCC Executive Committee, and the Pasadena City Council for the opportunity to submit this report. Special gratitude as well to the Pasadena community members who supported the Guanajuato-Mexico Proposed Affiliation on this Exploratory Visit and going forward.

This report has been prepared in alignment with the Pasadena Sister Cities Committee’s Sister City Affiliation Policy (which is [attached to this report](#)), and we believe all conditions have been met in order for Pasadena to take the next steps in the process.

This report shall be considered as both the “action plan” and “final written report” as specified in the Sister City Affiliation Policy.

Pasadena and Guanajuato have so much in common—similarly sized populations; a strong sense of history and preservation; shared passions for art, culture, and science; and the presence of renowned educational institutions. There are ample opportunities for student and other citizen exchanges between Guanajuato and Pasadena. It is clear that an official Sister Cities relationship between the two cities would be mutually beneficial and appropriate. There is significant and growing interest on both sides already.

**Therefore, this report is respectfully and duly submitted to the Pasadena Sister Cities Committee’s Executive Committee by Rene González, Justin Chapman, and Martin Gordon, with full endorsements from the PSCC’s Guanajuato-Mexico Proposed Affiliation Committee and from both PSCC’s New Affiliations Co-Chairs who are strongly recommending that the Pasadena City Council formalize a Sister Cities relationship with Guanajuato, Mexico, without delay.**



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### **Attachments to this Report**

- [Photo Album of the Exploratory Visit to Guanajuato in October 2024](#)
- [Pasadena Sister Cities Committee's Sister City Affiliation Policy](#)
- [Sister Cities International's Guide to Establishing Sister City Relationships](#)
- [Sister Cities International's Quick Guide to Establishing a Sister City Toolkit](#)
- [Letter from Pasadena Sister Cities Committee President Lena Kennedy to Guanajuato Presidenta Municipal Samantha Smith](#)
- [Letter from Pasadena Vice Mayor Steve Madison to Guanajuato Presidenta Municipal Samantha Smith](#)
- [Guanajuato Municipal Government Website](#)
- [Guanajuato Municipal Government Facebook Page](#)
- [Full Video of Inauguration of Guanajuato Presidenta Municipal Samantha Smith](#)
- [Regulations of Sister Cities of the Municipality of Guanajuato \(PDF form\)](#)
- [UNESCO Lists Historic Town of Guanajuato and Adjacent Mines as a World Heritage Site](#)
- [Festival Internacional Cervantino](#)
- [University of Guanajuato](#)
- [Guanajuato Food Bank](#)
- [Guanajuato Food Bank's Fundraiser Dinner Event](#)
- [Information About the Ashland-Guanajuato Sister City Relationship](#)
- [Information About the Ashland Amigos Club](#)

### **Contact Information**

For more information about this report, contact:

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- **Justin Chapman**, District 6 Council Liaison to Pasadena Vice Mayor Steve Madison, PSCC New Affiliations Co-Chair, Guanajuato PA Committee Member: [jchapman@cityofpasadena.net](mailto:jchapman@cityofpasadena.net)