

**CITY OF MADISON**  
**SISTER CITY PROGRAM APPLICATION**  
(PLEASE USE ADDITIONAL PAGES IF NECESSARY)

**Proposed Sister City:** Cusco, Peru

**Sponsoring Madison Organization:** Mundo Esperanza, Inc

**Is your organization a 501(c)3:** Yes      **If yes EIN:** ██████████

**Contact Person:** Victor Villacrez

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**Mailing Address:** 309 W. Johnson St #333, Madison, WI 53703

**Email Address:** vicvillacrez@yahoo.com

**Founding Committee Members:** (please list)

Victor Villacrez	President
Rene` Heiden	Vice President
Monica Wahlberg	Treasury
Gustav Heiden	Secretary
Marco Nunez	Cusco representative

**Mission Statement:**

The Madison Cusco Sister City's mission is to expand our intentions of global citizenship to honor, support, collaborate, and share, within the diversity of all peoples. Particularly we wish to collaborate with those from Cusco and Madison to help build awareness to bridge culture, arts, and humanitarian efforts.

**Specific Program Goals:**

- To raise spiritual awareness and exchange for Indigenous peoples.
- To sustainable humanitarian economic development.
- To expand conscious tourism development.
- To advocate for diverse exchange of arts, culture, and cuisine.
- To engage in environmental use of land and water.
- To coordinate humanitarian efforts in response to natural disasters and medical needs.

**Program Activities:**

Indigenous spiritual awareness and exchange

Inviting elders from both indiginous peoples to exchange prayers, healing, and teachings through incorporating these aspects into all workshops and events we host in both locations.

Economic development

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Or sent via email to [mayor@cityofmadison.com](mailto:mayor@cityofmadison.com)

Inviting companies from both cities to engage in conversations that could assist with local issues. This might include representatives traveling, video conferencing, and phone calls to discuss how their products and services could benefit both communities.

Tourism development

Highlighting what each region has to offer and encouraging travel when safe. With an emphasis on Volunteer Tourism.

Exchange of arts, culture, and cuisine

Co-hosted events that feature the indigenous and regional cultures of both Cusco and Madison for the enjoyment and education of the general public.

Environmental use of land and water

Working with Engineers without Borders and Wisconsin companies to assist with environmental issues e.g. working to solve the issue of polluted water coming down from the Andes into the watershed that supplies Cusco.

Responding to natural climate disasters and medical needs

Raising funds and supplies to ship and/or be transported during delegation trips which people need due to natural climate disasters and the lack of access to proper medical care.

**Projected Annual Budget:** (please itemize)

Category	Revenue	Cost	Note
Fundraising	\$3,000.00		Various fundraising events
Administration		\$1,000.00	Start Up and Operational costs
Entertainment		\$500.00	Food & Bev. Music
Program Supplies & Support		\$500.00	Internet and web exp. other items as needed.
Humanitarian Support		\$1,000.00	Support for the people of our Sister City

**Similarities between Madison and proposed Sister City:**

There are several similarities between the two cities. They are both capitals, one of an ancient civilization and one of the State of Wisconsin. There is a rich history of indigenous peoples. The two cities are progressive and are destinations for people from all over the world. There is a

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kindred spirit of consciousness and acceptance of all people. It can not be said that there are physical similarities, Madison is relatively flat where as Cusco is high in the mountains at 11,000 feet. They are roughly the same in population at around 450,000 in the greater regions.

**Describe local organization in proposed Sister City:**

The Cusco/Madison Sister City project within Mundo Esperanza will be made up of individuals who value the goals and activities stated previously. We require a balanced interest from the Cusco and regional Wisconsin indigenous communities to have a shared voice in order to heal, grow, and share best practices which will only benefit the larger community.

**Comments:**

Over the course of the last decade, there have been multiple connections between these two cultural cities. The time has come to formalize this relationship which will enhance the legitimacy and validate the work being done within both hemispheres for the betterment of both communities. We implore the Mayor, the Common Council, and the Sister City Committee to grant us the registration for Sister City status between Madison and Cusco.

**Authorized Signature:**

**Date:**