

GLOBAL *Meet the World Here*
PHILADELPHIA

**Global Ideas Summit
2016 Report**



Neighborhood and Community Development

In 2017, what are the top three most important action items that we can realistically accomplish in the Philadelphia communities together?

- Use technology as a vehicle to facilitate a bridge between the World Heritage City brand and the local neighborhoods:
- Create a social media campaign and have people post photos of themselves and/or write on a whiteboard (e.g., “What does being a World Heritage City mean to you?” or #MyWorldHeritageCity)
- GPA should present about the World Heritage City to umbrella organizations that serve Community Development Corporations (CDCs), Business Improvement Districts (BIDs), and Neighborhood Advisory Committees (NACs), and other Registered Community Organizations (RCOs)
 - E.g., Philadelphia Association of Community Development Corporations (<http://www.pacdc.org/>)
 - List of and map of RCOs: <http://www.phila.gov/CityPlanning/projectreviews/Pages/RegisteredCommunityOrganizations.aspx>
- Create an app that local businesses can opt into so that visitors and residents can get discounts
 - Emphasize “shop local”
 - Emphasize “globally-minded businesses” (examples of women and minority-owned businesses in Philadelphia: https://docs.google.com/spreadsheets/d/1QyIHdvmjGZgDtaW4sfwav9HkGvZA1_vKhFud_QNwO-k/edit#gid=0)
 - Could be similar to SEPTA Pass Perks (<http://www.iseptaphilly.com/perks>)
- Provide awareness of how World Heritage City will benefit neighborhoods
- Emphasize connections between German tourists and Germantown (Germantown is one of DVRPC’s Classic Towns, www.classictowns.org).
- Let people know about Philadelphia’s connection to Sweden (blue & yellow on city flag; plus American Swedish Museum <http://www.americanswedish.org/frames.htm>)
- Renovating a decommissioned plane at the Philadelphia Airport so school children can come on field trips and explore places they can go via iPads or other virtual technology
- The Mural Arts program is painting a mural in Cuba (but it’s not in one of the three World Heritage Cities in Cuba—lost opportunity.) Make future international ventures take place in World Heritage Cities to emphasize the connection.
- Create internships/coops/fellowships so that other cultures come alive
- Incorporate World Heritage City into parks/rec center/library redesign
- How does the World Heritage City status benefit business owners on Main Street in Manayunk, Germantown Avenue in Chestnut Hill, 52nd Street in West Philly or 5th Street in Olney? Tell international tourists where they can go in the city to meet people like them who live in Philly. Tell business owners that 88% of tourists shop while they are here.

History and Preservation

What would you like to have available about Philadelphia's history and culture on your handheld, GIS-enabled device?

- Maps and Signs with multiple languages throughout Philadelphia. Additional language services
- World Heritage City Project How to attract tourists?
- Temple University great resource for Korea.
- Chinese travel guide was recently published, with 2nd issue in November for immigrants and tourists.
- Dynamic mobile apps in multiple languages.
 - Explanation of historical sites
 - Guide tours
 - Time & Preference base
- Partnering with Uber to bring to Heritage areas in and out of the city, especially food and eateries
- Pop-up information on a mobile device when visiting historical houses
- Scannable historical maps of neighborhoods
- Walking tours of the whole city, that use geo location in an app that can show you historical data about what use to be there, when the home was built.
 - Information should be in the city archives and census records.
- To get people interested in history we should start something that interesting that can expanded in to a historical narrative.
- Notifications about time-specific sites e.g. this is a good spot to watch fireworks

International Relations

How do we develop and agree on protocol for visiting international delegations and dignitaries, can we centralize these visits so all key stakeholders can participate?

- Mention that the Mexican Secretary of Foreign Affairs visited.
- An international.relations@phila.gov is being set up and prototype being developed and rolled out by Citizen Diplomacy International.
- Cuisine and shopping opportunities should be included as a part of the itinerary.
- Create a series of tour options
- Promotional video and handbook could be used to show options.
- Whoever supports and follows the delegation will reap many benefits
- Utilize social media to generate media coverage.
- Work with the Honorary Consul/Consul/International Chambers
- Check with New York and Washington D.C. to determine their protocols
- Consider what reciprocal action is needed and is beneficial.
- Directory created by CDI
 - Clean-up, name placecards, set-up of room
 - Advisory team
 - Diplomatic Police
 - Airport contract
 - Museum and tours

- o Navy yard and other common sites
- o Contacts in ethnic communities
- o Guidance on who sets up meeting
- o Media contacts
- o Gift Protocol

Education – Lower Ed

How do we empower students to think outside the scope of their immediate environment and consider their place in the larger world?

- Education should address students place in a the larger. Raise a fund that will enable Philadelphia Students to travel.
- We should start local with city visitation tied to foreign groups, work with the Consular corps and the French School in Bala Cynwyd.
- Show the schools the way (like with World Heritage).
- Mentorship programs with kids that express an interest in another place that matches them up with people that can share their own experiences. Global students can become mentors and help the Philadelphia student body.
- Use places to make map more fun for kids. National Geographic must have an educational program available. Need a grant program to deliver this and to utilize an existing entity that offers this. Students should be given maps at home and do a study of the places they have been.
- World Heritage bingo game
- Bring international educators/guests to visit the museum. The Penn Museum is great for global rooms.
- More emphasis on foreign language learning – Currently Philadelphia has cut back on language learning to only two years and doesn't started until too late. Charter schools do dual language programs.
- Tap into their cultural assets like their parents. School/Parent mentorship program. Boys and Girl Scouts.
- Global learning through the classroom. Connect to the classroom through technology like skype. Have teacher Ambassador visit schools instead of field trips.
- Change airport signage to include to include more languages.
- Use World Heritage toolkits to show new teachers about global diversity.
- Approach colleges/universities to teach teachers about globalism.

Education - Higher Ed

What are some ways in which we can creatively engage international millennials in GlobalPhilly 2017?

- Incentives: Volunteer booth to share their knowledge with each other.
- Next City

- o Personal stories
 - o Tours
 - o Workshop (experimental)
 - o Provide opportunity for guests
 - o Food trucks rather than banquets
 - o Give people the problem and allow them to solve it
- Focus groups on global millennials and their ideas
- Jobs and internships with GPA and others
- University Student clubs
- Mentor program 1B majors
- Survey on GPA website
- Create a Millennial task force through the Mayor's office.
- Recruit Millennials with different skill set.
- Low price point to attend events for young people
- Entrepreneurship – Understanding visa problems for international people.
 - o International people going back home and taking their talent and connections with them.
 - o Connect international people with other global minds
- Tie it in with Center City Sips work with CC District (engage Paul Levy), Young Involved Philadelphia.
- Beer gardens, International Meetup Group (Dave)
- District does recruiting at Sips.
 - o Escape Room
 - o Hackathon
 - o 30 under 30
- Work with various chambers.
 - o Javier Suarez – Hispanic Latino Millennials
- 60-90 second promo video
- Role of Universities
 - o Identify 3-4 key leaders
- Peer to Peer exchange – same age and same background

Tourism and Hospitality

Should tourism also focus on a separate campaign for First World Heritage City in the U.S.?

- Education element
 - o International communications
 - o Domestic communications
- Develop an elevator speech?
- World Heritage status is an enhancement that resonates with the public and tourists.
- Highlights the whole value of the city.
- Messaging is central to the story.
- It's part of who we are
 - o Promote it

- o Add WH status as an enhancement
- o Deliver it to the people
- o Philadelphians must rally around it adults and children
- Separate Campaign
 - o It should be incorporated. Organizations need to be involved and educated to allow them to do it
 - o Implementation Committee need to share WH with the organization responsible in getting the message out.
- Encourage people to visit the WH site as it is the anchor for the campaign

Arts and Culture

Maude Lyon recently wrote an open letter which resonates with so many in the arts community. How can we do our part to remain united?

- Art and culture has always worked to unify people regardless of their political or religious beliefs.
- Philadelphia has one of the most vibrant arts and culture communities and we need to showcase that to the rest of the world.
- Art heals and provides an opportunity for communities to gather and celebrate
- Philadelphia's arts community is bold and daring and is beginning to attract the attention of many international arts organizations. PIFA, The Philadelphia International Festival of the Arts has begun this work of including international artists in huge scale events in Philadelphia.
- It is the cultural community who get the attention Philadelphian's from the Fringe Festival to the Philadelphia Orchestra and they need our support to help carry out their work of bringing people together to celebrate - not denigrate each other.

Business and Nonprofit Organizations

If you were talking to a foreign investor and wanted to persuade her or him to invest in Philadelphia or locate a business here, how would you use our World Heritage City status to buttress your argument?"

- Retail Opportunities
- Awareness of the Philadelphia brand due to designation.
- Designation as a World Heritage city reinforces focus on international economic development
- Supplement lifestyle concerns that an investor may have
- Creates visibility and distinction from every other city in the United States.
- Capital investment in education