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# A Strategic Plan for Philadelphia

Seizing Opportunities as  
the First World Heritage City  
in the Nation



EXECUTIVE SUMMARY



**OUR MISSION**

*As a World Heritage City, we will work together to attract people to visit, invest, work, study and live in the region, promote preservation and stewardship of our historical and cultural assets, and inspire citizens to feel confident and proud of our place in the global community.*

On November 6, 2015, as the result of a multi-year joint venture between the Global Philadelphia Association and the City of Philadelphia, Philadelphia was accepted as a member of the Organization of World Heritage Cities (OWHC) and became recognized as a “World Heritage City.” It is the first city in the United States of America to have attained this distinctive status.

Having joined a prestigious company of over 270 international cities, Philadelphia is uniquely positioned to take advantage of many new opportunities for economic growth, international relationships, historic preservation, and increased tourism. The strategic plan summarized in this booklet sets forth a series of bold aspirations that come with our new status as a World Heritage City and lays a foundation for achieving them over the next three years.

*It is a plan for everyone in our city. Over 200 Philadelphians took part in developing it. Now, all of us — residents of center city, inner city neighborhoods, and outer suburbs alike — are ready to write the next chapters of the Philadelphia Story.*

World Heritage City status is recognized around the globe as prestigious, setting a city apart because of its distinctive history and culture and its contributions to the global community.

A city achieves this status by having within its borders a site recognized by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as a World Heritage site (in Philadelphia, this is Independence Hall) and by being accepted as a full member of the Organization of World Heritage Cities.

## *Ideas*

A city of ideas that has changed how the world thinks about society and governing. Philadelphia showed the way in the invention of Religious Tolerance, Popular Sovereignty, and the Constitutional Protection of Freedoms.

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## *Places*

A city of places with global significance. Starting with Independence Hall, the birthplace of modern democracy, Greater Philadelphia features over 100 National Historic Landmarks.

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## *Future*

A city of perpetual reinvention, forever conceiving a better future. Philadelphia continues to re-imagine and reinvent American society while honoring its historical and cultural assets.

# Milestones to Date

**9/15/13:** Philadelphia becomes an observer member of the Organization of World Heritage Cities

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**4/28/14:** The Project World Heritage Committee submits a “Case for Philadelphia” to the OWHC and requests full membership

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**9/8/14:** In honor of Solidarity Day of the World Heritage Cities, the street alongside Independence Hall is renamed “World Heritage Way”

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**10/8/15:** Over 100 residents gather at a Symposium to begin work on the Strategic Plan

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**11/5/15:** Philadelphia obtains World Heritage City status at the XIIIth World Congress of the OWHC in Arequipa, Peru

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**5/8/16:** World Heritage City movie, authored by David Brownlee and produced by Sam Katz, is premiered

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**5/16/16:** Education Initiative continues with first World Heritage Program at Andrew Jackson School

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**5/26/16:** Mayor Kenney declares Philadelphia World Heritage Day as every 4th Thursday of May

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# Strategic Plan Overview

## THE PLAN IS DRIVEN BY THREE FUNDAMENTAL GOALS:

To promote preservation and appreciation of our geographical, historical and cultural heritage through the World Heritage City designation and continued education.

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To provide a powerful economic and cultural stimulus to the region.

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To inspire citizens and residents to feel pride in their World Heritage City.

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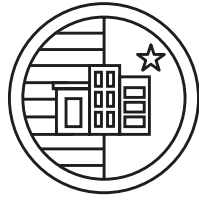
## OBJECTIVES AND ACTIONS

To meet its goals, the Plan outlines objectives in seven categories, together with a series of actions designed to achieve each objective:

- A.** Neighborhood & Community Development
- B.** History & Preservation
- C.** International Relations
- D.** Education
- E.** Tourism & Hospitality
- F.** Arts & Culture
- G.** Business & Nonprofit Organizations

The objectives and actions are listed in the following pages. Each objective will be led by a group of “champions” and the overall effort will be coordinated by a 19-member “Implementation Group”, listed at the end of this Plan.

## A. Neighborhood and Community Development



### OBJECTIVE:

Engagement of Philadelphia's diverse communities in the heritage conversation and securing its potential benefits.

#### ACTION A1:

Develop community relationships first by reaching out and listening to who they are and what heritage means to them

#### ACTION A2:

Build awareness and understanding of the World Heritage City designation in all communities

#### ACTION A3:

Work with communities to realize WHC-related benefits, including neighborhood-based tourism

## B. History and Preservation



### OBJECTIVE:

Widespread appreciation, use, and preservation of our heritage assets

#### ACTION B1:

Create a comprehensive inventory of historical and cultural assets

#### ACTION B2:

Develop a strategic preservation plan

#### ACTION B3:

Support the development of an electronic integration of mapping databases and create a GIS facility

#### ACTION B4:

Promote the appreciation and use of existing and newly-identified heritage sites

## C. International Relations



### OBJECTIVE:

Deeper and broader international relationships for the city and the organizations within it

#### ACTION C1:

Participate in Organization of World Heritage Cities activities

#### ACTION C2:

Support internationally-active nonprofit organizations in Philadelphia

#### ACTION C3:

Develop Philadelphia as a center of thought leadership on global issues

## D. Education



### OBJECTIVE:

Students prepared to succeed in a rapidly globalizing world

#### ACTION D1:

Implement a series of “World Heritage Programs” in schools throughout Philadelphia

#### ACTION D2:

Create curricula around Philadelphia’s heritage and global studies for use in all local schools

#### ACTION D3:

Develop an online resource center focused on heritage and global studies for schools throughout the city and region

#### ACTION D4:

Encourage non-school international education initiatives

## E. Tourism and Hospitality



### OBJECTIVE:

Attraction of tourists, students, and others whose presence will enhance the city's economy and stature

#### ACTION E1:

Increase tourism to Philadelphia, especially from abroad

#### ACTION E2:

Attract additional students, scholars and researchers to Philadelphia

#### ACTION E3:

Enhance hospitality to improve the international visitor experience

## F. Arts and Culture



### OBJECTIVE:

Greater recognition here and abroad of our globally significant arts and culture scene

#### ACTION F1:

Promote Philadelphia's diverse artistic heritage and cultural assets

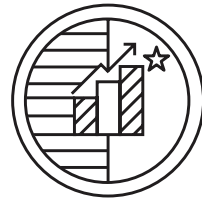
#### ACTION F2:

Utilize World Heritage City status to increase the visibility locally and abroad of Philadelphia's arts and culture community

#### ACTION F3:

Facilitate joint arts and culture projects under the World Heritage City banner

# G. Business and Nonprofit Organizations



**OBJECTIVE:**  
 Full utilization of the city’s WHC potential by its businesses and nonprofit organizations

**ACTION G1:**

Build business relationships with other World Heritage cities and beyond

**ACTION G2:**

Develop new international cultural and educational partnerships

**ACTION G3:**

Advocate for direct, nonstop air service to more global cities

**ACTION G4:**

Encourage greater international trade activity

**IMPLEMENTATION OF THE STRATEGIC PLAN**

A team of 19 civic leaders has been established as an “Implementation Group” to oversee the Plan’s progress and provide direction. This group will coordinate with “champion teams” assigned to each of the seven objectives previously listed.

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Paul Lottland for PHLCVB

For more information on the Philadelphia World Heritage City Initiative, including a full copy of the strategic plan, visit:

**[WORLDHERITAGEPHL.ORG](http://WORLDHERITAGEPHL.ORG)**

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**t** PHILLYLOVESWHC

**A JOINT VENTURE OF THE GLOBAL PHILADELPHIA ASSOCIATION  
AND THE CITY OF PHILADELPHIA**