Happy New Year!
We’d like to welcome you to the 10th issue of the World Heritage Quarterly by introducing our new readers to GPA and the PWHC Project.

Global Philadelphia Association (GPA)
GPA is a nonprofit membership organization. GPA was founded in 2010 to bring together organizations and individuals engaged in international activity in the Philadelphia region. We now have more than 200 members from a range of sectors, including businesses, educational institutions, and cultural organizations.

We support and promote our members’ work and encourage greater interaction and coordination between them. We help to position Philadelphia at a high level as a global destination to visit, study, and do business. GPA played a leading role in the successful campaign to secure Philadelphia’s ‘World Heritage City’ status in 2015, and continues to run the World Heritage City Project (PWHC).

Philadelphia World Heritage City Project
Philadelphia joined the Organization of World Heritage Cities in November 2015, thereby becoming the first ‘World Heritage City’ in the United States. The city achieved this designation because it has a UNESCO World Heritage Site, Independence Hall; because of its many contributions to the nation and the world; and because of its rich array of historic buildings and cultural sites, including 67 National Historic Landmarks.

GPA’s World Heritage City Project (PWHC) builds on this designation with initiatives centered on four core missions - preserving and celebrating Philadelphia’s historical and cultural assets; building World Heritage City awareness and ownership; educating global kids with roots; and extending Philadelphia’s global reach.

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Preserving & Celebrating Historical & Cultural Assets

GPA recently received an On the Table Philly Activate Mini Grant through The Philadelphia Foundation, which is going toward our new National Historic Landmark (NHL) Mapping Project. We are developing an interactive, online Google map of all 67 NHL sites in Philadelphia, as well as a print map.

This exciting new resource will be used in a wide range of contexts – from educating students about the city’s NHLs to planning heritage tours for visitors. An extensive social media awareness campaign will accompany the map’s creation, promoting NHLs from Carpenters’ Hall to Eastern State Penitentiary. We will eventually create a webpage with detailed information on all 67 sites. The second phase of the project will involve working with community partners to map additional neighborhood cultural and historic sites.

On Dec 3rd, the Preservation Alliance for Greater Philadelphia held its Affordable Housing and Historic Preservation Seminar. Hosted at the recently renovated Bourse, this seminar examined the intersection between providing affordable housing and preserving historic structures. The discussion explored questions around updating old structures to serve lower-income residents, and how to bring historic preservation and affordable housing preservation together. Speakers included Melissa Long of the City’s Office of Housing and Community Development, and Jill Roberts, who leads the Healthy Rowhouse Project.

Philadelphia’s Historic Preservation Task Force publicly presented its draft final report on Dec 13th with recommendations for the City Council. The Task Force is currently reviewing comments from the public to develop its final report, which it will present to Mayor Kenney in early 2019. In the meantime, the Task Force has been promoting ways for Philadelphia citizens to get involved with improving historic preservation – such as nominating a historic resource for recognition, participating in civic groups, and contacting your local Councilmember.

Throughout the holiday season, Fairmount Park’s five Historic Houses – Cedar Grove, Laurel Hill Mansion, Lemon Hill Mansion, Strawberry Mansion, and new GPA member Woodford Mansion – opened their doors to the public for tours. 2018’s theme was a ‘A Very Philly Christmas’. Each house was decorated to match this theme by local community gardening clubs. The Historic Houses hosted four days of public events, dedicated to the things that make Philadelphia special – music, food, neighbors, and families. The celebrations included performances by the Philadelphia Orchestra, a chance to sample festive food from years gone by, and a cheese sculpture of new Philadelphia Flyers mascot Gritty!

Educating Global Kids with Roots

GPA is piloting two teacher-led World Heritage school programs this spring. We are working with teachers at Henry H. Houston School in Mt. Airy to use the Philadelphia World Heritage Coloring Book to teach students, kindergarten to 4th grade about Philadelphia history and global connections. We are also working with teachers at Franklin Learning Center to engage students in creative “Heritage Storytelling”

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projects that will be presented during the school’s International Day in May. Next school year, we will be working with St. Mary’s Interparochial School to implement the Coloring Book program as part of the school’s 2019-2020 theme of “World Heritage.”

The Civic Education Consortium is an informal, nonpartisan gathering of several significant civic organizations in Philadelphia working together to improve and expand civic education for students and adults in the region. The new initiative is led by the World Affairs Council of Philadelphia, and includes Global Philadelphia, the Free Library, FPRI, the Museum of the American Revolution, the Rendell Center, PHENND, the Philadelphia Education Fund, the Museum of African American History, the National Liberty Museum, and the National Constitution Center, and is growing as new organizations are brought in by existing members. The Consortium is developing three working groups on youth development; adult education; and structure, administration and fundraising. The goal is to produce a strategic plan for the Consortium by the end of 2019.

The GPA World Heritage Education team has been active in presenting to students, families, and educators. In Nov, GPA World Heritage Coordinator Melissa Stevens gave a presentation for Holy Family University’s “President’s Speaker Series: Know Your Neighbor” along with a team from the Welcoming Center for New Pennsylvanians. GPA Education Consultant Sarah Sharp presented to homeschool families on Philadelphia’s connections to ancient Mesopotamia at the Penn Museum in Jan. And the GPA team presented a “Heritage Storytelling” workshop to Mighty Writers educators, presenting writing activities that explore personal, Philadelphia, and global heritages.

We continue to build the Heritage Education Resource Center LearnPhillyHeritage.org, which now has over 200 searchable educational resources listed, most of which are free or low cost. Check out the site to learn about GPA’s own educational resources, including the World Heritage City film and the Coloring Book.

Building WHC Awareness & Ownership

The Greater Philadelphia King Day of Service is the largest city-wide movement commemorating the life of Dr. Martin Luther King, Jr. through service projects undertaken in communities throughout the region. The King Day of Service is organized annually through the civic engagement organization Global Citizen, and historic Girard College serves as the region's King Day of Service hub, hosting some 150 projects, workshops, trainings, jobs fair, civic engagement expo, health and wellness fair, and other events, along with thousands of volunteers.

Speaking on the day’s purpose and goals, GPA Executive Director Zabeth Teelucksingh...
said that, “It is incredibly important to commemorate MLK and it is especially fitting to do so in Philadelphia. It is a fantastic opportunity to position the fact that we are a World Heritage City and an international city, and we are able to talk to all of these people in one day.”

GPA hosted a “Kids’ Heritage Storytelling” station with activities designed to help kids explore and express what their heritage means to them. Kids were invited to participate in a ‘My Dream for Philadelphia’ Photo Booth, a postcard coloring and writing station, and a heritage poetry workshop.

The 2nd annual Women’s Entrepreneurship Day (WED) Philadelphia was held at the Loews Hotel Nov 12th. The global WED organization is a movement to empower and support women in business worldwide and is celebrated in 144 countries. WED Philadelphia’s mission is to ignite women leaders, innovators, and entrepreneurs to initiate startups, drive economic expansion, and advance communities. This year’s theme was, “The Entrepreneurial Mindset”, which explored the monumental impact of a winning state of mind on business practices and outcomes.

GPA’s Sustainable Development Goals project seeks to place pieces of public art throughout the city, each highlighting one the United Nations’ 17 Sustainable Development Goals (SDG). The first piece of public art is sponsored by Glenmede and will feature SDG #5 “Gender Equality.” GPA and Glenmede worked with Mural Arts to choose the artist and are currently scouting locations.

Drexel University is now working with GPA to sponsor SDG #16 “Peace, Justice, and Strong Institutions.” Drexel joins as an educational partner along with Temple University and Widener University. These educational partners will be producing a book on the SDGs in Philadelphia that features the 17 pieces of art. GPA is continuing efforts to identify sponsors and partners for creating and placing the art for the other SDGs.

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Extending Philadelphia’s Global Reach

On Nov 16th, the annual U.S. Global Leadership Coalition (USGLC) Conference was held in DE. The focus of the conference was “America’s Role in the World: Why Leading Globally Matters Locally.” Under this topic, the forum brought together senators championing foreign policy investments along with leaders from the private sector, nonprofit world, veterans’ associations, and diaspora communities. GPA served as one of the event partners.

On Nov 17th, the Pennsylvania Academy of Fine Arts hosted a panel to discuss external perceptions of Philadelphia. Each panel member shared his or her work and experience regarding this topic. The panel consisted of Leah Douglas, Director of Image and Chief Curator at Philadelphia International Airport; Peter
Gonzales, President and CEO of the Welcoming Center for New Pennsylvanians; and Josh Sevin, President and CEO of International House Philadelphia. The panel discussion was moderated by GPA’s Chair Emeritus John F. Smith, III, and the audience participated in the insightful conversation with questions and comments on how to best exhibit Philadelphia’s diverse culture and the value of our city to the outside world.

The beautiful city of Amsterdam hosted the Organization of World Heritage Cities (OWHC) Regional Secretariat for Northwest Europe and North America Nov 27-29. The topic for the meeting was “Heritage & Tourism: Local Communities and Visitors – Sharing Responsibilities.” The conference included presentations, workshops, and group discussions on topics such as tourism management, communications and information technology, and regional development. Philadelphia was represented by GPA Executive Director Zabeth Teelucksingh and Executive Director of the Preservation Alliance of Greater Philadelphia, Paul Steinke. They presented on the topic of “How do we expand heritage tourism beyond the center of our city?” offering ideas for strategic plans and future efforts to increase tourism and preserve heritage in Philadelphia and beyond.

Our Year in Review: Looking Back on 2018

2018 was a great year for Philadelphia. From the Eagles’ Super Bowl triumph, to being named GQ’s City of the Year, the past 12 months put our city in the global spotlight like never before. For GPA, 2018 was one of our biggest and busiest years yet.

In the spring, we restructured our World Heritage City Project around four distinct missions. This new framework focuses on preserving and celebrating our region’s historic and cultural assets; building awareness and ownership of Philadelphia’s World Heritage City status in our communities; educating young people with global mindsets and strong roots; and extending Philadelphia’s global reach in commerce, education and travel.

Summer and fall 2018 were packed with events as we put our new plan into action. In May, we celebrated the third annual Philadelphia World Heritage Day with over 3,500 students at Philadelphia Zoo. In September, we held our Third Annual World Heritage Celebration Dinner. This flagship event raises funds to support our work year-round. Two months later, we launched our new World Heritage education website, LearnPhillyHeritage.org, as part of On the Table Philly.

We ended the year on a high with our fourth annual Globy
Awards. Recognizing global excellence, this awards ceremony brings our members together to celebrate the outstanding achievements of five extraordinary Philadelphians. The 2018 Globy Award winners are:

Historical and Cultural Preservation Leadership: Sam Katz, Founder, History Making Productions

Corporate Leadership: Kenneth Fulmer, President and CEO, Urban Engineers

Educational Leadership: Jurate Krokys, retired Assistant Superintendent, School District of Philadelphia

Community Leadership: Honorable Stanley Straughter, Chairman, African and Caribbean Business Council of Greater Philadelphia, and Chairman of the Board, UNESCO Center for Global Education

Lifetime Achievement: Meryl Levitz, Founding President and CEO, Visit Philadelphia

The Globy Awards also saw a major leadership change at GPA, as our Board Chair John F. Smith III handed over to his successor Robert J. McNeill, Managing Partner, Greater Philadelphia Region, Deloitte. John will continue to advise GPA as Chair Emeritus.

We’re looking ahead to new projects and events in 2019, from expanding our World Heritage Education Program to taking a delegation to Krakow, Poland to attend the Organization of World Heritage Cities’ World Congress this June. We wish all of our Philadelphia World Heritage City Project partners and supporters a happy, healthy and successful 2019.

Key Upcoming Events

Mar 25-26 Diversity and Inclusion Conference
Apr 18 International Day of Monuments and Sites
May 23 4th Annual Philadelphia World Heritage Day
Jun 2-5 OWHC 15th World Congress, Krakow, Poland
Sep 5 Philadelphia World Heritage City Celebration