



# The Philadelphia World Heritage City Quarterly

OUR WORLD HERITAGE CITY IS A CITY OF THE WORLD'S HERITAGES

JANUARY 2017

## ONWARD

This is the second in a series of quarterly reports by the Project Team on our progress in implementing the Philadelphia World Heritage Strategic Plan. Your continuing support of the Project has been fundamental to this progress and we are grateful for it. We are committed to continuing and growing this work and will keep you advised - through both this report and personal updates - of the impact you are making.



### Neighborhood & Community Development

One of the fundamental parts of the Project is our commitment to Philadelphia's vibrant and diverse neighborhoods. Our nascent

relationship with the Parkside community is quickly evolving. The Board Chair of the West Park Cultural Center, Michael Burch, recently approached the Project Team with a proposal to partner with his organization in celebrating the 10<sup>th</sup> anniversary of the West Park Arts Fest. We will work alongside The Fairmount Park Conservancy, The Parkside Journal, and others in underscoring Parkside's historical and contemporary contributions to the city. The festival is set to take place the first Saturday in June and is sure to draw a crowd from neighboring residents and business vendors.

We have also been meeting with key business leaders and associations to discuss the value proposition for individual businesses within communities.



On Thursday, January 19, 2017, we attended a meeting at the Business Association of West Parkside (BAWP) to discuss the Project and encourage the involvement of BAWP members.



Additionally, we are working on an opportunity to further the World Heritage initiative across multiple communities through a partnership with Welcome America during the "Welcome America Celebrates 25 Years" festivities in the run-up the July 4th. Among possible projects: the development of a World Heritage coloring book that would be distributed to children in various community settings throughout the festival.

An initial meeting with representatives of the Germantown community and other prospective relationships need to be followed up. Each community relationship will take on a form that is unique and relevant to the residents that they serve. We look forward to expanding the scope of our community impact in the upcoming months.



## History & Preservation

The impact of World Heritage on preservation efforts can be seen in our WHC neighbor Stralsund, Germany. Stralsund was designated a World Heritage City in 2002. At that time, much of the city was derelict and in need of restoration. Now, the city is a thriving tourist destination. In 2015, room nights grew from 200,000 to 460,000 in the space of three years.

With preservation in mind, the Project Team is pleased to note that Mayor Jim Kenney is supporting legislation to increase

the Philadelphia Historical Commission's funding. This will help it to engage in the inventory and strategic planning work called for in our Strategic Plan. The bill was introduced in City Council on December 1 and would enact fees for permits that need to be reviewed by the Commission. In support of the bill, Councilman Squilla stated: "In Philadelphia, the nation's first World Heritage City, I believe that this fee will help to bolster the Historic Commission staff, enable the Commission to better review applications for historic dedication, and help preserve the historic fabric of our City." The legislation, if enacted, would substantially further Actions B1 and B2 of the Strategic Plan. The Global Philadelphia Association, acting on behalf of the Project, will strongly support it.

In the meantime, the Historical Commission and Preservation Alliance are partnering to apply to National Trust for Philadelphia's designation as a "National Treasure."

The "Digital Philadelphia" working group has been reconstituted under the chairmanship of Bruce Lavery and with the support of the Athenaeum. Members met the first time on November 19 to reflect on the work done in the spring and will reconvene on February 1 to review a prospectus produced by Bruce.



## International Relations

Through an invitation from the 2016 Korean Government Scholarship Program Alumni Invitation, World Heritage Coordinator Nikia Brown was honored to travel to South Korea on behalf of GPA last November. There she had the opportunity to present on the Philadelphia World Heritage City Project to 25 international professionals from 23 countries including Kenya, Argentina, New Zealand, Belarus, and Bangladesh. The group applauded Philadelphia's rising international presence and expressed an interest in visiting our region.

Upon completion of the alumni program, she visited the World Heritage City of Gyeongju, South Korea, which is the designated host city for the 14th World Congress of the Organization of World Heritage Cities (OWHC). The meeting will be held from October 31-November 3, 2017 in the newly built Hwabaek International Convention Center (HICO). The theme of this year's Congress is "Heritage & Community: Tools to Engage the Local Communities." A Philadelphia delegation will travel to Korea and participate. More on this in the next report.

More recently, Philadelphia native and GPA intern Monica Genuardi, who is currently pursuing a graduate education in World Heritage studies at Brandenburg University of Technology in Cottbus, Germany, represented the Project at the "International Heritage Biennial" World Heritage conference. The conference was held in Cordoba, Spain from December 15-17 and brought together public authorities and experts with experience in heritage and its economic impact. Monica joined participants from the OWHC, UNESCO, and heritage-minded companies and organizations from around the world in discussing the economic role of heritage. There was great interest in Philadelphia's unique Strategic Plan, World Heritage seal, and the Spanish version of our World Heritage film.



## Education

As previously reported, the World Heritage Lesson Plan Project was successful with participating schoolteachers creating over 90 lesson plans across three disciplines: African-American History, US History, and World History. The School District of Philadelphia has recently incorporated these lessons as supplemental materials within the High School Social Studies curriculum.

Phase II of the Project begins this month and will continue throughout the academic year.



Three middle and high school teachers have volunteered to implement a total of four lessons by the end of the school year. The semester will conclude with students creating a small capstone project that reflects their understanding of the lessons presented and Philadelphia's World Heritage City designation.

In February, GPA and various community partners hope to carry out a novel World Heritage Education Program at Norris Square Community Alliance (NSCA). NSCA has an intensive prevention services unit that offers rehabilitative and enrichment programming for youth who have had trouble with the law and a history of running away. Programming will focus on four world regions: Latin America, Africa, Middle East, and Asia. During this program students will engage with local Philadelphia educators and artists to study the African diaspora through the Brazilian martial art, Capoeira; dissect the perpetuation of stereotypes of South Asians in short films; learn how to express their frustrations

through the art of African storytelling; and map their neighborhoods, homes, and areas in the modern Middle East.

We hope that this new endeavor will help transform young lives by sparking a wonder about world regions as well as a deeper pride in their personal heritages.



## Tourism & Hospitality

The Philadelphia International Airport (PHL) is one of 17 airports selected to participate in a Presidential initiative to enhance the arrivals process for international travelers to the United States. The Airport responded with two significant WHC-related initiatives. First, in the fall, it installed flags in the International Arrivals area representing the countries from which they have traveled. Then, in January 2017, PHL Chief Curator Leah Douglas managed the installation of 15 large banners in the International Baggage Claim area proclaiming Philadelphia's World Heritage City status. These banners command attention and make a significant World Heritage City statement to all international arrivals.



The Project's "Attracting International Students Initiative" reconvened this month to discuss two action items: 1) marketing strategies on developing a macro-branding message for Philadelphia's universities and colleges, and 2) developing a soft sell to parents of international students. Representatives from multiple universities are participating in this project and working on a wide variety of topics—from branding Philadelphia as a city of immigrant communities to finding ways for foreign students to have access to internships and profitable networks during their study at a Philadelphia institution.

Looking ahead, the Project will be focusing on improving the experience of the international visitor. On April 19-20, 2017, the Vice Mayor of Quebec, Julie Lemieux, will visit Philadelphia as the guest of our partner Temple Fox for an International Tourism Conference. Temple Fox and GPA are currently collaborating to develop World Heritage programming to enhance conference activities. Follow us via Global Insider and social media platforms for more details.



for teams that had just participated in Mayor Kenney's newly-created Unity Cup Soccer Tournament. 32 countries were represented. The Mayor welcomed the attendees, congratulated the winning teams, and announced that the city plans to host the Unity Cup tournament annually. The Project's involvement not only furthered the Arts & Culture initiative, but also advanced the Neighborhoods & Communities effort to extend the theme of heritage into the city's neighborhoods.

more global cities. In October 2016, Icelandic Air announced further expansion of its global network including seasonal flights from Philadelphia International Airport. In addition to this, the airport is exploring Tokyo, Beijing, and New Delhi among several possible Asian direct flight cities.

Understanding the positive economic consequences of our World Heritage City title, a series of "Lunch and Learn" sessions will be held starting in 2017 for the Philadelphia business community. Sessions will take place at the offices of various individual corporations in and around Philadelphia. The principal objective of these sessions will be to acquaint the company and its personnel with Philadelphia's World Heritage City status; to describe the opportunities that the designation brings to the city and the company; and to familiarize company personnel with ways in which they could become involved.

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*"Everybody can be great ... because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love."*

– Dr. Martin Luther King, Jr.



### Arts & Culture

A reception supported by the Project was held at the Penn Museum on November 14th to exhibit colorful nationally-themed banners created by and



### Business & Nonprofit Organizations

One of the primary objectives of the Business sector is to advocate for direct, nonstop air service to



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# The Philadelphia World Heritage City Quarterly JANUARY 2017

### Key Upcoming Events:

May 25 – World Heritage Day

September 8 – Solidarity Day of World Heritage Cities, which will kick off:

GlobalPhilly™ 2017, Greater Philadelphia's third biennial international exposition, which will continue to

October 31 through November 3 – The 14<sup>th</sup> World Congress of the OWHC in Gyeongju, South Korea

To find out more about the coalition that is GPA and its members sign up for The Insider here: <http://globalphiladelphia.org/newsletters>.

