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Introducing the New PWHC Categories

When the Philadelphia World Heritage City Project (PWHC) was initiated in 2016, the Project was organized into seven sectors: Neighborhood & Community Development, History & Preservation, International Relations, Education, Tourism & Hospitality, Arts & Culture, and Business & Nonprofit Organizations. As GPA and our partners began the work involved in carrying out the Project's [Strategic Plan](#), it became apparent that these discrete sectors were not discrete at all, and that clear

relationships exist between the objectives and activities of the seven. Therefore, we are recasting the seven sectors into four categories, organized around four principal goals of the PWHC Project.

The four new categories are:

I. Preserving and Celebrating Historical and Cultural Assets (History & Preservation; Arts & Culture)

II. Educating Global Kids with Roots (Education)

III. Building World Heritage City Awareness & Ownership (Tourism & Hospitality; Neighborhood & Community Development)

IV. Extending Philadelphia's Global Reach (International Relations; Business & Nonprofit Organizations)

By organizing the sectors into these four categories, we can better foster interaction among related interests and improve our capacity for collecting metrics and measuring impacts. The four categories will be easier to manage, both in terms of gathering people for meetings and in supporting their work, and the organization of the GPA Budget into the four categories will permit better tracking of expenditures. We

have kicked off 2018 with a series of high level meetings with key players in each category designed to intentionally drive each conversation to results.

We are also seeking to better integrate the United Nations [Sustainable Development Goals](#) (SDGs) into our work and to articulate the ways in which our members are contributing to the achievement of these goals in Philadelphia.

OWHC World Congress

The [14th World Congress of the Organization of World Heritage Cities](#) (OWHC) was held Oct 31 – Nov 3, in the World Heritage City of Gyeongju, South Korea. There were 95 cities represented from 52 countries, including a five-person delegation from Philadelphia consisting of John F. Smith, III (GPA Board Chair), Zabeth Teelucksingh (GPA Executive Director), Melissa Stevens (GPA World Heritage Coordinator), Sylvie Gallier Howard (Chief of Staff, Commerce Department, City of Philadelphia), and Harold Yaffe (GPA Board Member).



Mayor of Gyeongju, Mr. Choi & Mrs. Choi

Philadelphia was one of seven cities selected to present on community engagement best practices during the OWHC's Scientific Day. The Philadelphia team presented on community engagement in our World Heritage Education Program and highlighted Philadelphia's unique public-private partnership approach to heritage promotion and education. Philadelphia also participated in the OWHC General Assembly where Sylvie Gallier Howard represented the City of Philadelphia and read a letter of welcome from Mayor Jim Kenney.

Philadelphia had a strong presence at the World Congress. We presented information on Philadelphia and the PWHC Project to World Congress attendees and the Gyeongju public at our city's booth in the exhibition hall, we presented a poster in the OWHC poster exhibit, we participated in OWHC member voting, we attended the meetings of two OWHC Regional Secretariats (NW Europe & North America; Central America, Caribbean, & Mexico), and we networked with representatives of OWHC cities and international heritage experts.

We also gained valuable insights and drew ideas from our interactions with our international colleagues and

from the other presentations during the Scientific Day. We had the opportunity to visit the UNESCO World Heritage sites of Gyeongju Historic Areas, Seokguram Grotto, and Bulguksa Temple in Gyeongju, and the Changdeokgung Palace Complex in Seoul, where visitors dressed in traditional Korean costume received free admission.

Global Ideas Summit & Globy Awards

GPA held our annual [Global Ideas Summit & Globy Awards Ceremony](#) on Dec 11th at the Ballroom at the Ben. We gathered with GPA members to celebrate the work that was accomplished in 2017, discuss plans for 2018, and recognize the outstanding work of our Globy awardees.

GPA Executive Director Zabeth Teelucksingh presented the 2017 year in review and thanked Dr. Cecelia Sagawa Seigle, Professor Emerita at UPenn, for her generous contribution to the PWHC Project. GPA Board Chair John Smith then outlined the four new categories of the Project and how they will inform the work to be done in 2018. Then, a panel discussion was held on "The Role of Cities in International Relationships." Moderated by Craig Snyder, President of the World Affairs Council, the panel included

Harold Epps, Director of Commerce of the City of Philadelphia, and Sanjoy Chakavorty, Professor of Geography & Urban Studies at Temple. After remarks from Mayor Kenney recognizing the importance of maintaining the growing international status of Philadelphia and GPA's involvement in that work, the Globy Awards began.

Every year, GPA's Globy Awards recognize globally-active leaders who have distinguished themselves through the extraordinary work they have done in Greater Philadelphia. The 2017 Globy Awardees are all GPA members and active in the PWHC Project. We offer heartfelt congratulations to this year's winners:

Corporate Leadership Award:
[Rochelle "Chellie" Cameron](#), CEO, Philadelphia International Airport

Community Leadership Award:
[Tiffany Chang Lawson](#), Executive Director, Governor's Advisory Commission on Asian Pacific American Affairs

Education Leadership Award:
[Deborah Diamond](#), President, Campus Philly

Lifetime Achievement Award:
[Christiaan Morssink](#), Executive Director, UN Association of Greater Philadelphia

Heritage Leadership Award:
[Paul Steinke](#), Executive Director, Preservation Alliance for Greater Philadelphia



Preserving & Celebrating Historical & Cultural Assets

Preservationists are eagerly awaiting the first report from the Mayor's Task Force on Historic Preservation, a "White Paper on the Current Status of Historic Preservation." Due to be published in Dec, it is said to be running just a little behind schedule. In the draft outline of the report, prepared by the task force staff and issued in Nov, Philadelphia's new status as a World Heritage City was listed among the factors that would have to be considered when designing a 21st Century preservation strategy. For Mayor's Task Force updates: www.phlpreservation.org.

With the support of City Council, Mayor Kenney has fulfilled his promise to increase the staff of the Historical Commission. Two additional Historic Preservation Planners are now at work: Allyson Mehly (previously in the office of the State Historic Preservation Officer in NJ) and Megan Cross Schmitt (who had worked for

Miami's Historic and Environmental Preservation Board). The additional staffing will make it possible to move forward with the identification and designation of historic districts, for which several proposals have been on hold for a number of years. Historic districts are generally recognized to be among the most powerful preservation tools.

Throughout the fall, the film "[Philadelphia: America's First World Heritage City](#)," which was made by architectural historian David Brownlee and filmmaker Sam Katz, was screened for a variety of Philadelphia audiences. Venues included the Jephtha Abbott Chapter of the Daughters of the American Revolution, King's Court/English College House at the University of Pennsylvania, International House, the Penn Association of Senior and Emeritus Faculty, and the Union League. The 28-minute film is now available with subtitles in 12 languages.

This April, the first volume of "The Cultural Fabric of Philadelphia: An Intimate Look at Philadelphia's Immigrant Communities" will go to print. The book features photography by [David Lakatos](#) and celebrates the character and contributions of immigrant communities from China, Dominican Republic, Germany,

Indonesia, Liberia, and Vietnam. Members of each community chose how to represent their communities through photography and stories. The 90-page book will have a preface by Mayor Jim Kenney. Beginning in Sep, the Office of Arts, Culture, and the Creative Economy will hold a series of exhibitions at City Hall where each of the communities will show their photos and share their stories. The second volume will feature the city's Mexican, Ukrainian, Indian, Haitian, and Jamaican communities.



Educating Global Kids with Roots

The Philadelphia World Heritage Education Program is growing rapidly. We presented on the Program at the OWHC World Congress in Korea and received very positive and valuable feedback from other cities engaged in education programming. We are exploring opportunities to collaborate with other World Heritage cities and connect Philadelphia teachers to the [OWHC student programs](#).

We are also building our program by reaching out to partners and to the population we wish to serve: Philadelphia area teachers. We are currently conducting a Teacher Needs Assessment to identify the areas in which teachers have

unmet needs or experience barriers in their efforts to teach about World Heritage. We will use this research to design teacher engagement activities that address these needs. We are also exploring opportunities to collaborate with partner organizations that offer educational programming and professional development. One upcoming collaboration will be the Global Scholars Program workshop on Mar. 17th with Penn GSE, PSMLA, and WAC.

We are excited to announce the upcoming launch of the Philadelphia World Heritage Education Website. This website will be an online resource center ("one-stop shop") for educators interested in World Heritage educational resources and information. The website will provide a searchable, curated listing of resources, with a focus on Philadelphia, as well as info on the World Heritage Education Program and related events and news. The website fulfills one of the key action items of the Strategic Plan and 100% of teachers surveyed have stated that they would like such a website. We are working with a volunteer web developer through the Philadelphia Foundation's Catchfire Program. We expect to launch by the end of Feb.

On MLK Day, GPA participated in the "Immigrant Advocacy Training for Educators" workshop organized by a Philadelphia teacher in partnership with the Welcoming Center and UNAGP. Held at Penn's Greenfield Intercultural Center, the workshop brought together 25 educators and school support personnel from throughout the Philadelphia area. Francesca de la Torre presented on how to best support students and families and Nikki Pumphrey presented on the Welcoming Center's resources. GPA World Heritage Coordinator Melissa Stevens presented on the World Heritage Education Program and GPA Education Consultant Sarah Sharp led a discussion on using "World Heritage" to create a more supportive, welcoming, and inclusive global classroom. Workshop participants shared their experiences and best practices in encouraging inclusive dialogue around the issues facing immigrant students and in celebrating the diversity within their classrooms and schools.



Building WHC Awareness & Ownership

Building awareness of Philadelphia's World Heritage City status is integrated into all of our work because the designation is still relatively

unknown among the general public. Therefore, we have embarked on a “hub and spoke” signage campaign targeting the city’s transportation lines, with core messaging appearing at central “hub” locations, such as Suburban Station and City Hall Station, and neighborhood-related messaging appearing along the “spoke” locations that are part of the routes served by the hubs. The latter messaging would not only highlight the city’s overall stature as a World Heritage City and what that means, but also accentuate the history and culture of the individual neighborhoods. We also plan to create programming around these placements, such as pop-up performances.

The very first installation of the “Hub and Spoke” Signage Campaign was unveiled at Suburban Station (underground, 16th St. & JFK Blvd) on Dec. 12th. Every day, thousands of SEPTA commuters will be walking past this billboard. Created by J2 Design, its goal is to raise awareness about Philadelphia’s World Heritage City status and inspire residents to feel pride in their World Heritage City. The signage includes information on the designation and directs visitors to the newly updated [Philadelphia World Heritage Website](#) for more info.



This MLK Day, GPA participated in Global Citizen’s Signature event at Girard College. The largest and oldest King’s Day of Service event in the country, approximately 6,000 individuals and families gathered for the festivities. GPA had a table in the Civic Engagement Expo, where GPA staff engaged with attendees in promoting awareness for the city’s recent World Heritage City designation and provided information on volunteer opportunities. The World Heritage City Coloring Book was very popular. Many who took coloring books immediately came back to pick up more for friends and family. Following the end of the fair at noon, many went on to the historic armory at Girard College to view an exclusive performance from the Philadelphia Orchestra.

There are several upcoming events and activities that will contribute to awareness and ownership of the World Heritage City designation. The [Society for Applied Anthropology](#) (SfAA) is an international organization attracting many heritage

scholars and practitioners. Their annual meeting will be held in Philadelphia this year, and the first day of the conference, Apr. 3rd will feature sessions and events focused on Philadelphia and is open to the public. GPA has organized the panel “Preserving Philadelphia’s Past and Investing in its Future: Sustainable Solutions for America’s First World Heritage City” and will feature David Hollenberg (UPenn), Doris Fanelli (Independence National Historic Park), Kiki Bolender (Bolender Architects), Patrick Grossi (Preservation Alliance), and Melissa Stevens (GPA).

Other upcoming public events in which Philadelphia’s World Heritage will be celebrated and promoted include Philadelphia World Heritage Day at the Philadelphia Zoo on May 24, the West Park Arts Fest on June 9, and the Wawa Welcome America Festivities over the July 4th weekend.



Extending Philadelphia’s Global Reach

The OWHC World Congress was an excellent opportunity to extend Philadelphia’s global reach. Members of the Philadelphia delegation connected with both the Mayor of Gyeongju, Mr. Choi, as well as representatives from World Heritage Cities such as

Quebec, Bergen, Toledo, Rhodes, Cuenca, Beemster, Sintra, and Lyon. An interesting Philadelphia connection was shared with Mayor Choi, whose son is attending UPenn. This demonstrates that Philadelphia is already a city that has global influence.

Philadelphia's global influence will continue to grow through our relationship with the OWHC and its 300 member cities. Krakow was voted to host the next OWHC World Congress in 2019, where the theme will be "Tourism and Sustainability." We look forward to attending and invite others to join us in representing Philadelphia in 2019. We will also be attending the biennial meeting of the OWHC's Regional Secretariat for NW Europe and North America in Amsterdam this Nov.

We are excited to announce that the 46th Meeting of the OWHC Board of Directors will take place in Philadelphia in 2019. This is the first Board of Directors Meeting to take place on US soil. The Meeting takes place over three days and will bring the mayors of eight World Heritage Cities – as well as the Secretary General and Under Secretary General of the OWHC – to our city, providing opportunities for Philadelphia civic leaders to engage with these global guests and

showcasing the inherent value of our city and its place on the World Heritage map. It also positions Philadelphia for a subsequent bid for hosting the OWHC World Congress in 2023 or 2025. The Board of Directors consists of the mayors of Vienna, Austria; Brussels, Belgium; Quebec City, Quebec; Cidade Velha, Cape Verde; San Miguel de Allende, Mexico; Gyeongju, South Korea; and Quito, Ecuador.

This year – 2018 – is the "[European Year of Cultural Heritage](#)" and the OWHC Regional Secretariat for NW Europe and North America is planning a "creative youth" project to celebrate. Still in the planning phase, the project intends to provide several young people with travel stipends and opportunities to go behind the scenes at World Heritage sites in Europe and North America, including Philadelphia. In exchange for the funding, the participants will promote World Heritage through artistic and creative outlets, such as Instagram or interactive storytelling. For more info, check our [Facebook](#) and Twitter (@GlobalPhila & @PhillyLovesWHC).

Philadelphia continues to have a close, collaborative relationship with Quebec. Dennis Davin, PA State Secretary of Community and Economic Development will

likely be visiting Quebec in March, and GPA will be hosting the Mayor of Quebec, who is the OWHC Board Chair, and a delegation from Quebec in collaboration with the Quebec Philadelphia office in late Sep.

GPA is partnering with [NAFSA](#) for their upcoming conference at the Convention Center, May 27 - June 1. The Conference is the largest gathering in the field of international education and will attract attendees from all over the world. They are expecting nearly 10,000 professionals from over 110 countries. The partnership involves cross-promotion, and GPA will be organizing three performances promoting Philadelphia World Heritage at the NAFSA Pavilion in the Exhibition Hall, which will feature more than 300 exhibitors. Ask us about this opportunity if interested.

Key Upcoming Events

Mar 17 Global Scholars Program Workshop

Apr 3 SfAA Philadelphia Heritage & Sustainability Panel

Apr 18 International Day for Monuments and Sites

May 24 Philadelphia World Heritage Day

Sep 13 The 2018 World Heritage Celebration