TESTIMONIAL CAMPAIGN

Over the summer of 2014, we launched a testimonial campaign to put a face on the association’s activities and bridge the gap between 2013’s GlobalPhilly Expo and the upcoming 2015 Expo. By targeting social media to reach out and interact with millennials, the campaign took to Facebook, Twitter, Instagram and LinkedIn. This testimonial campaign is a marketing approach designed to highlight the work of GPA members, as well as the association, across modern media.

Global figures and community leaders have been featured in the constantly-updating campaign. The visual testimonial features a photo of the individual, a text of their statement and their name and title. Throughout the week one testimonial was spread through the four main social media networks.

The campaign continues to spread global messaging, and hopes to inspire a younger generation who will engage with GPA and the international community at large.
World Heritage City is a joint initiative by the Global Philadelphia Association and the City of Philadelphia which aims to boost the city’s worldwide profile by making Philadelphia the first American World Heritage City. With world heritage city status Philadelphia will become a truly world class city which will allow this city and our members to become closer to international activity and actors around the world. In FY 2015, Philadelphia was an observer member of the Organization of World Heritage Cities. In the fall of 2015, however, Philadelphia succeeded in becoming an official member.

THE CASE FOR PHILADELPHIA

Philadelphia is positioned strongly to meet the criteria for establishing universal value, conditions of authenticity and integrity, and an infrastructure that maintains and preserves our City’s unique assets.

COLONIAL CITY FOUNDED ON NEW PRINCIPLES
Philadelphia is a physical manifestation of the principles of freedom and tolerance that were novel in the 17th century and remain critically relevant in the 21st century.

ENLIGHTENMENT CITY OF FREEDOM AND POPULAR GOVERNMENT
The Declaration of Independence and the U.S. Constitution have served as an inspiring foundation for governance and ideals for many decades of other nations.

EVOLUTION FROM INDUSTRIAL TO POST INDUSTRIAL
Philadelphia has provided global leadership in inspiring ideas to the post-industrial city by re-imagining the culture of its 20th century Philadelphia to include learning and culture, education, research, and life sciences as well as new forms of manufacturing activity.

CITY OF BUREAUCRACY AND RE-INVENTION
Philadelphia has developed innovative statutes to revitalize and re-define its historical and cultural assets to preserve and promote the downtown city.

WHY PHILADELPHIA?

Already famous for its past historical and cultural contributions, Philadelphia has become a 21st Century Renaissance City where an inspired, innovative, and youthful culture is blooming. Even as it preserves its past, Philadelphia is birthing a new generation of catalytic people and imagining the city of the future.

Quintessential American City
As a founding city of American Democracy, Philadelphia is the guardian of tradition and the lab of the future.

Modern Day Renaissance City
The convergence of the arts, sciences, innovation and education has given rise to a time of great revival and transformation.

Incubation & Opportunity
Great universities, colleges, and research institutions (over 300 in the region) and a burgeoning population of millennials combine to create a blossoming and collaborative start-up environment.

Diversity
Philadelphia is home to many of the world’s peoples. In a welcoming and diverse atmosphere, new ideas, perspectives, and innovation flourish.

Gateway to the U.S.
As the only U.S. World Heritage City and a key eastern transportation hub, Philadelphia would offer the ideal welcome to the U.S.

10 REASONS TO INVEST IN THE WORLD HERITAGE CITY

Considerable research documents the benefits enjoyed by other cities as a result of their World Heritage City status. We anticipate similar results for Philadelphia.

01 Increased Global Competitiveness
02 Enhanced Stature of Philadelphia Brand
03 New Business Attraction
04 Increase in Tourism & Conferences
05 Higher Revenue for Arts & Culture
06 Increased Land & Property Values
07 Attraction of Grants & Investments
08 Promotion of Sustainable Practice
09 Global Network & Accessibility
10 Heightened Awareness of City’s Cultural Heritage