



THE PHILADELPHIA WORLD HERITAGE QUARTERLY

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World Heritage Celebration – September 7, 2017

2017 Philadelphia World Heritage Celebration

On Sep 7th, 500 guests joined us at the Crystal Tea Room for the 2nd annual [World Heritage City Celebration](#) to celebrate and support the work being done to carry out [Philadelphia's World Heritage Strategic Plan](#). The night featured Indian Classical dance by Sruti: The Indian Music and Dance Society, as well as performances by the Korean Cultural Foundation and the Universal African Dance and Drum Ensemble. CNN Anchor and Chief Washington Correspondent Jake Tapper gave a [keynote address](#) and accepted the Distinguished

Global Journalism Award. We also presented [a short video](#) highlighting accomplishments from the past year and thanking our many partners and supporters.

Philly in South Korea

Philadelphia will be taking part in the [14th World Congress](#) of the Organization of World Heritage Cities (OWHC) in Gyeongju, South Korea, Oct 31 – Nov 3. We will be presenting on the Philadelphia World Heritage Education Program to an estimated 1,500 attendees representing about 100 World Heritage Cities. See the International Relations section of the Quarterly for more info.



Neighborhood & Community Development

The [GlobalPhilly17 Expo](#) was held Sep 15 – Nov 1 and featured over 150 events, many of which highlighted the city's diverse neighborhoods and international communities. The Office of Immigrant Affairs participated in Welcoming America's [National Welcoming Week](#) Sep 17-25 by hosting a series of events to recognize immigrant contributions to our communities. The Expo also featured the [Philadelphia Unity Cup](#), a World Cup-style tournament held over several months uniting the city's



neighborhoods and celebrating its diverse immigrant communities through soccer. The Unity Cup Celebration will be held at the Penn Museum in Nov and will feature banners designed and created by the participating teams.

We kicked off the Expo at the Office of Arts Culture and the Creative Economy’s August “Culture on Tap” night featuring a mobile beer garden, food trucks, and a performance by [Farah Siraj](#), who has been named Jordan's "Musical Ambassador." GPA was there to promote the Expo and we debuted our “Heritage Storytelling Photo Booth,” which uses photography and social media to raise awareness of our World Heritage City and encourage the public to share their heritage stories. We ran a similar public outreach event in Oct at the South St PHS Pop Up Garden called “Heritage

Storytelling: Cocktails, Culture, and Conversations.”

We are working on a “hub and spoke” signage campaign to raise public awareness of the city’s World Heritage City designation and what it means for area residents. The campaign will begin with wall signage in Suburban Station, and subject to raising the necessary funding, we will extend the program out along Philly’s main transportation lines.



History & Preservation

The GlobalPhilly17 Passport is the printed guide to the Expo’s events and sponsors, and provides info about our World Heritage City. The Passport highlights all 67 [National Historic Landmarks](#) (NHLs) and directs visitors to the Airport’s NHL exhibit. Over 9,000 copies of the Passport

were distributed throughout the region to visitors and residents alike.

This quarter's preservation-related activity was dominated by the work of the Mayor's Historic Preservation Task Force, chaired by Harris Steinberg of Drexel University. It held its first substantive meeting on Sep 14, when presentations on the "state of historic preservation" were made by representatives of the City's Historical Commission, the National Trust, and the Preservation Alliance, and four sub-committees were formed to address its main agenda items: surveying historic resources, incentivizing preservation, regulating for preservation outcomes, and educating about preservation.

A public listening session on Oct 3 attracted about 300 energetic participants, and monthly working meetings, alternating between Center City and the neighborhoods, are scheduled to begin on Oct 19. (The full meeting schedule, minutes, and other information are posted [online](#).) The Task Force is scheduled to issue its "Baseline Assessment Report" on the current state of historic preservation in Philadelphia on Dec 1. The final report is due a year later.

Germantown is a historic neighborhood on the rise! Germantown has been nominated to receive a grant in the National Trust for Historic Preservation's Partners in Preservation: Main Streets campaign. You can vote for Germantown in "[Vote your Main Street](#)." We also met with the Executive Director of Germantown's Johnson House Cornelia Swinson in order to set the path for future collaboration.



International Relations

Now that the United States plans to withdraw as a full member of UNESCO, the work that we do in Philadelphia to promote appreciation of our shared cultural heritage is more important than ever. This topic will be discussed at our upcoming [Global Ideas Summit and Goby Awards](#) on Dec 11th. You can learn more about [the UNESCO decision](#) and [what it means](#) on the GPA website.

Our Sep 7th [World Heritage City Celebration](#) corresponded with the internationally celebrated annual "Solidarity Day of the World Heritage Cities" on Sep 8th. In the spirit of global solidarity, we invited and engaged OWHC partners to attend the World Heritage Celebration. Three were able to join us on the 7th, and we

will extend invitations to other World Heritage Cities to join us in the future and explore opportunities for international collaboration.

At the Sep 7th Celebration, we welcomed global guests Lee Minaidis from Rhodes, Greece, Julie Lemieux from Quebec, Canada, and Leonel Leal Neto from Salvatore de Bahia, Brazil. As Deputy Secretary General of the OWHC, Lee Minaidis gave [remarks](#) on the importance of World Heritage and the opportunities that Philadelphia now has as an OWHC member.



Philadelphia's participation in the OWHC's World Congress in Gyeongju is a wonderful opportunity to show the world that Philadelphia is a unique and historic North American City with global value. We are one of eight cities selected to present during the Congress' Scientific Day. We will be presenting our Education Program as a best practice model relating to the Congress' theme of "Heritage and Communities: Tools to Engage Local Communities."

Our delegation will have many opportunities to interact with Congress attendees from all over the world and to share the World Heritage City Project with them. We will also be exploring potential economic opportunities for Philadelphia and the possibility of hosting a major OWHC meeting in Philadelphia within the next 6 years.



Education

The Education Program has begun to focus more directly on teachers, who are on the front line of education, in order to have a more sustained and broader impact on Philadelphia area students. World Heritage Coordinator Melissa Stevens introduced teachers to heritage education resources and programming through presentations at the Arts Education Fair at the Kimmel Center and the Celebration of Writing and Literacy at the University of Pennsylvania.

Melissa also attended the [PACIE](#) Conference in Harrisburg where she contributed to the development of the PA Department of Education's Global Competency Curriculum Framework, which provides guidance on the integration of global competency skills into the K-12 curriculum for all PA schools.

The Expo featured many education-related events. GPA partnered with the Penn Museum to present "[Around the Globe in Your City: A World Heritage Teacher Workshop](#)" on Sep 16 at the Museum. The workshop introduced teachers to educational resources available through GPA and the Museum, and included sessions on integrating World Heritage lesson plans into existing curriculums and using object-based learning to teach about tangible and intangible heritage. The Penn Museum also hosted the Festival for International Students on Oct 13th where GPA had a promotional table and ran the Heritage Storytelling Photo Booth, which was very popular with the students.

We continue to engage with our educational partners to explore opportunities to collaborate in our efforts to encourage and support World Heritage education in the region. This quarter we met with Farrah Jimenez, President and CEO of the Philadelphia Education Fund and Frank Machos, Executive Director of the Office of the Arts and Academic Enrichment for the School District of Philadelphia. We also submitted a research project proposal to engage a Fels Lab student at Penn in conducting a Teacher Needs Assessment.



Tourism & Hospitality

The GlobalPhilly

Expo is a tremendous tool for promoting our World Heritage City to local and global visitors. Over 9,000 Passports were distributed all over the city and region, including hotels, the airport, and popular tourist sites and visitor centers. The Passport includes interesting facts about Philadelphia and its World Heritage City designation, and the events listing provides visitors with a taste of what Philadelphia and our GPA members have to offer throughout the year.

The Expo featured a workshop hosted by the Delaware Valley Regional Planning Commission called "[Philadelphia's World Heritage Status: What Does It Mean for Tourism in Your Neighborhood or Community?](#)" which featured presentations by Visit Philly, the Preservation Alliance of Greater Philadelphia, the Wagner Free Institute, and GPA Executive Director Zabeth Teelucksingh. Workshop participants engaged in a serious conversation about what increased neighborhood tourism could look like in Philadelphia, with much emphasis placed on better transportation to sites outside of Center City.

This quarter, GPA engaged Temple School of Sport, Tourism and Hospitality Management master's students in a research project overseen by Dr. Betsy Barber. The 3-4 month project will survey 1,000 international visitors to Philadelphia on their perceptions of Philadelphia as a global city. The results will be available in December.

The opportunity to invite global guests to the Sep. 7th World Heritage City Celebration was also an opportunity to build touristic relations between Philadelphia and other OWHC cities. Julie Lemieux of Quebec met with President and CEO of Visit Philly Meryl Levitz, and Lee Minaidis of Rhodes and the OWHC General Secretariat met with President and CEO of the Philadelphia Convention and Visitors Bureau Julie Coker Graham. We are also reviving Philadelphia's relationship with Salvatore de Bahia, Brazil by engaging with our global guest Leonel Leal Neto.



Arts & Culture

The [World Heritage City video](#)

made by historian David Brownlee and filmmaker Sam Katz has now been translated into ten languages, with the recent additions of French, Hebrew, Vietnamese, German, and Hindi. We are also seeking sponsors for the Spanish and

Chinese translations of our [Philadelphia World Heritage Coloring Book](#).



Coloring Book sponsorships are still available. Bundles of 250 books include the sponsor's logo on the back cover. William Penn Charter School has sponsored the book, which was written and illustrated by one of their teachers, and has incorporated it into their 2nd and 3rd grade curriculums and field trips. Wells Fargo donated their sponsored books to the Community Partnership School. According to Head of School Eric C. Jones, "Our 2nd graders study Philadelphia as a part of our social studies and literacy curricula and they, in particular, will greatly benefit from having them."

We created Coloring Book postcards that can be colored in using crayons. They were a huge hit at the Sep. 7th Celebration, where guests colored and wrote messages on the postcards which were

then collected and mailed out by GPA. More than 50 went global! The postcards feature three of the sites visited by Olivia and Caleb: Independence Hall, the Airport, and the Johnson House. We will be bringing them to Korea!

During the Expo, Professor David Brownlee presented the World Heritage film at "The Place Between Two Rivers: The Philadelphia Idea," an art exhibit paying tribute to Philadelphia's World Heritage City designation presented by the Di Vinci Art Alliance and hosted by the International House of Philadelphia.



Business & Non-Profit Organizations

The GlobalPhilly Expo was an excellent showcase for the global activities of Philadelphia area businesses and non-profits. There were 150 events over 45 days, and the Passport was an excellent tool in promoting the work that GPA member organizations do to the general public. There was overwhelming corporate support for the Expo, with 18 sponsors, all of whom were featured in the Passport with info on what they do. The Expo also had 10 media partners who promoted the Expo in print and online ads, in news articles, on radio and TV, and on social media. The media

partners are also featured in the Passport.

GPA is actively engaging with Philadelphia's next generation of global business and non-profit leaders. GPA was recognized as an important global partner during the recent Temple Fox CIBER Board Meeting, and we had a promotional table at Young Involved Philadelphia's (YiP) Civic Engagement Fair.

In Oct we ran the networking event "Young and Global in America's First World Heritage City" at Saxbys HQ as part of the Expo and YiP's [State of Young Philly](#) event series. This event brought together Philly's globally conscious millennial community with GPA member organizations and featured raffle prizes donated by GPA members, the Heritage Storytelling Photo Booth, and food and beverage provided by Saxbys, Yards, and the Portuguese American Development Association.

Key Upcoming Events

Oct 31 - Nov 3 The 14th World Congress of the OWHC in Gyeongju, South Korea

Mid-Nov Unity Cup Celebration at the Penn Museum

Nov 28 Giving Tuesday

Dec 11 [Ideas Summit & Globy Awards](#)