



The Philadelphia World Heritage City Quarterly

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

OCTOBER 2016

A Preliminary Word About the World Heritage City Plan and its Implementation

Since Philadelphia received its World Heritage City status in November 2015, the Project team and a large number of civic leaders have been working to maximize the opportunities that this designation presents for all Philadelphians. The resulting Strategic Plan, distributed at the World Heritage Celebration on September 8, is both an accomplishment and responsibility that every Philadelphian can take ownership of. From here on, our focus will be on implementing it. This report is the first in a quarterly series of communications designed to keep you abreast of the actions that are being taken in each of the seven sectors of the Plan. Your support has made – and we hope will continue to make – these



actions possible. We are truly grateful for your interest and support, and promise to keep you updated on the work of the Champions Teams overseeing each sector and the progress being made by our Project Leaders.

Neighborhood & Community Development

Members of the Neighborhood and Community Development (N&CD) Champions Team convened for the first time as a group on Wednesday, September 14. During the meeting, the group discussed the importance of tailoring our approach to the needs and demographic of each neighborhood that we work with. Collecting and disseminating heritage stories through a variety



of creative media was identified as a key project. The group is currently exploring partnerships with various communities in the Philadelphia area.

The Parkside neighborhood – so-called because of its proximity to Fairmount Park in West Philadelphia – has become the first neighborhood chosen to participate in the N&CD portion of the World Heritage City Project.

On August 10, two members of the N&CD Champions Team



embarked on their first Listening Tour with Michael Burch, community advocate and Editor of The Parkside Journal. He provided a two-hour survey of both the cultural and residential landscape of the area. This neighborhood has many important sites, ranging from the Shofuso Japanese House in Fairmount Park to the monument at the intersection of Belmont and Parkside Avenues honoring the Philadelphia Stars baseball team, one of the members of the original All-Negro Baseball League, that used to play in that vicinity.

Michael shared that the area is currently undergoing gentrification, a positive development in one respect but one which is causing a degree of trepidation from local community members. There has also been a great deal of attention and investment devoted to natural spaces opposite the Carousel House.

Plans are underway to organize activities in other neighborhoods of interest. We have, for example, recently begun conversations with representatives of the Germantown community. A report on those conversations will be made in our next report.

In another N&CD initiative, Chinese and Spanish subtitles have been added to our new Philadelphia World Heritage City film in order to make it more accessible to additional audiences

throughout the city. The film was written and narrated by distinguished architectural historian Dr. David Brownlee and produced by Emmy Award winner Sam Katz. Arrangements are currently being made to utilize the film in all three languages for community engagement efforts.

Earlier, during the summer, two GPA interns participated in Hunting Park's Community Resource Fair. Using a series of World Heritage-related activities, they were able to inform parents and children about our World Heritage City story as well as the fun and importance of global awareness.

History & Preservation



The History and Preservation Champions

Team has focused on three things: the creation of an inventory of Philadelphia's historic assets, the development of a plan for preserving them, and the creation of an integrated electronic database of historic information with a GIS interface. David Brownlee, Anne Fedullon, Paul Steinke, Bruce Laverty, and Caroline Boyce will be leading members of this team.

The need for an inventory and assessment of properties deserving of protection has been recognized in the Plan as being of the highest priority. This was illustrated recently by the recent Jewelers' Row controversy. We are gratified that Mayor Kenney

has taken a leadership role in moving this priority forward. Only a few days ago, on October 12, 2016, he announced that he had spoken with the developer of the project, asking them to preserve the facades of the buildings in question, and stated that his administration expected to introduce legislation in the coming weeks that would increase resources to protect Philadelphia's historic buildings. A better system for evaluating candidate buildings will not only be good for the preservation community but, by clarifying what is worthy of preservation and what is not, will also benefit the city's developers. All of the relevant stakeholders need to be at the table in fashioning that system, including such diverse interests as the Building Industry Association, Philadelphia History Museum, and the Design Advocacy Group.

A special task force, to be headed by Bruce Laverty, has been formed to bring together the many stakeholders in the database integration project (40 members). They have met and must now design a project for which funding can be sought.

International Relations



The International Relations Champions Team had its first formal meeting on September 15, 2016 to discuss a number of items including recruiting additional membership from diverse



audiences through creative engagement platforms.

Drexel University is taking a leadership role in developing an international thought leadership series to be held in Philadelphia.

Later in September, a number of people involved in the World Heritage City Project traveled to Europe, taking part in activities to promote Philadelphia as a World Heritage destination and a place for international companies to do business.

Global Philadelphia Association's Executive Director, Zabeth Teelucksingh, attended a press conference and World Heritage Expo in Padua, Italy, where she accepted an award honoring Philadelphia as the first World Heritage City in the United States.

A business delegation headed by Philadelphia Director of Commerce Harold Epps and including Jeanne Nevelos of Select Greater Philadelphia, Lydia Sarson of the German-American Chamber of Commerce, Honorary Consul for Germany Ralf Wiedemann, CDI Executive Director Siobhan Lyons, and the Commerce Department's Chief of Staff Sylvie Gallier Howard and international business development specialist Lauren Schwartz, among many others. The group visited a number of cities, made business contacts, and explored workforce training concepts in Germany, France, and Portugal.

Sylvie and Zabeth also participated in the OWHC Regional Secretariat meeting of the Northern Europe and North America Region in Stralsund, Germany, meeting with a large number of representatives from other World Heritage Cities. The two presented on how Philadelphia is impacting youth and the community through the lens of World Heritage.

Education



The World Heritage Education Champions

Team has made considerable progress on two out of their initial three action plans.

On May 4-6, 2016, a working group launched a World Heritage Education Program at Andrew Jackson School, a public school in South Philadelphia. In preparation for the event, staff from the global centers of University of Pennsylvania trained participating teachers on how to effectively create and implement lesson plans specific to underrepresented world regions. The result was a successful three-day program in which dozens of schoolchildren from a wide variety of ethnic and cultural backgrounds had a chance to learn about other cultures and better appreciate one another.

In July 2016, the Champions Team collaborated with the University of Pennsylvania, School District of Philadelphia,

and Historical Society of Pennsylvania to organize a World Heritage Lesson Plan Project. During this Project, 10 Philadelphia schoolteachers created 90+ globally-themed lesson plans, some of which will be incorporated into the new social studies curriculum of the School District of Philadelphia.

On August 14, the Champions Team convened to discuss future plans for both projects. The group intends to use the Andrew Jackson pilot program as a model to implement at five additional high-need schools. Global citizenry is an invaluable 21st century skill that should be accessible to all youth regardless of their social or economic background. Additionally, plans for a cohort of middle and high school teachers to implement some of the lesson plans developed during the Lesson Plan Project are currently in formation.

Tourism & Hospitality



The Philadelphia Convention and Visitors Bureau and Visit Philadelphia have been marketing Philadelphia's World Heritage City status ever since it was secured last fall. The results have been very encouraging, with Philadelphia being recognized in a variety of publications and trade shows as a major tourist destination. Continued coordination will help to innovate and maximize the utility of this marketing.



Leah Douglas of the Philadelphia International Airport has overseen the installation of 91 country flags in the International Arrivals section of the Airport. Each is labeled with the country's name in English along with the translation of "Welcome to Philadelphia" in that country's official language(s). There are 52 languages represented. The countries were chosen by population plus PHL destinations, from Afghanistan to Zimbabwe. The flags are vinyl applied to the windows. Passengers see the flags as they deplane and walk towards passport control. Following this installation, the Airport will add banners in designated locations throughout customs to denote the City's World Heritage status.

On a different subject, a group of Higher Education officials met on August 18 to discuss ways in which more international students could be attracted to study in Philadelphia. Deborah Diamond of Campus Philly arranged the meeting place. The participants expressed interest in meeting with Commonwealth officials to discuss this further. The next meeting is scheduled for November 1 and will host student retention specialist David Thornburg, along with visa specialist and immigration attorney, Jonathan Grode.



Arts & Culture

Two key projects are underway in the area of World Heritage Arts & Culture (A&C).

Barry Eiswerth, Co-chair of the World Heritage Implementation Committee and Project Liaison for the A&C Champions Team, is working with Kelly Lee, head of the City's Office of Arts, Culture, and the Creative Economy, on a Unity Cup banner project. The project will showcase the artwork of roughly thirty ethnic groups residing in Philadelphia. These are the same groups that are engaged in the Unity Cup competition fostered by Mayor Kenney. The workshops were completed mid-September and all the banners have been designed and are presently in production. The banners will first be used on November 5 in a Parade of Nations prior to the last soccer match at Citizens Bank Park. They will then be displayed at a reception and exhibition at

the Penn Museum on November 14, 2016. The invitation list would include among others, WHC project sponsors, team members and their families, and civic leaders.

Kate Quinn of the Penn Museum is developing a creative project proposal that would highlight Philadelphia's most valued artifacts and cultural knowledge. The project is titled "Philadelphia Connect" and would potentially involve dozens of Philadelphia's cultural institutions, each of which would annually identify an object from its collection and display it as part of a "World Heritage Collection" for the year. To date, Kate has contacted 82 institutions and 55 have responded favorably. The proposed dates for this event are May through September of 2017.



Business & Nonprofit Organizations

As previously noted, Select Greater Philadelphia, Department of Commerce, CDI, and GACC recently undertook a trade mission to Frankfurt, Germany. The German approach to apprenticeship training was another topic of the trip. Subsequently, Harold Epps and Zabeth Teelucksingh traveled to Portugal, continuing an initiative with that country that began several months ago, and Siobhan

Lyons traveled to Ireland to develop relationships there.

Discussions have been begun regarding how the city might take advantage of the November 2017 OWHC World Congress to be held in Gyeongju in the Republic of Korea.

The Airport is looking at Tokyo, Beijing, and New Delhi, among several other Asian cities, as

possible direct, non-stop flight destinations.

During a meeting of the Business and Nonprofit Organization Champions Team on August 24, the team discussed important themes such as engaging millennials, maximizing the tech start-up potential in Philadelphia, and facilitating leadership exchanges locally, nationally, and internationally. Moving forward, the group will meet with leading experts in the business field to further the Project's initiative to promote more international business activity in the region.



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A joint venture between the City of Philadelphia & Global Philadelphia Association

Upcoming Events:

Unity Cup Soccer Tournament at Citizen's Bank Field: November 5, 2016

Unity Cup Reception at Penn Museum: November 14, 2016

GPA Ideas Summit: December 12, 2016

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

**The
Philadelphia
World
Heritage
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Global Philadelphia Association
Three Logan Square, Suite 3100
1717 Arch Street
Philadelphia, PA 19103
215-851-8112
info@globalphiladelphia.org

