

PHILADELPHIA

A WORLD HERITAGE CITY.

A CITY OF THE WORLD'S HERITAGES.

COMMUNITY ENGAGEMENT IN THE PHILADELPHIA WORLD HERITAGE CITY PROJECT

CREATION OF THE STRATEGIC PLAN

After becoming a full member of the OWHC in 2015, the City of Philadelphia, with the Global Philadelphia Association, undertook a strategic planning process to engage its citizens in awareness of and responsibility for the city's heritage assets. The engagement effort began with the creation of the Strategic Plan itself: over 200 representatives of the area's business, civic, and educational communities participated in its formulation.

The plan therefore represents a community-built vision of what we would like to accomplish as a World Heritage City and presents a plan of action for the realization of this vision.



A. GlobalPhilly 2017 - Our 3rd International Exposition for the World from the City of Brotherly Love! For 45 days, Philadelphians are invited to attend 150 interesting and festive events hosted by Global Philadelphia member organizations.

THE STRATEGIC PLAN HAS THREE FUNDAMENTAL GOALS

- To promote preservation and appreciation of our geographical, historical, and cultural heritage through the World Heritage City designation and continued education.
- To provide a powerful economic and cultural stimulus to the region.
- To inspire citizens and residents to feel pride in their World Heritage City.



A. Heritage Storytelling - The Heritage Storytelling Booth is a community outreach and engagement tool. A video or photo booth is set up at local events throughout Philadelphia so that residents can share what heritage means to them.

THE SEVEN SECTORS



A. Neighborhood & Community Development

OBJECTIVE: Engagement of Philadelphia's diverse communities in the heritage conversation and securing its potential benefits.



B. History & Preservation

OBJECTIVE: Widespread appreciation, use, and preservation of our heritage assets.



C. International Relations

OBJECTIVE: Deeper and broader international relationships for the city and the organizations within it.



D. Education

OBJECTIVE: Students prepared to succeed in a rapidly globalizing world.



E. Tourism & Hospitality

OBJECTIVE: Attraction of tourists, students, and others whose presence will enhance the city's economy and stature.



F. Arts & Culture

OBJECTIVE: Greater recognition here and abroad of our globally significant arts and culture scene.

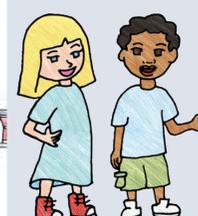
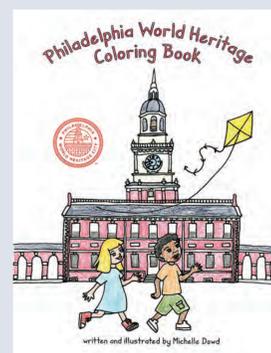


G. Business & Nonprofit Organizations

OBJECTIVE: Full utilization of the city's WHC potential by its businesses and nonprofit organizations.



D. World Heritage Education Program - Several World Heritage educational resources have been developed, including lesson plans, a documentary film, and a coloring book. Pilot programs in schools and community centers have introduced students to the cultural heritages of Philadelphia and around the world.



F. Philadelphia World Heritage Coloring Book - This innovative and engaging publication was written and illustrated by a Philadelphia school teacher. Designed for ages 5-11, the book features a diverse group of children visiting sites of historical and cultural importance throughout the city.



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