PADUCAH

CITY

2019 UNESCO ANNUAL REPORT



PADUCAH



2019 UNESCO ANNUAL REPORT

Paducah Creative City in Action

The UNESCO Creative Cities Network, a forum for brainstorming the role of creativity as a driver and a facilitator for sustainable development, recognizes that harnessing and cultivating creativity is essential to the prosperity of any city. Paducah is united with like-minded, forward-thinking Creative Cities focused on building better, stronger cities through creativity, culture and innovation.

The Network's six areas of action are featured throughout this report along with a selection of local projects representing action and innovation toward the 17 Sustainable Development Goals of the 2030 Agenda.

Sharing Experiences, Knowledge & Best Practices



Professional and Artistic Exchange Programs & Networks



Pilot Projects, Partnerships & Initiatives



Policies & Measures for Sustainable Urban Development

Engaging in Communication & Awareness-Raising Activities



Greetings from Paducah!

November 2018 marked the fifth anniversary of Paducah's designation as a UNESCO Creative City. In just five years, the Creative Cities Network has afforded Paducah new platforms and opportunities.

In 2018, the City of Paducah introduced a new strategic plan to drive forward sustainable community development at the municipal level. The plan has 7 areas of focus that combine to achieve a vision of Paducah, a city where people strive to reach their full potential through lifelong learning, healthy lifestyle, creativity, culture and compassion for one another.

The key performance areas of the plan attribute to the Sustainable Development Goals to make our city inclusive, safe, resilient and sustainable! In direct support of Paducah's cultural work as a Creative City – "Enhance Creative Industries" aims to expose all citizens and visitors to creativity and the region's unique heritage and cultural stories.

- Develop healthy sustainable neighborhoods
- Provide excellent recreation experiences for all ages and abilities
- Empower upward economic mobility for all
- Maintain thoughtful and modern infrastructure
- Celebrate a diverse community
- Provide open, smart and engaged government and maintain a high level of safety for all

With these goals as our guide and the Creative Cities Network as a laboratory of ideas and innovation, we look forward to celebrating our heritage and making progress on important community issues. Our embrace of the creative mindset will help us solve problems and maximize our potential!

Onward & Upward, *Mayor Brandi Harless* City of Paducah





















UNESCO Cities of Crafts & Folk Art





CRAFTS & FOLK ART

Al-Ahsa (Saudi Arabia) Aswan (Egypt) Baguio City (Philippines) Bamiyan (Áfahanistan) Barcelos (Portugal) Cairo (Egypt) Carrara (Italy) Chiang Mai (Thailand) Chordeleg (Ecuador) Durán (Ecuador) Fabriano (Italy) Gabrovo (Bulgaria) Hangzhou (China) Icheon (Rep. of Korea) Isfahan (Iran) Jacmel (Haiti) Jaipur (India) Jingdezhen (China) João Pessoa (Brazil) Kanazawa (Japan) Kütahya (Turkey) Limoges (France) Lubumbashi (Congo) Madaba (Jordan) Nassau (Bahamas) Ouagadougou

Ouagadougou (Burkina Faso) Paducah (USA) Pekalongan (Indonesia) Porto-Novo (Benin) San Cristóbal de las Casas (Mexico)

Santa Fe (USA) Sasayama (Japan) Sheki (Azerbaijan) Sokodé (Togo) Suzhou (China) Tétouan (Morocco) Tunis (Tunisia) Bandung (Indonesia) Beijing (China) Berlin (Germany) Bilbao (Spain) Brasilia (Brazil) Budapest (Hungary) **Buenos Aires** (Argenting) Cape Town (South Africa) Curitiba (Brazil) Detroit (USA) Dubai (UAE) Dundee (UK) Greater Geelona (Australia) Graz (Austria) Helsinki (Finland) Istanbul (Turkey) Kaunas (Lithuania) Kobe (Japan) Kolding (Denmark) Kortrijk (Belgium) Mexico City (Mexico) Montreal (Canada) Nagoya (Japan) Puebla (Mexico) Saint-Étienne (France) Seoul (Rep. of Korea) Shanghai (China) Shenzhen (China) Singapore Turin (Italy) Wuhan (China)

DESIGN

FILM

Bitola (Macedonia) Bradford (UK) Bristol (UK) Busan (Rep. of Korea) Galway (Ireland) Łódź (Poland) Qingdao (China) Rome (Italy) Santos (Brazil) Sofia (Bulgaria) Sydney (Australia) Terrassa (Spain) Yamagata City (Japan)

GASTRONOMY

Alba (Italy) Belém (Brazil) Bergen (Norway) Buenaventura (Colombia) Burgos (Spain) Chengdu (China) Cochabamba (Bolivia) Dénia (Spain) Ensenada (Mexico) Florianopolis (Brazil) Gaziantep (Turkey) Hatay Metropolitan Municipality (Turkey) Jeonju (Rep. of Korea) Macao (China) Östersund (Sweden) Panama City (Panama) Paraty (Brazil) Parma (Italy) Phuket (Thailand) Popayan (Colombia) Rasht (Iran) San Antonio (USA) Shunde (China) Tsuruoka (Japan) Tucson (USA) Zhale (Lebanon) **MEDIA ARTS**

Austin (USA) Braga (Portugal) Changsha (China) Dakar (Senegal) Enghien-les-Bains (France) Guadalajara (Mexico) Gwangju (Rep. of Korea) Košice (Slovakia) Linz (Austria) Lyon (France) Sapporo (Japan) Tel Aviv-Yafo (Israel) Toronto (Canada) York (UK)

LITERATURE

Baghdad (Iraq) Barcelona (Spain) Bucheon (Rep. of Korea) Dublin (Ireland) Dunedin (New Zealand) Durban (South Africa) Edinburgh (UK) Granada (Spain) Heidelberg (Germany) lowa City (USA) Krakow (Poland) Lillehammer (Norway) Ljubliana (Slovenia) Lviv (Ukraine) Manchester (UK) Melbourne (Australia) Milan (Italy) Montevideo (Uruguay) Norwich (UK) Nottingham (UK) Óbidos (Portugal) Prague (Czech Republic) Québec City (Canada) Reykjavik (Iceland) Seattle (USA) Tartu (Estonia) Ulyanovsk (Ru<u>ssia)</u> Utrecht (Netherlands)

MUSIC

Adelaide (Australia) Almaty (Kazakhstan) Amarante (Portugal) Auckland (New Zealand) Bogota (Colombia) Bologna (Italy) Brazzaville (Conao) Brno (Czechia) Chennai (India) Daegu (Rep. of Korea) Frutillar (Chile) Ghent (Belaium) Glasgow (UK) Hamamatsu (Japan) Hanover (Germany) Idanha-a-Nova (Portugal) Kansas City (USA) Katowice (Poland) Kingston (Jamaica) Kinshasa (Congo) Liverpool (UK) Mannheim (Germany) Medellín (Colombia) Morelia (Mexico) Norrköping (Sweden) Pesaro (Italy) Praia (Cabo Verde) Salvador (Brazil) Seville (Spain) Tongyeong (Rep. of Korea) Varanasi (India)

Sharing Experiences, Knowledge & Best Practices



Strengthening international cooperation among Creative Cities



"Sabores y Saberes" - San Cristobal de las Casas, Mexico (Crafts & Folk Art)

In February 2018, Paducah participated in a new festival to contemplate the transversal connections between gastronomy and crafts along with Icheon, South Korea (Crafts & Folk Art); Ensenada, Baja California (Gastronomy); and Popayan, Colombia (Gastronomy). Local artists, educators and leaders shared Paducah's authentic cultural heritage through gastronomic tastings, Crafts & Gastronomy Expo-Fair, thematic reunion of the Creative Cities and cultural exchange.

U.S. Creative Cities Meeting - Iowa City, USA (Literature)

Representatives of the nine U.S. Creative Cities convened during the April 2018 Annual Meeting of the UNESCO Creative Cities of Literature. In 2019, Paducah will welcome focal points from four of these cities to offer community presentations and insight on the impacts of the Creative Cities Network.

Icheon Ceramics Festival & UNESCO Creative Cities of Crafts & Folk Art Annual Meeting – Icheon, South Korea (Crafts & Folk Art)

The second annual Crafts & Folk Art sub-network meeting drew together 17 Creative Cities from 15 countries in May 2018 to build upon action taken at the first official annual meeting held in Paducah in September 2017. Study tours highlighted Icheon's efforts to advance and globalize the city's creative economy through the Korean Institute of Ceramic Engineering Technology, Icheon Ceramics Festival and Ye's Park porcelain complex.

UNESCO Annual Meeting 2018: Creative Crossroads – Krakow (Literature) & Katowice (Music), Poland

Celebrating the collaborative spirit that lies at the core of the Network and drives local and international action, Paducah participated alongside 350 delegates of the 180 member cities in the XII Annual Meeting. The theme of the June 2018 meeting, "Creative Crossroads," aimed to stimulate innovative collaborations across creative fields, geographic regions and disciplines.

Weifang, China Delegation Visits Paducah and Santa Fe (Crafts & Folk Art)

In pursuit of UNESCO Creative City designation, cultural leaders from Weifang, China visited the two U.S. Creative Cities of Crafts & Folk Art in December 2018. Known for longstanding kitemaking traditions, Weifang invited Paducah to attend the 36th International Kite Festival and to initiate cooperative opportunities.

Paducah is one of 9 Creative Cities in the U.S., 37 in the *Crafts & Folk Art* sub-network and 180 worldwide





"We are so happy with the participation of the team of artisans, chefs and coordinators of the [Paducah] CVB, who worked hard to show us the true spirit of this event. Their participation was a key to make known to all 180 cities of the network and to the entire world the potential and importance of this initiative. We [were inspired to] see all that this team committed to dedicate their passion, heart and soul and show the value of their culture and their city's identity."

> Isaac Cordero, San Çristobal de las Casas Focal Point, Organizer of Sabores y Saberes

Studies, Research & Evaluations on the Experience of the Creative Cities



Recognizing creativity as a strategic factor of sustainable development



UCCN Lab 2030 & Paducah Membership Monitoring Report

The UCCN Annual Meeting exhibition of innovative practices highlighting key contributions towards the 2030 Agenda for Sustainable Development featured "Engineering Creative Solutions to Global Challenges: Converting Waste to Energy," a research project of the University of Kentucky College of Engineering Paducah Campus. Paducah was also one of four member cities evaluated in a panel discussion to share inspiring ideas and initiatives from the official UCCN Membership Monitoring Report.

Southeast Tourism Society Tourism Works! Success Story

A compilation of community-level success stories, *Tourism Works!* highlighted Paducah's engagement with the UNESCO Creative Cities Network and efforts to elevate the destination nationally and internationally through the Creative City brand. The publication, which debuted at the Southeast Tourism Society Congressional Summit on Travel & Tourism in July 2018, cites the travel and tourism sector as an economic powerhouse and vital tool for economic development, job creation and community building.

Kentucky Travel Industry Association Economic Engine Award

McCracken County received the Economic Engine Award, presented to counties in which tourism has had a significant impact on the local economy. The Paducah Convention & Visitors Bureau accepted the award in September 2018 on World Tourism Day during the Budget Review Subcommittee on Economic Development, Tourism, and Environmental Protection of the Interim Joint Committee on Appropriations and Revenue meeting.

Strengthening Economic Resilience in Appalachia Case Study

The Appalachian Regional Commission (ARC) included Paducah and McCracken County as a case study in an economic development guidebook, presented at the ARC conference. According to the case study, "Paducah leaders have long acknowledged that harnessing and cultivating creativity bolstered resilience. Innovative public-private partnerships led to Paducah's recognition as one of the world's Creative Cities, and now Forward Paducah strategically drives sustainable, culture-focused development forward." "Paducah contributes a terrific example of how a community leverages its cultural assets to develop its brand and drive tourism. It also provides a remarkable illustration of the impact of creative tourism on a small city with a great story."

> Monica Smith, President & CEO of Southeast Tourism Society









"At Maiden Alley Cinema, we strive to be a home for cinephiles and filmmakers alike, we hope to create cross-culture awareness, visual literacy and always promote filmmaking as an artform. Through our designation as a UNESCO Creative City, we have seen so many amazing partnerships come to fruition."

Landee Bryant, Executive Director of Maiden Alley Cinema and Director of the River's Edge International Film Festival



Engagement with all Crafts & Folk Art, Design, Film, Gastronomy, Literature, Media Arts, Music]

Professional & Artistic Exchange Programs & Networks

River's Edge International Film Festival Creative Cities Showcase

In celebration of the fifth anniversary of Paducah's designation as a UNESCO Creative City in November 2018, the 14th annual REIFF spotlighted the Creative Cities Network on opening night. Building upon the festival's mission to showcase quality independent film from around the world, a special block of seven short films was curated by Bradford, United Kingdom (Film) in the spirit of Bradford's Small World Film Festival.

Mitch Kimball & The Pottery Workshop, Jingdezhen, China (Crafts & Folk Art)

Paducah ceramicist and arts educator Mitch Kimball embarked on a month-long residency to learn about the history and culture of porcelain in a town made famous over 2000 years ago for its mastery of white clay. The international ceramics center, which focuses on the development and enrichment of ceramics in China and abroad, created opportunities for Kimball to learn, make connections and represent Paducah in a fellow Creative City.

Musician & Author J.D. Wilkes Visits Edinburgh, Scotland (Literature)

When touring the world with the Legendary Shack Shakers, Paducah's J.D. Wilkes makes a point to incorporate exchanges with UNESCO Creative Cities. In 2018, he stopped at Edinburgh City of Literature's Scottish Storytelling Center to exchange expressions of literary culture and expand connections with the Scottish Creative City, the first to be designated in the creative field of literature by UNESCO in 2004.

AQS QuiltWeek presents Studio Art Quilt Associates' Korean Quilts Now

Paducah School of Art & Design welcomed artist representatives from Seoul, South Korea (Design) in April 2018 for an American Quilter's Society/SAQA special exhibition highlighting the scope of Korean fiber artistry. Other far-reaching fiber art exhibitions during Spring and Fall QuiltWeek included *Ian Berry: Art in Denim, Taiwan Art Quilt Society, World Fairy Tale Quilts* and *Contemporary Art Quilts: U.S. & Brazil.*

Max's Brick Oven International Dinner Series Features Frutillar, Chile (Music)

A Chilean Wine Dinner at Max's Brick Oven was enhanced with a musical soundtrack curated by representitives from the Chilean Creative City of Music. Fundación Plades Frutillar provided two playlists, folk and traditional Chilean music and pop rock Chilean music, to complement the profile of the restaurant and dinner menu.



Broadening opportunities for creatives and professionals in the cultural sector



Pilot Projects, Partnerships & Initiatives



Making creativity an essential component of urban development



"Days of Bread" Creative Knowledge Platform features Kirchhoff's Bakery

Coordinated through the International Traditional Knowledge Institute (ITKI), Days of Bread is a collection of ingredients, recipes and cultural stories that symbolize the unique culinary histories of the UNESCO Creative Cities Network. Kirchhoff's Bakery represented Paducah in the pilot project with a recipe for salt rising bread, a preparation technique with deep roots in Appalachian culture. Kirchhoff's embraced the platform, preparing recipes from Parma, Italy (Gastronomy) and Zahle, Lebanon (Gastronomy) during a visit from ITKI US founder, Giuseppe Biagini.

Bricolage Art Collective Partnership with Impacto Textil

Paducah's engagement with the UNESCO Creative Cities Network led Bricolage Art Collective to develop a partnership with Impacto Textil to purvey artworks from San Cristobal de las Casas, Mexico (Crafts & Folk Art). Impacto is a non-governmental organization that works to reduce poverty and inequality through relevant economic sectors in order to improve quality of life of the people living in these communities.

Two National Touring Broadway Productions Originate in Paducah

The Carson Center hosted "tech" rehearsals for *White Christmas* and *Kinky Boots* ahead of the musicals' national tours. *White Christmas* took advantage of Kentucky Film Office tax incentives by using local Kentucky vendors, and both productions generated positive economic impacts on the region by conducting these multi-day rehearsals in Paducah.

The National Quilt Museum Debuts The Corner Gallery

The National Quilt Museum dedicated space in the main gallery to spotlight innovative techniques and modern quilt artists that are defining the artform today. Among the Corner Gallery's first exhibits was *Paducah Fiber Artists: Then & Now*, a showcase of regional quilt and fiber artists who carry forward textile traditions that anchored Paducah's designation as a UNESCO Creative City. The Museum's annual exhibition schedule also included *Kansas City Star Quilts* highlighting Kansas City (Music) and two exhibits of Japanese quilts.



Giuseppe Biagini, Founder, ITKI US

"The Innovation Hub will allow us to connect our talented students with our *post-secondary partners* and our business and industry community so that we can create a pipe*line of talent to meet local* workforce needs. We began by aligning specific career pathways, from engineering to nursing to industrial maintenance, with local job needs in mind. It is also our belief that the arts are how we connect the curriculum pathways. It is the creativity from art that allows engineering and IT to work together. All of these will be available in the Innovation Hub."

> Dr. Donald Shively, Superintendent, Paducah Independent Schools



Developments positioning Paducah for 2020 and beyond







Policies & Measures for Sustainable Urban Development

Paducah Innovation Hub Groundbreaking & RISE Announcement

In October 2018, the Paducah Public School District celebrated the beginning of construction for the state-of-the-art technology center scheduled to open in Fall 2020. A \$22.6 million project, the Paducah Innovation Hub is located behind Paducah Tilghman High School and will serve the entire region in growing innovative talent in emerging industries. In November, the Kentucky Cabinet for Economic Development announced a state grant for West Kentucky region entrepreneurship at Sprocket, Inc., part of statewide development of Regional Innovation for Startups and Entrepreneurs (RISE) hubs.

Murray State University Launches Center for International Business & Trade

Capitalizing on the geographic region's access to markets and the Foreign Trade Zone, the new center on the Murray State University Campus in Paducah focuses on enhancing and promoting economic development through growth in business and job creation. This new partnership among businesses, government, and academics was launched to plan for future needs of generations and leverage the region's tangible and intangible resources for education through innovation, international business and trade.

Paducah Area Chamber of Commerce DC Fly-in

Business, government and community leaders participate in the Paducah Area Chamber of Commerce Annual Fly-in to Washington, DC. The two-day trip offers a diverse group of representatives from various sectors of the community the opportunity to meet with members of Kentucky's Congressional Delegation, agency officials, Congressional staff, and legislative experts to discuss important federal policy issues impacting the region, state and nation.

Tennessee Riverline & Riverlands Outdoor Heritage Conservation Alliance

Paducah leaders engaged with various regional partners to envision sustainable future development of local natural resources. Students with the University of Tennessee River Studio visited to complete research for Tennessee Riverline, a vision for North America's next great regional trail system. The Riverlands Outdoor Heritage Conservation Alliance aims to sustain regional capacity for natural resource use and stewardship to ensure a continued high quality of life in the Riverlands region of western Kentucky and Tennessee.



Developing a hub for creativity, culture and innovation



Engaging in Communication & Awareness-Raising Activities



Increasing awareness, access and participation in local culture



Kentucky Tourism "The Year of Kentucky Food" Initiative

The Kentucky Department of Tourism declared 2018 the year to honor food heritage, iconic dishes and local flavor. Paducah chef Sara Bradley was a regional ambassador, presenting a "Heart of Kentucky" Dinner at the James Beard House in New York City featuring local products and producers and later competing on season 16 of Bravo's *Top Chef*, filmed in Kentucky. Paducah CVB engaged with Kentucky Tourism in preparation to showcase the arts during the "Year of Kentucky Storytellers" in 2019.

Promoting Paducah as a Destination for Foreign Individual Travelers

The Paducah CVB, National Quilt Museum and River Discovery Center attended Travel South International Showcase in Nashville, Tennessee, followed by a post-familiarization tour for international tour operators and travel agents. These efforts to introduce Paducah's authentic American appeal to the global market were enhanced by a CVB Visitor Industry Summit to prepare local partners to be "FIT-ready" to welcome inbound visitation from diverse markets.

Sustainability Month at West Kentucky Community & Technical College

Award-winning post-secondary education institution, West Kentucky Community & Technical College, encouraged students and the community to increase local and global awareness and personal efforts in ensuring social, economic and environmental sustainability. The month-long effort included a student club contest that challenged students to reduce and recycle environmental resources, respect social multiculturalism and diversity and economic development with future generations in mind.

Celebrating Paducah's First 5 Years as a Creative City

Paducah CVB maximized the fifth anniversary of UNESCO designation to communicate positive impacts of participation in the Network (see pages 16-17 for a "by the numbers" profile) locally. Through the Institute for Sustainable Development, the CVB engaged with national business, education and arts leaders to spotlight Paducah and the Creative Cities Network and consider synergies for sustainable development.



"When we travel, we stretch ourselves by learning new experiences, and UNESCO Creative Cities are perfect starting points. These UNESCO Creative Cities give travelers a taste of American cuisine, art, design, and music."

> Lisa Waterman Gray, AAA Midwest Traveler "Feast for the Senses"



Paducah in the News – Top 5 Features from 2018

Under the Radar USA: Creativity & Culture in Paducah, Kentucky – Lonely Planet

10 Best Small Towns for Culture – USA Today

Best Budget Destinations in America - Budget Travel

Why Visit Paducah? Because artists, preservationists and foodies think you should.

Lexington Herald-Leader
& nationwide syndication

The Most Charming Small Town in Every State – MSN.com/Reader's Digest



* Editorial features on Paducah have reached more than 1 billion readers since designation with more than 55 articles on Paducah in 2018 alone! Reach refers to the range of distribution, circulation and impressions of earned media coverage

Celebrating Paducah's



Our Global Creative City by the Numbers

 $1^{of 9}$ Creative Cities in the U.S. and 180 worldwide



\$30 million increase in annual direct expenditures from tourism since 2013*

Years as a UNESCO Creative City

November 2018 marked the fifth anniversary of Paducah's designation as a UNESCO Creative City. The Paducah Convention & Visitors Bureau showcased positive impacts of the designation on community development and tourism promotion. Participation in the Creative Cities Network continues to generate new platforms to promote Paducah and solidify a place on the global map!

\$27.5 million

annual economic impact of nonprofit arts and culture industry, a cornerstone of creative tourism and quality of life**

Actional Quilt Museum now welcomes visitors from more than countries every year Barkley Regional Airport offers 1-stop connectivity to/from



5 Local Perspectives









"There are pockets of creativity across our country. Some get acknowledged and are encouraged to flourish, others are isolated and struggle to thrive. UNESCO affiliation gives our town an international presence and our creative energy legitimacy." – Ed & Meagan Musselman, The Coke Plant

"I am deeply honored to represent my hometown in my travels abroad with my band, Legendary Shack Shakers. To share [Paducah] with the world, through UNESCO, is the ultimate thrill." – J.D. Wilkes, Author, Musician & Visual Artist

"Paducah's reputation and designation as a Creative City are crucial to the success of Ephemera Paducah. My students have heard and read about Paducah long before signing up for a workshop, which helps them make a decision to come here." – Kristin Williams, Ephemera Paducah (photo courtesy of Kentucky Tourism)

"While my stay [at The Pottery Workshop] was focused on learning about the history and culture of porcelain, it was also about sharing the vision of Paducah. This is exactly why I wanted to go to Jingdezhen — to make connections!" — Mitch Kimball, Potter & Arts Educator

"In my view, meeting the [UNESCO] Sustainable Development Goals begins at the local level. Our work engages people at the community level and empowers them to take control of the sustainable development issues that are important to them." – Dr. Jeffrey Seay, University of Kentucky College of Engineering, Paducah Extended Campus Program

Visit Paducah.travel/creativecity for more #PaducahCreativeCity stories and local perspectives!



Educational. Scientific and Cultural Organization **UNESCO** Creative City in 2013

Paducah Convention & Visitors Bureau, UCCN Focal Point

Paducah CVB Staff:

Mary Hammond, Executive Director Fowler Black, Sales Director Laura Oswald, Director of Marketing Lynda Peters-Jones, Director of Convention Sales

2018 Paducah CVB Board:

Glen Anderson, Chair Jay Page, Secretary/Treasurer Kelm Burchard Linda Curtis Deborah Edmonds **Beverly McKinley** Vick Patel

1-800-PADUCAH

We express our gratitude to the following for use of photographs in this Annual Report: Black Shadow Studio, Landee Bryant, The Carson Center, Kara Gray, Innovations Branding House, Mitch Kimball, Paducah Area Chamber of Commerce, Paducah Life Magazine, Paducah Public Schools, Rosemarie Steele/Paducah Fiber Artists, UT River Studio, Sarah Warford, West Kentucky Community & Technical College, J.D. Wilkes and Kristin Williams.