

**UNESCO Creative Cities Network
Monitoring Report 2017
Paducah, USA**

PADUCAH



City of Crafts & Folk Art

UNESCO CREATIVE CITY

1. EXECUTIVE SUMMARY

Being part of the UNESCO Creative Cities Network has been transformative for the City of Paducah. Though always known as a river city and a center for trade, regional medical care and culture, Paducah had long struggled to establish an identity that would distinguish it from other river cities in the center of the United States.

Explorers and early settlers traveled through Paducah to find a better life in the west. They came through the Cumberland Gap and down the Ohio River with few possessions, and cloth became precious and recycled—often to make a three layer covering, a quilt, to keep warm. The days were long and traditions from the old country deep. Stitches were used to patch cloth together and weave stories. Paducah, on the edge of the western frontier, became a repository of this fabric art as quilters continued the quilting tradition.

Finding that Paducah met the criteria to join the UCCN gave the age-old art of quilting a respect it had not received in the past. The American Quilter's Society (AQS), based in Paducah, pulled together quilters from around the globe to join their society, share best practices, increase their skills on all levels and recognize the value of quilting as not only a craft with deep roots but also a true fine art form. The U.S. Congress soon designated the National Quilt Museum of the United States and the annual AQS Quilt Show grew to QuiltWeek making Paducah a year-round destination for fiber artists. The UCCN afforded Paducah an opportunity to identify with a craft that found a home in the city and is now practiced all around the world.

In turn, joining the UCCN gave our community a respect it had not received in the past. Designation as a UNESCO Creative City gave Paducah a new credibility and new outlets to leverage this credibility to promote the city globally. Artists and visitors alike are drawn to a place where art is successfully being produced, promoted and appreciated.

Being recognized as a global Creative City unleashed new possibilities for the City and for the residents. Never before have so many been so involved in creativity. Never before has creativity been so deeply recognized as a tool for economic development, entrepreneurship and an educational need for the community if visionaries are to be grown. These visionaries, of all ages and from all around the globe, are the future of Paducah, a UNESCO Creative City!

2. GENERAL INFORMATION

2.1 Name of the city: Paducah

2.2 Country: United States of America

2.3 Creative field of designation: Crafts & Folk Art

2.4 Date of designation: November 2013

2.5 Date of submission of the current report: November 2017

2.6 Entity responsible for the report: Paducah Convention & Visitors Bureau (CVB)

2.7 Previous reports submitted and dates: N/A

2.8 Focal points of contact:

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3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1 Number of UCCN annual meetings attended in the last four years (please note that regular participation in these meetings is compulsory):

2014 - Chengdu, China – attended by Mary Hammond and Robin Malpass, Marketing Consultant

2015 – Kanazawa, Japan – attended by Mary Hammond

2016 – Ostersund, Sweden – attended by Mary Hammond and Bonnie Browning, American Quilter's Society

2017 – Enghien-les-bains, France - attended by Mayor Brandi Harless, Mary Hammond and Robin Malpass, Marketing Consultant

2017 – Paducah, USA – attended by Mayor Brandi Harless, Mary Hammond, Fowler Black, Laura Oswald, Lynda Peters-Jones and Becky Straley

3.2 Hosting of a UCCN annual meeting and dates:

The City of Paducah hosted the first official annual meeting of the Crafts & Folk Art sub-network, September 24-27, 2017. All Creative Cities of Crafts & Folk Art were invited. Al-Ahsa, Saudi Arabia; Fabriano, Italy; Icheon, Republic of Korea; Nassau, Bahamas; San Cristobal de las Casas, Mexico; and Santa Fe, USA attended. U.S. Creative Cities Austin (Media Arts) and Iowa City (Literature) also participated along with then Candidate Cities Carrara, Italy (Crafts & Folk Art); Kansas City, USA (Music); and Lexington, USA (Literature). Also attending were two members of the U.S. National Commission for UNESCO.

The Paducah planning team is committed to mentoring the next sub-network annual meeting host city in order to continue meaningful dialogue within the creative field of Crafts & Folk Art.

3.3 Hosting of a working or coordination meeting addressed to one of more specific UCCN creative field representatives:

Representatives from Paducah will travel to Kansas City, USA, Creative City of Music, within 60 days to meet with city leaders and elected officials to help them understand the meaning and impact of being a new member of the UCCN.

Representatives from Paducah and Carrara, Italy, new Creative City of Crafts & Folk Art, will travel to Lexington, USA, Candidate City of Literature, in February 2018 to learn more about Lexington and to find ways for the cities to work together.

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

The American Quilter's Society and AQS QuiltWeek – Paducah continue to offer a global platform for quilters and fiber artists. The reach of the semi-annual AQS Quilt Contest continues to expand with contest quilts representing more UCCN members each year. These Creative Cities include Florianopolis (Gastronomy), Kanazawa (Crafts and Folk Art), Kobe (Design), Nagoya (Design), Sapporo (Media Arts), Seoul (Design) and Tucson (Gastronomy).

3.5 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

In-Kind - Paducah participated in an event at UNESCO HQ with the six U.S. Creative Cities to maximize the visibility of the UCCN among UNESCO officials, ambassadors and media.

Financial - Paducah has expressed commitment to annual financial contribution to the global management of the Network. With direction for remittance of payment and proper invoice, Paducah will submit the \$2,000 to UNESCO as discussed at the UCCN annual meeting in Enghien-les-Bains.

3.6 Membership of the Steering Group and period:

In the spirit of sharing best practices and strengthening collaboration among the Network, the City of Paducah is open to contributing as a member of the UCCN steering group in the future.

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

2015 – Each member of the subnetwork of Creative City of Crafts & Folk Art was asked to evaluate one “application of distant region/continent from the home country was desirable in order to avoid prejudice and promote to understand a different culture.” Paducah was assigned Jaipur, India. The evaluation was completed and shared within the subnetwork group. The evaluations were sent to Rie Connel in Kanazawa, Coordinator of the Crafts & Folk Art group, to “organize moderation of applications and send final evaluation to UNESCO.”

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Paducah’s public and private sectors have acknowledged the importance of UNESCO designation and affirm the significance of making creativity an essential component of development strategies and plans.

Paducah Economic Development “Forward Paducah”

Paducah Economic Development and Avalanche Consulting launched a modern approach to economic development to engage public and private partners with a strategic vision. This action plan to strengthen Paducah’s economic viability engages public and private partners in making creative industries an essential component of the local economy as a key target business cluster for sustainable growth along with advanced manufacturing, health, professional services and river industries.

UNESCO designation has positioned Paducah as a global leader. It has generated a new platform for communication and awareness-raising to educate the tourism industry, national arts community and government officials on the value of creativity, creative strategy and the UCCN.

U.S. National Commission for UNESCO Service

Former U.S. Secretary of State John Kerry appointed Paducah Convention & Visitors Bureau Executive Director Mary Hammond to the Commission in 2016. Hammond represents the UCCN on the 100-member commission of national stakeholders and has presented to the group on Paducah’s membership in the UCCN. She has attended two annual meetings of the Commission and has a close working relationship with Paul Mungai, Executive Director of the U.S. National Commission. All inquiries from U.S. cities interested in being a Candidate City are referred to Hammond.

Hammond also works closely with fellow members of the U.S. National Commission. Two of the member of the Commission attended the Creative Cities of Crafts & Folk Art annual meeting in

Paducah. Both Marete Wester, Americans for the Arts, and Marney Murphy, UNESCO Associated Schools (ASPnet), participated in a meeting with the U.S. Creative Cities delegates and in a public panel discussion focusing on UNESCO.

Award-Winning Marketing & Public Relations Campaigns

The Paducah CVB partnered with Lou Hammond Group, award-winning international public relations firm, to elevate storytelling efforts with Paducah's designation as a UNESCO Creative City as the key attraction. These efforts have earned national and international media coverage.

Since designation, the CVB has been recognized for efforts to promote Paducah as a UNESCO Creative City including:

- **2016 HSMIA Gold Adrian Award** for public relations excellence for sustained efforts in marketing Paducah as a UNESCO Creative City. The *Adrian Awards* is the largest and most prestigious global travel marketing competition presented by the Hospitality Sales & Marketing Association International (*HSMIA*), an international organization of sales and marketing recognizes inspiring best practices in sales and marketing for the hospitality industry.
- **2015 Governor's Award in the Arts – Government Award** was presented to the Paducah Convention & Visitors Bureau (CVB) by Kentucky Governor Steve Beshear. Paducah CVB was recognized for leveraging Paducah's deep cultural heritage and diverse creative assets to enrich the city and broaden its international horizons. The Governor's Awards in the Arts are the Commonwealth's highest honors in the arts, recognizing individuals, organizations and businesses that have made extraordinary and significant contributions to the arts in Kentucky.
- **2014 Southeast Tourism Society *Tourism for Tomorrow Shining Example Award*** from Southeast Tourism Society (STS) for the organization's leadership in pursuing UNESCO Creative Cities designation as a sustainable tourism development strategy. The CVB led the community's application to join the United Nations Educational, Scientific & Cultural Organization (UNESCO) Creative Cities Network and now facilitates the UNESCO Creative Cities program locally.

Americans for the Arts Arts & Economic Prosperity 5

Paducah was among 300 U.S. communities participating in *Americans for the Arts* year-long comprehensive nationwide research effort to demonstrate the value of the nonprofit arts and culture industry as an economic driver in communities. The study findings enhance advocacy efforts for the city's cultural assets and organizations as a means to support jobs, generate revenue and drive creative tourism.

In the City of Paducah, 19 of the 55 eligible nonprofit arts and cultural organizations participated in this study. The research demonstrated total economic impact of spending by nonprofit arts and cultural organizations and their audiences to be \$27,447,161.

Spending by Arts & Cultural Organizations totaled \$18,055,851

- Full-time equivalent jobs supported 991

- Revenue generated to state and local government - \$1,135,000

Event-related spending by arts and cultural audiences totaled \$9.4 million (excluding cost of admission)

- 240,595 Total reported attendance to arts/cultural events in 2015 (198,284 Average)
- Attendees spent an average of \$39.03 per person, per event (in addition to tickets)
- 30 percent of total attendance was local resident attendees who spent \$31.82 per event (higher than the national average)
- 70 percent of total attendance was nonresident attendees who spent \$42.14 per event
- 50 percent of nonresident attendees said, “This arts event is the primary purpose for my trip.”
- Of nonresident arts attendees, 14.3 percent reported an overnight lodging expense.
- Non-local attendees spent considerably more money during their visit—an average of \$161.83 per person.

Local Awareness Collaboration with Paducah Life Magazine

The Paducah Convention & Visitors Bureau collaborated with award-winning, local lifestyle publication, *Paducah Life Magazine*, to illustrate the local and global significance of Paducah’s creative culture and designation as a UNESCO Creative City. A series of 2-page profiles in the magazine were crafted to educate and empower readers to engage in cultural life, understand the benefits of life in a Creative City and leverage the UNESCO network for their own economic opportunity and quality of life. The year-long series served as a platform to engage local influencers, stakeholders and storytellers and to educate elected leaders through targeted distribution.

The City’s niche as a UNESCO Creative City fosters community awareness of the importance of international understanding and creative expression. Youth and community members are being empowered to take an active role in cultural participation through local educational institutions.

Kentucky Global Schools Network Learn & Launch Grant for Global Competency

The Heath Area Schools in the McCracken County Public School District earned a grant from the Kentucky Department of Education to develop and implement groundbreaking global competency programs. The program has empowered local educators to lead statewide efforts to expand students’ language skills and infuse global awareness and cultural understanding into classroom practices. Implementation has furthered UCCN objectives locally with classroom presentations by visiting representatives from Fabriano, Italy; Kanazawa, Japan; Bologna, Italy; and Bradford, United Kingdom. The students were also invited to participate in the Creative Cities of Crafts & Folk Art annual meeting in Paducah.

Paducah School of Art & Design Invests in Lower Town Campus

The revitalization of Paducah’s Lower Town Arts District, renowned for the City of Paducah Artist Relocation Program, continued with the development of the Paducah School of Art & Design Campus. Visual arts education opportunities have expanded with the opening state-of-the-art facilities made possible through public-private partnership. PSAD is part of West Kentucky

Community & Technical College and a valuable asset contributing to the growth and sustainability of the local creative economy.

- Ceramics and Jewelry and Metals - Completed in 2013, the same year Paducah was admitted to the UCCN, this historic 6,700 square foot studio facility houses PSAD's ceramics and small metals programs.
- Sculpture Building for Clay, Metals and Wood – Opened in 2014, this 6,700 square sculpture facilities is located on the Madison Hall property.
- 2D and Graphic Design Building – Completed in 2016, this historic 30,000 square foot building houses all of PSAD's 2D programs as well as a gallery, recording studio and café.

Being at the center of a designated UNESCO Creative City has created new avenues by which the PSAD connects students and Paducah residents to a variety of artistic expressions, innovative careers and international artists.

- Made in Europe, a recent exhibition held during AQS QuiltWeek, showcased designs and techniques used to make textiles in Europe and the Middle East. The exhibition served as a fine complement to the recent development of the college's fiber arts studio and community education programs.
- The annual Master Artist Workshop Series continues to grow and has featured folk and traditional artists from the U.S. and fine artists from South Korea and Japan, all of whom are internationally recognized artists.
- During the Creative Cities of Crafts & Folk Art annual meeting, PSAD hosted *Pride of Place* art exhibit and opening reception featuring art from each of the cities visiting Paducah. The show was open to the public during the week of the annual meeting.

Paducah Public Schools Develop Innovation Hub/Makerspace

The Paducah Independent School System secured a \$3.8 million Work Ready Grant, a foundation for the development of a \$16 million Regional Innovation Hub. Once established, this state-of-the-art technology center will provide opportunities for diverse and underserved populations throughout the community to develop a variety of skills, which encompass a wide range of disciplines. The hub is designed to motivate community members and students to think creatively as they exchange knowledge, experiences, ideas and creativity through mentorship, apprenticeship, entrepreneurial development, industry-sponsored boot camps and maker-fairs. It is being developed as a partnership between Paducah's centers of secondary and higher education, businesses and Paducah Economic Development to foster a highly skilled, tech-savvy workforce, as well as a user-centric makerspace.

The celebration of creativity as a UNESCO Creative City continues every day with opportunities for residents and visitors to participate in the community's authentic sense of place. Innovative artists, entrepreneurs and far-reaching attractions and events continue to add to Paducah's vibrant artistic landscape. Local leaders foster the creative economy and development of Paducah as a hub of creativity and innovation through engagement with professionals in the cultural sector.

Meet the Artists & Creative Collaborations Series

The City of Paducah developed new outlets for the public to experience the creativity diversity of Paducah's working artist community through event-based collaborations. To promote growth and awareness of the local creative industry, the series has debuted new events including New River Currents, Working Together: Collaborative Exhibition and Legacy 2: Lower Town Arts District, and expanded upon two existing events, the Lower Town Arts & Music Festival and Meet the Artists: A Celebration of Art & Community.

Paducah Signature Experiences Tour Development & Promotion

The Paducah CVB collaborated with local non-profit attractions to leverage authentic destination stories and experiences through an experiential product development process. Five new immersive group experiences are now available to increase participation in Paducah's authentic culture and discovery of the city's significance as a UNESCO Creative City.

Cinema Systers Film Festival was created to provide a dedicated space for Lesbian filmmakers to showcase their art at Maiden Alley Cinema and other Paducah venues. Lesbians have been an acutely under-represented voice in the film industry, and this event made history in 2016 as the first and only festival dedicated to lesbian filmmakers and their art in the United States. The mission of this festival is to strengthen, enrich and connect this diverse community of women/womyn. The event intends to build bridges among audiences, filmmakers and the community at large through the exhibition of Lesbian produced films and other events scheduled throughout the weekend. The festival is funded in part by grants from The Kentucky Foundation for Women. Cinema Systers has drawn many international film submissions and visiting filmmakers with with winning films from Australia, Egypt and the United Kingdom.

Yeiser Art Center expanded fiber art offerings after nearly 30 successful years of sponsoring the *Fantastic Fibers* international exhibition during the American Quilter's Society Spring QuiltWeek with a second fiber art show. Yeiser Art Center collaborated with MAKE Paducah studio to launch the Paducah Fall Fiber Festival in 2016. Yeiser Art Center averages receipt of 800 fiber art entries from 130 artists from 12 countries for the *Fantastic Fibers* juried exhibition with representation from fellow UCCN member cities.

The National Quilt Museum works to advance the art of today's quilters by bringing it to new and expanding audiences worldwide. The Museum hosted far-reaching exhibitions representing diverse quilting traditions of Japan, Europe, the Pacific Rim and various regions of the United States.

- **Quilts of Caohagan** - Exhibition and demonstrations showcased quilters from an island in the Philippines who produce and sell quilts to generate one third of the island's entire GDP.
- **Quilts of the Lakota** - Members of the Lakota Sioux have transposed their heritage of painted buffalo robes to star quilts that maintain their cultural and Native American tribal identity.
- **"Distortion" from the European Patchwork Meeting** - The only museum in the United States to exhibit this international traveling exhibit which also traveled to art museums in Johannesburg, South Africa; Vicenza, Italy; Moscow, Russia; and Sainte-Marie-aux-Mine, France.

- **Neighborhoods Coming Together: Quilts Around Oakland** - In honor of Black History Month, the African American Quilt Guild of Oakland, California shared a collection of their quilts exploring how their communities are linked.
- **13th Quilt Japan** – Exhibition featuring a selection of the finest quilts from this international contest held by the Japan Handicraft Instructor's Association.

River Discovery Center promoted conservation and sustainability through partnership and cultural exhibitions. The non-profit educational institution exists to teach about the importance of America's rivers including environmental, cultural and economic benefits.

- **Tenneswim Water Quality Research** – River Discovery Center collaborated with regional to support the journey of German professor Andreas Fath. Fath swam the entire Tennessee River to raise awareness about the importance of water quality and collect data for comparison to the Rhine River. His journey concluded in Paducah during World Water Week.
- **Message in a Bottle Exhibition** – This new exhibition featuring rare message-in-a-bottle memorabilia found along America's rivers through Living Lands and Waters conservation initiatives. Each Message in a Bottle has been housed in its own handmade box of reclaimed wood, also found during river cleanups. The Living Lands & Waters crew, led by 2013 CNN Hero of the Year Chad Pregracke, hosts river cleanups, watershed conservation initiatives, workshops, tree plantings and other conservation efforts along the Mississippi River and other U.S. rivers.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Paducah Hosted UNESCO Creative Cities of Crafts & Folk Art Annual Meeting (2017)

Paducah welcomed UCCN representatives and special guests for the first annual meeting of the Crafts & Folk Art sub-network, September 24-27, 2017. Delegates converged from eight Creative Cities of Crafts & Folk Art representing four continents. U.S. Creative Cities, members of the U.S. National Commission for UNESCO and representatives of three UNESCO Candidate Cities also participated. (*UCCN member cities in attendance are listed in section 3.2*)

The meeting featured plenary sessions, Creative Field workshops and hands-on study tours around three themes which were developed based upon past meetings, the Ostersund Mayors Declaration and the 2030 Agenda:

- Creative Cities & Tourism Opportunities
- Economic Development & Urban Revitalization Using Arts & Culture
- Education, Institutions & Natural Resources for Sustainable Economic & Cultural Development

In plenary sessions, national and international speakers spoke to the role of Creative Cities in tourism, cultural revitalization and sustainable economic development. Dr. Maurizio Carta led daily Creative Field Workshops to translate plenary session insights into action and deepen connections to the UNESCO 2030 Agenda and Sustainable Development Goals. Study tours,

culinary experiences and events throughout the community illustrated local best practices on the day's theme and engaged attendees in Paducah's creative culture.

The annual meeting concluded with the signing of the Paducah Declaration. *For more information about the declaration and the Paducah meeting, visit paducah.travel/unescocfa.*

With UNESCO designation, new doors have opened for exciting partnerships with Creative Cities around the globe. Local leaders and artists are leveraging the UNESCO relationship to expand networks through cross-cultural, cross-sector collaboration and international creative exchange.

International Creative Cities Workshop – Icheon, Republic of Korea (2016)

Local leaders represented Paducah in the company of fellow Cities of Crafts & Folk Art: Al-Ahsa, Saudi Arabia; Fabriano, Italy; Sasayama, Japan; Jingdezhen, China; Hangzhou, China; and Suzhou, China. The Woljeon Museum of Art exhibited native crafts from participating cities including quilts from the National Quilt Museum Collection as representation of Paducah's fiber art heritage. Workshop delegates also attended the Icheon Ceramic Festival.

International Meeting of Creative Cities of the Americas – San Cristobal de las Casas, Mexico (2015)

Paducah participated with Popayan, Colombia (Gastronomy); Quito, Ecuador; and Nassau, Bahamas (Crafts & Folk Art) in presentations and workshops with regional and national stakeholders in preparation of San Cristobal's proposal to join the UCCN.

UNESCO Creative Cities' Forums – Fabriano, Italy (2014 & 2015)

Mayor Giancarlo Sagromola and the Fabriano Foundation hosted UNESCO Creative City leaders from Italy, France, Senegal, Haiti, China, South Korea and the United States to exchange ideas and best practices. Artwork from each of the participating Creative Cities was displayed at the Paper & Watermark Museum of Fabriano. Several quilts from the National Quilt Museum Collection were featured in the exhibition.

Creative & Design Cultural Industry Expo – Suzhou, China (2014)

As a Candidate City, Suzhou hosted community leaders from Paducah and Icheon to attend The Third China Suzhou Creative & Design Cultural Industry Expo (CCDCIE) and participate in meetings with Suzhou community leaders.

Maximizing the Potential of the UNESCO Creative Cities Network (2016)

Dr. Wilhelm Skoglund, Mid Sweden University, interview Paducah CVB representatives as part of a research project to highlight the extent to which becoming of a member of the UCCN acts as a catalyst for cities to make more of their assets and resources and how creativity can become a source for development. The results of this research, led by Charles Landry were presented at the Valuing & Evaluating Creativity (VEC) for Sustainable Development Conference ahead of the UCCN Annual Meeting in Ostersund.

Biocultural Diversity Research – Kanazawa (2015)

The Mayor of Kanazawa, the prefecture of Ishikawa and the central government of Japan commissioned professors Naomi Uchida and Asami Shikida to travel to Paducah to produce a

comparison study of art policies of the two cities. Uchida, associate professor with Saitama University's department of social environmental design, and Shikida, professor with Hokkaido University's Center for Advanced Tourism Studies, completed extensive information gathering on the creative economy, cultural tourism and revitalization in Paducah. Shikida presented at the Valuing & Evaluating Creativity (VEC) for Sustainable Development Conference ahead of the UCCN Annual Meeting in Ostersund.

Iowa City Author & UNESCO Ambassador Christopher Merrill Visits Paducah (2017)

Paducah hosted Christopher Merrill during the 50 year old Dogwood Trail Celebration, honoring the beautiful native Dogwood trees in Kentucky to speak on his new book, *Self Portrait with Dogwood*. Merrill spoke at the public at the McCracken County Library and to Creative Writing students at West Kentucky Community & Technical College as well as Paducah Tilghman High School. An American poet from Iowa City, Merrill is the director of the International Creative Writing Program at the University of Iowa, serves on the U.S. National Commission and the National Council and Humanities and has conducted cultural diplomacy missions in over thirty countries for the U.S. State Department.

Paducah: Where the Spirit Flows featured in Small World Film Festival (2017)

For one week in October 2016, over 70 international photojournalists descended on Paducah to participate in the Mountain Workshops, one of the oldest and largest one-week training camps for visual storytelling. Participants spent an intense week learning from industry professionals while documenting Paducah's local culture. One of the resulting productions was a short film, Paducah: Where the Spirit Flows, which was submitted to Bradford's Small World Film Festival, where more than 50 entries were received from Creative Cities around the world. Judges on the festival's People's Panel recognized the winning film from Bamiyan, Afghanistan (Crafts & Folk Art) with the film from Paducah taking runner up. The awards and film were presented during the UCCN annual meeting in Enghien les Bains after which the film was screened at festivals in Santos, Brazil (Film) and Antalya, Turkey.

Creative Cities of Crafts & Folk Art Book Publication (2017)

Paducah collaborated with Fabriano, cluster leader, and members of the sub-network to produce a book of articles and images representing the members of the Crafts & Folk Art sub-network. The book is designed in a way to allow for the addition of content for new cities to be added to the Crafts & Folk Art sub-network.

Music @ MAC presents Virginia Guastella from Bologna, Italy (2016)

Paducah's Maiden Alley Cinema hosted a performance by pianist and composer Virginia Guastella on her first U.S. tour. Guastella highlighted cross-cultural connections through interaction with local groups including Heath Middle School band students engaged in integrated global competency programs and Cultural Homestay international exchange students.

David Wilson, Bradford UNESCO City of Film, juries Rivers' Edge Film Festival (2015)

The Director of UNESCO's first City of Film traveled to Paducah to serve as esteemed juror of the city's 11th annual film festival. Wilson awarded Best of the Fest to *Welcome*, directed by Javier Fesser of Ecuador, in the company of films accepted to the festival from Australia,

Switzerland, Canada, the United Kingdom, France, China and the USA. The River's Edge International Film Festival is the longest running film festival in Kentucky.

Papermaker Sandro Tiberi Participates in Paducah Arts Alliance Artist Residency (2015)

The contemporary master papermaker from Fabriano, Italy (Crafts & Folk Art) became the first artist from a UNESCO Creative City to engage in Paducah's residency program. Tiberi demonstrated papermaking and met with Paducah's artists, educators and business people with the goal of establishing creative and commercial connections between the two cities. Tiberi presented to three high school art classes and two middle school social studies classes, where he spoke of life in Italy.

Music @ MAC features JoyCut from Bologna, Italy (2014)

Independent music group, JoyCut, performed in Paducah as part of their first U.S. tour, "PiecesOfUs," which centered around their selection for South by Southwest Music Festival in Austin. The band sought to incorporate American Creative Cities, and Maiden Alley Cinema (MAC) presented an ideal venue for the band's engaging, electro-pop music and video installation. Later proclaiming Paducah a favorite stop on the spring tour, JoyCut returned for a second show at MAC on their Autumn Tour.

Musician and Author J.D. Wilkes Tours Glasgow and Dublin (2014 & 2015)

Paducahan J.D. Wilkes, toured Europe as front man of musical groups, The Dirt Daubers and the Legendary Shack Shakers. In Glasgow, Wilkes met with Music Producer Colin Hynd at The Glasgow Royal Concert Hall for a cultural exchange. In Dublin, he shared the rich traditions of quilting and American roots music, exchanging tokens of creativity with author, actor, playwright and Deputy Lord Mayor Gerard Mannix Flynn. Wilkes' book "Barn Dances and Jamborees Across Kentucky" is an illustration of Ireland's influences on Kentucky music.

Paducah representatives regularly field inquiries from Candidate Cities and other entities with interest in the UCCN and Paducah's experiences in the network. Mary Hammond and other representatives have spoken at a variety of community events/organizations and on national digital platforms to the value of creativity, culture, innovation and the global network fostered through UNESCO.

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

Paducah Creative City Stakeholder Engagement

Sustain efforts to engage elected leaders, stakeholders, artists, cultural leaders, educators, students and the visitor industry to maximize the local and global impact of Paducah's culture. Continue to strive toward achieving local stakeholder goals including:

- Increase awareness among the local business community of the importance of the UNESCO CCN designation and the importance of culture/the arts for Paducah's economic development. Identify and promote the "global" opportunities i.e. foreign trade.

- Engage locals in the UNESCO experience and help them to understand the importance of the designation and how to leverage it for their own economic opportunity and/or quality of life.
- Engage with civic leaders and elected officials across the Commonwealth to foster knowledge and respect for Paducah's internationally-recognized culture and creative economy with the goal of encouraging more innovative partnerships between Paducah and Commonwealth communities.

U.S. Creative City Cooperation

Foster synergy among established and newly designated UNESCO Creative Cities in the United States to enhance national collaboration and awareness as a means to advance international engagement. Facilitate communication and cooperative efforts uniting member cities in various thematic fields, Candidate Cities and cultural entities including GoUNESCO, Americans for the Arts, US/ICOMOS and UNESCO Associated Schools/ASPNet. With a local member on the U.S. National Commission for UNESCO, Paducah is committed to ensuring regular communication and meetings among all U.S. Creative Cities.

Creative Cities of Crafts & Folk Art Web Presence

Continue work with ESPOL University in Duran, Ecuador (Crafts & Folk Art) to populate a database and launch a web page with artisan, tourism and culture information from each of the cities in the sub-network. The goal is begin small and launch the pilot project with four artisans from each city with plans to grow the platform as an international marketplace with inclusion of opportunities for exhibitions, marketplaces, artist residencies, workshops and education. The ultimate objective of this connection is to continue to strengthen cooperation between the Creative Cities and to strengthen the creation, production, distribution and dissemination of cultural activities, goods and services for local impact.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level

Sabores y Saberes, Artisan and Gastronomic Festival

Strengthen connections with San Cristobal de las Casas, Mexico (Crafts & Folk Art) which has invited Paducah to participate in Sabores y Saberes, a new festival dedicated to handcrafts and gastronomy in February 2018. The event aims to promote local gastronomic and artisanal expressions and San Cristobal's global connections in the UCCN through cultural exchange and international collaboration. A delegation of 12 artists, educators and leaders from Paducah will share authentic culture in the expo and gastronomic showcase through culinary, cultural performance, art exhibition and demonstration.

Punctuation marks in a sentence of Eternity

Present *Punctuation marks in a sentence of Eternity*, a unique program involving the talent of local artisans in the creative fields of film, music, dance and spoken word to bring to life cultural experience. The board of directors of Temple Israel, Paducah, and the Paducah CVB pledged their support to bring this production to Kentucky in April 2018 with the intention of strengthening ties and contacts in intellectual and artistic circles, in both Paducah and Israel. Paducah will welcome Ynin Shillo of Tel Aviv, Israel, and Francesca Fini of Rome, Italy, for a cooperative presentation of *Eternity*, first performed in Israel in 2017 in collaboration with

Paducah artist and composer, Paul Lorenz. Complementary projects and outreach are in progress to enhance this cross-cultural connection and expand its reach through supporting events involving gastronomy, literature and craft.

Support & Communication of Cultural Exchange Opportunities

Develop a comprehensive listing of opportunities for partnership and collaboration with Paducah's existing cultural organizations, events and programs as a platform for increasing collaboration across the UCCN and within various creative fields. Opportunities include but are not limited to the Paducah Arts Alliance artist-in-residence program, Lower Town Arts & Music Festival, Paducah Fall Fiber Festival, AQS Quilt Contest, National Quilt Museum competitive exhibitions, Paducah School of Art & Design Master Artist Workshop Series and River's Edge International Film Festival.

Additionally, communicate opportunities for locals to participate in initiatives presented by fellow UCCN member cities. Financial incentive has been and will continue to be offered to support these valuable international exchanges and initiatives. Examples include:

- Paul Lorenz, both a visual and musical artist who has worked extensively internationally. Most recently, he received financial help to travel to Israel to participate in the *Punctuation marks in a sentence of Eternity* project. Financial support is also being provided to bring this same project to Paducah in April 2018.
- Mitch Kimball, a ceramic artist whose work consists mainly of atmospheric wood-fired sculptural vessels and functional pots. He is a full time art teacher and metalsmith. Mitch plans to apply for the International Artist Residency, Pottery Workshop, Jingzenhen, in June 2018. Financial help has been committed.

6.3 Estimated annual budget for implementing the proposed action plan

The Paducah CVB facilitates Paducah's UNESCO Creative Cities program on behalf of the City of Paducah. As a destination marketing organization, the CVB has assumed the management of Paducah's UNESCO Creative City brand. As the manager of the program, the Paducah CVB has budgeted over \$500,000 USD to the marketing of Paducah as a UNESCO Creative City for each of the past four years. This includes marketing/advertising, public relations, collateral material, international sales to individuals and groups, art and cultural festival support. This does not include the cost for labor, office or professional services.

6.4 Plan for communication and awareness

Paducah CVB will continue to take the lead on communication and awareness-raising efforts including the elements referenced above in the annual budget. Key strategies of this communication strategy include:

- Publication of annual self-evaluation UNESCO reports connecting the UCCN mission statement to Paducah's involvement in creative initiatives locally and globally
- Creation of informative digital resources, illustrative content and collateral materials
- Investment in annual paid media plans targeting affluent cultural audiences and ongoing public relations/media outreach
- Development of multi-faceted local engagement and awareness plans that incorporate local media partnerships, educational institutions and government advocacy