

THE WORLD HERITAGE CITY PROJECT

A PUBLIC/PRIVATE MODEL IN
PHILADELPHIA

ZABETH TEELUCKSINGH

EXECUTIVE DIRECTOR,
GLOBAL PHILADELPHIA ASSOCIATION

GLOBAL *Meet the World Here*
PHILADELPHIA





Zabeth Teelucksingh

Executive Director

Global Philadelphia Association

GLOBAL *Meet the World Here*
PHILADELPHIA



GLOBAL *Meet the World Here*
PHILADELPHIA



COLLABORATION

OPPORTUNITIES

PARTNERSHIPS

AS OF 2019, THERE ARE 24 WORLD HERITAGE SITES IN THE U.S.



IN 2010, GPA IS FORMED TO ENHANCE PHILADELPHIA'S GLOBAL PROFILE





A Strategic Plan for Philadelphia

Seizing Opportunities as the First World Heritage City in the Nation



2015 World Heritage Symposium

October 16, 2015



FOUR MISSION-DRIVEN AREAS OF THE PROJECT



**Preserving and Celebrating
Philadelphia's
Historical and Cultural
Assets**



**Building World Heritage
City Awareness and
Ownership**



**Educating Kids
with Global Roots**



**Extending
Philadelphia's
Global Reach**

ANNUAL EVENTS CELEBRATING OUR CITY'S HERITAGE



World Heritage City Day

World Heritage City
Celebration

Globy Awards

Third Thursday of May

World Heritage Solidarity Day:
September 8

Second Monday in December

COLLABORATE WITH PARTNERS



World Heritage City Day

Meet the
City Council
Candidates

International Day for
Monuments & Sites

Sustainable
Development
Goals Campaign

Partner:
Tilden Elementary
School

Partners:
Citizen Diplomacy International
and
International House Philadelphia

Partner:
Preservation Alliance

Partners:
Glenmede Trust and
Mural Arts Philadelphia

GOING SOCIAL

#GlobalPhiladelphia
#WorldHeritagePHL



@GlobalPhiladelphia



@GlobalPhiladelphia



@GlobalPhila



@GlobalPhiladelphiaAssociation



www.GlobalPhiladelphia.org



OWHC WORLD CONGRESS: REGIONAL SECRETARIAT, PHOTO COMPETITION, BLOG POST



**Arequipa,
Peru**



**Amsterdam,
Netherlands**



**Krakow,
Poland**

ENGAGE WITH NETWORKS AT HOME



The Philadelphia Orchestra in China

With a group of students at
Shanghai Conservatory
(Photo by Chris Lee)



The Print Center Annual International Competition

10 Finalists and 25 Semifinalists
selected from the 512 international
artists who applied



Temple University, Fox School of Business Global Mindset Series

A three-part series for those thinking
about expanding their business
internationally

TYPICAL NONPROFIT FUNDING SOURCES

GRANTS AND
FOUNDATIONS

ASSOCIATION
MEMBERSHIP DUES

SPONSORSHIP AND
CORPORATE
SUPPORT

INDIVIDUAL
DONORS

PRODUCT SALES

ReedSmith

The business of relationships.™



Deloitte.



Center for GLOBAL LEADERSHIP



levlane

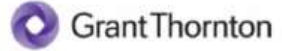
Dr. and Mrs. Milton Rock



John and Susan Smith



ex;it



Ted Robb



ANAPOLWEISS



Robert and Margot Keith



Philadelphia Museum of Art



John and Nancy Fischer



Poor Richard's Charitable Trust



Richard and Elise Carr



PHILADELPHIA STYLE

Wyncote Foundation

Samuel S. Fels Fund



Connelly Foundation



Charles and Ann Marshall



Bruce Partridge and Jane Wiseth

FUNDING DETAILS



WORLD HERITAGE CITY CELEBRATION BUDGET

World Heritage Dinner

	2018
	<i>530 Guests (\$75pp)</i>
Expenses	Actual
Invitation & Mailing	\$ 3,683.00
Catering	\$ 41,340.00
Entertainment	\$ 2,200.00
Flowers/Décor	\$ 2,600.00
Parking	\$ 1,250.00
Photography	\$ 675.00
Video	\$ 750.00
Administrative	\$ 15,000.00
Public Relations	\$ 2,000.00
AV	\$ 4,070.00
Cultivation Reception	\$ 2,607.00
Travel/Hotel	\$ 1,700.00
VIP Gifts - paperweights	\$ 225.00
Promo items - bags, postcards, crayons	\$ 2,523.00
Coloring Books	\$ -
Banners	TRADE
Program	\$ 1,059.00
Signage	TRADE
Design Fees	\$ 1,350.00
Total expense	\$ 83,032.00

Sponsor Income	Actual
\$30,000 Sponsor	\$ 30,000.00
\$20,000 Sponsor	\$ 25,000.00
\$10,000 Sponsor	\$ 140,000.00
\$5,000 Sponsor	\$ 105,000.00
\$2,500 Sponsor	\$ 22,500.00
\$1,500 Sponsor	\$ 25,500.00
Donations	\$ 4,000.00
Miscellaneous (tables)	\$ 1,000.00
Total Sponsorship & Donations	\$ 353,000.00
Ticket Income	\$ 22,050.00
Total Income	\$ 375,050.00
Expenses	\$ 83,032.00
Net Revenue	\$ 292,018.00

CREATING ENGAGEMENT

Global Philadelphia Association Board of Directors

Top global organizations, businesses, universities, and nonprofits in Philadelphia

Mayor's Advisory Committee on World Heritage

20 top leaders in Philadelphia

Implementation Group

Implementers in Philadelphia, including tourism, Philadelphia International Airport, Preservation Alliance, and more

World Heritage City Project Working Group

Six staff and board members meet weekly to run the Project

World Heritage City Celebration Dinner Committee

For each Celebration Dinner, a target committee who will help bring in money, interest, and publicity

STAY CONNECTED

Zabeth Teelucksingh

Zabeth.Teelucksingh@GlobalPhiladelphia.org



@ZTeelucksingh



@zteeluck



@GlobalPhiladelphia
@PhillyLovesWHC



@GlobalPhiladelphia



@GlobalPhila



www.GlobalPhiladelphia.org



THANK YOU
