

2017 UNESCO ANNUAL REPORT

PADUCAH



City of Crafts & Folk Art

UNESCO CREATIVE CITY



*“Culture is who we are and what shapes our identity.
Culture contributes to poverty reduction and paves the way
for a human-centered, inclusive and equitable development.*

No development can be sustainable without it.

*Placing culture at the heart of development policies constitutes
an essential investment in the world’s future and a pre-condition
to successful globalization processes that take into account
the principle of cultural diversity.”*

Sustainable Development Goals for Culture on the 2030 Agenda

Greetings from Paducah!

With new Mayors come new opportunities. As I start my first term as Paducah's second youngest Mayor ever to serve, I am reminded of the air of newness breathing life into our community. The UNESCO Creative Cities network is a constant source of fresh, new perspectives that we will continue to leverage on our path toward progress and sustainable growth. Paducah's designation as a world-class Creative City will continue to offer opportunities not otherwise available to a small river town in western Kentucky.

In 2017, Paducah has the distinct privilege of hosting the first official annual meeting of the UNESCO Creative Cities of Crafts & Folk Art and the first UCCN meeting in a U.S. city. We will not take this opportunity for granted - to host other global Creative Cities and to demonstrate to the world that Paducah has much to offer!

The Greater Paducah Economic Development Corporation published the Forward Paducah strategy in 2016 incorporating celebration of culture and the UNESCO platform in its tactics. This focus is an important step toward integrating UNESCO designation and establishing incremental economic impact based upon the designation. Our vision is to introduce more key stakeholders in Paducah and the region to the opportunities associated with designation as one of the world's Creative Cities. This will include working with the chamber of commerce, public school systems, community college, university, non-profit organizations, entrepreneurs, small businesses and artists to make direct connections with the UCCN mission and 2030 Sustainable Development Goals.

Being a Creative City sends a signal to the world that Paducah is full of critical thinkers and problem solvers creating an energizing environment that millennials, retirees and growing industries are looking for in the modern economy.

Best Regards,

Brandi Harless

Mayor, City of Paducah



Paducah

– UNESCO Creative City

The United Nations Educational Scientific & Cultural Organization (UNESCO) designated Paducah a UNESCO Creative City in November 2013. As the seventh city designated in the creative field of Crafts & Folk Art, Paducah's important role in the connectivity of cultures, particularly through quilting and the fiber arts, was recognized.

The Paducah Convention & Visitors Bureau (CVB) facilitates Paducah's UNESCO Creative City program locally, promoting the city's inspiring creative culture to raise its profile globally.

This annual report identifies creative approaches, projects, partners and venues working towards the following areas of action as set forth by UNESCO:

- sharing experiences, knowledge and best practices;
- pilot projects, partnerships and initiatives;
- studies, research and evaluations on the experience of the Creative Cities;
- policies and measures for sustainable urban development;
- communication and awareness raising activities.





UNESCO Creative Cities Network

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 116 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.

By joining the Network, cities commit to sharing best practices and developing partnerships in order to:

- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into sustainable development and plans.

The UNESCO Creative Cities Network comprises 116 cities in 54 countries designated in seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.



UNESCO Cities of Crafts & Folk Art



UNESCO Creative Cities Network

CRAFTS & FOLK ART



Al-Ahsa (Saudi Arabia)
Aswan (Egypt)
Bamiyan (Afghanistan)
Durán (Ecuador)
Fabriano (Italy)
Hangzhou (China)
Icheon (Rep. of Korea)
Isfahan (Iran)
Jacmel (Haiti)
Jaipur (India)
Jingdezhen (China)
Kanazawa (Japan)
Lubumbashi (Congo)
Nassau (Bahamas)
Paducah (USA)
Pekalongan (Indonesia)
San Cristóbal de las Casas (Mexico)
Santa Fe (USA)
Sasayama (Japan)
Suzhou (China)

FILM

Bitola (Macedonia)
Bradford (UK)
Busan (Rep. of Korea)
Galway (Ireland)
Rome (Italy)
Santos (Brazil)
Sofia (Bulgaria)
Sydney (Australia)

DESIGN

Bandung (Indonesia)
Beijing (China)
Berlin (Germany)
Bilbao (Spain)
Budapest (Hungary)
Buenos Aires (Argentina)
Curitiba (Brazil)
Detroit (USA)
Dundee (UK)
Graz (Austria)
Helsinki (Finland)
Kaunas (Lithuania)
Kobe (Japan)
Montreal (Canada)
Nagoya (Japan)
Puebla (Mexico)
Saint-Étienne (France)
Seoul (Rep. of Korea)
Shanghai (China)
Shenzhen (China)
Singapore
Turin (Italy)

LITERATURE

Baghdad (Iraq)
Barcelona (Spain)
Dublin (Ireland)
Dunedin (New Zealand)
Edinburgh (UK)
Granada (Spain)
Heidelberg (Germany)
Iowa City (USA)
Krakow (Poland)
Ljubljana (Slovenia)
Lviv (Ukraine)
Melbourne (Australia)
Montevideo (Uruguay)
Norwich (UK)
Nottingham (UK)
Óbidos (Portugal)
Prague (Czech Republic)
Reykjavik (Iceland)
Tartu (Estonia)
Ulyanovsk (Russia)

MEDIA ARTS

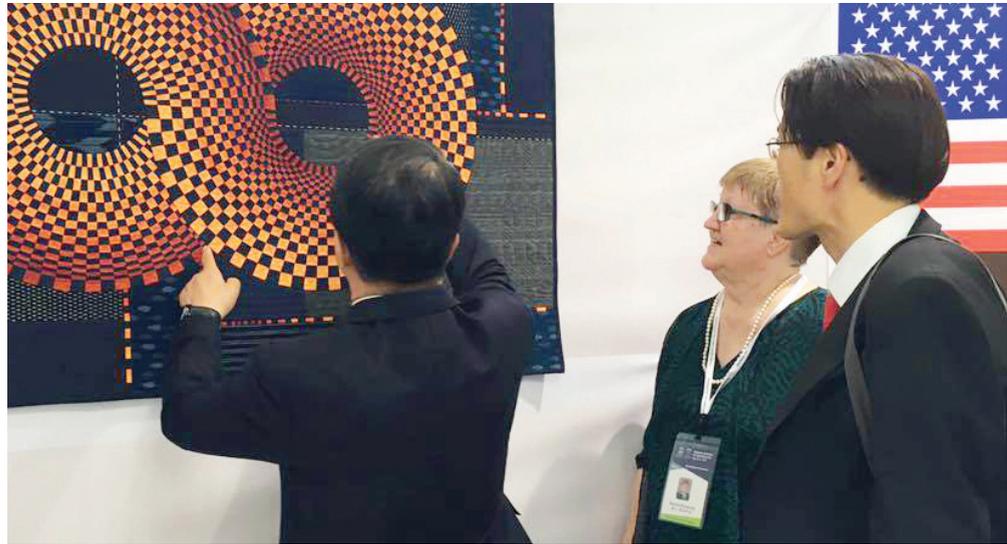
Austin (USA)
Dakar (Senegal)
Enghien-les-Bains (France)
Gwangju (Rep. of Korea)
Linz (Austria)
Lyon (France)
Sapporo (Japan)
Tel Aviv-Yafo (Israel)
York (UK)

GASTRONOMY

Belém (Brazil)
Bergen (Norway)
Burgos (Spain)
Chengdu (China)
Dénia (Spain)
Ensenada (Mexico)
Florianópolis (Brazil)
Gaziantep (Turkey)
Jeonju (Rep. of Korea)
Östersund (Sweden)
Parma (Italy)
Phuket (Thailand)
Popayan (Colombia)
Rasht (Iran)
Shunde (China)
Tsuruoka (Japan)
Tucson (USA)
Zhale (Lebanon)

MUSIC

Adelaide (Australia)
Bogota (Colombia)
Bologna (Italy)
Brazzaville (Congo)
Ghent (Belgium)
Glasgow (UK)
Hamamatsu (Japan)
Hanover (Germany)
Idanha-a-Nova (Portugal)
Katowice (Poland)
Kingston (Jamaica)
Kinshasa (Congo)
Liverpool (UK)
Mannheim (Germany)
Medellín (Colombia)
Salvador (Brazil)
Seville (Spain)
Tongyeong (Rep. of Korea)
Varanasi (India)



Sharing

experiences, knowledge & best practices

UNESCO Creative Cities Network (UCCN) Annual Meeting - Östersund, Sweden (Gastronomy)

Paducah participated in the 10th annual meeting of the UCCN among 250 delegates of the 116 designated member cities. This unique occasion to strengthen ties between cities in all creative fields fosters active sharing of experiences and best practices for placement of culture at the heart of sustainable development. Paducah presented a custom quilt to the mayor of Östersund designed to include Sweden's signature pastries.

International Creative Cities Workshop - Icheon, South Korea (Crafts & Folk Art)

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.

UNESCO Creative Cities of Crafts & Folk Art Annual Meeting 2017 - Paducah, USA

The City of Paducah extended an invitation to delegates of 20 cities in 16 countries to attend the first official annual meeting of the Crafts & Folk Art subnetwork. Local leaders are preparing to welcome international delegates to meet and share strategies of incorporating the arts in building identity and strategic development.

U.S. National Commission for UNESCO - Washington, D.C.

U.S. Secretary of State John Kerry appointed Paducah CVB Executive Director Mary Hammond to the National Commission for UNESCO. Hammond represented the UCCN on the 100-member commission of national stakeholders involved in UNESCO programs at the commission's annual meeting.

U.S. Creative City Connections

Paducah strengthened ties with new U.S. cities to join the Creative Cities Network with visits to Tucson (Gastronomy) and Austin (Media Arts), host of the National Arts Marketing Project Conference. Paducah mentored and hosted a delegation from Oxford, Mississippi aspiring to pursue designation in the creative field of Literature.



“Every meeting of the Creative Cities Network represents an opportunity to strengthen the ties between its members. The Network today comprises 116 cities in 54 countries and its diversity enhances its cooperation potential.”

—Irina Bokova,
Director-General of UNESCO

Pilot Projects, Partnerships & Initiatives



Paducah Economic Development (PED) “Forward Paducah”

PED and Avalanche Consulting launched a modern approach to economic development which establishes strategic vision and an action plan to strengthen Paducah’s economic viability. Creative industries are recognized as a key target business cluster to guide sustainable growth along with advanced manufacturing, health, professional services and river industries.

University of Kentucky (UK) College of Engineering Global Sustainability

The UK College of Engineering Paducah Campus increased impact of global learning initiatives with two visits to China and to Uganda in 2016 for collaborative research and implementation of technology. Senior research student Chandni Joshi won first place in two competitions hosted by the International Congress of Science Sustainability and Engineering in Suzhou, China (Crafts & Folk Art). Joshi’s research on low-cost methods of converting plastic waste to fuel designed to benefit developing regions was published in the international Journal of Sustainable Development.

Paducah Rotary Playground & Fountain Avenue Health Park

Paducah’s collaborative spirit is evident in the new 4,000 square-foot Paducah Rotary Playground, the first phase of a new health park project in the heart of the city. Paducah Rotary Club partnered with Play by Design, LLC to facilitate a week-long build that engaged hundreds of volunteers to collectively realize a new space for active, creative play. The park is located in the historic Fountain Avenue Neighborhood, recently recognized for focused, city-led redevelopment efforts that generated more than \$13 million of public and private reinvestment.

National Endowment for the Arts (NEA) Grantmaking Workshop

Michael Killoren, Local Arts Agencies & Challenge America Director for NEA, traveled to Paducah to present a workshop on NEA grants to a group of fifty arts representatives from the Paducah region. Paducah’s continuing relationship with NEA through the annual Chamber D.C. Fly-In generated this opportunity to maximize the impact of the arts on the community by encouraging local cultural organizations to pursue more grant applications.

“Starting the Conversation” Urban Music Industry Workshop

Eric Holt presented a workshop to foster growth of the local urban music scene based upon his experiences in Nashville, Tennessee as managing partner of Lovenoise Group. The conversation prompted local promoters and venues to create new urban entertainment series to feature diversity through blues, jazz and soul performance.



"I'm happy to go and see and experience new cultures. Seeing how engineering can impact real-life problems has helped me see how this technology can help others emerge from poverty and (improve) their standards of living."

—Chandni Joshi, senior research student,
UK College of Engineering – Paducah Campus



“Thanks to the UNESCO Creative Cities Network I had the chance to perform in Paducah. For an artist, there are a lot of reasons to spend time there, including the number of activities to do and the possibility to expand the network.”

—Virginia Guastella,
composer & pianist from
Bologna, Italy (City of Music)

Professional and Artistic Exchange Programs & Networks

Music @ MAC: Virginia Guastella from Bologna, Italy (Music)

Maiden Alley Cinema presented its third UNESCO Creative Cities collaboration uniting Paducah and Bologna, by hosting 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 in integrated global competency programs and Cultural Homestay international exchange students.

Western Kentucky University (WKU) 41st Annual Mountain Workshops

Paducah hosted the internationally-recognized Mountain Workshops, one of the oldest and largest one-week training camps for visual storytelling, sponsored by WKU's School of Journalism and Broadcasting. More than 70 emerging photojournalists illustrated Paducah's local culture with mentoring from some of the best in the business including two Pulitzer Prize winners and representatives from *National Geographic*, *Chicago Tribune*, *USA Today* and *TIME*.

Kentucky Rural Urban Exchange (RUX) Network Meeting

The 2016 RUX launched with a weekend exchange in Paducah, the first western Kentucky host city to the regional, grassroots approach to placemaking and community development. This program of Art Of The Rural and Appalshop brings together 80 participants from every corner of the state to create a focused network and integrate partnership in key sectors that will address shared social and economic future.

"Small Town Big Idea" and "Operation Jump Start"

Paducah Economic Development (PED) and EntrePaducah developed local networks to foster innovative entrepreneurship and generate vibrancy in the community. "Small Town Big Idea," a workshop series and pitch competition presented by Socially Present, inspires and equips innovators to pitch creative ideas to investors and launch small businesses. "Operation Jump Start," a partnership between PED and Murray State University's Small Business Development Center, is a 36-hour, hands-on educational program for aspiring entrepreneurs.





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

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

Dr. Wilhelm Skoglund, Mid Sweden University, interviewed Paducah CVB representatives as part of a research project to highlight the extent to which becoming a member of 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 Östersund.

Biocultural Diversity Research on Cities of Crafts & Folk Art

Dr. Asami Shikida's comparison study highlights the arts policies of Cities of Crafts & Folk Art, Paducah and Kanazawa, Japan. Shikida traveled to Paducah in 2015 with Naomi Uchida, on behalf of the Japanese government, to conduct research on the creative economy, cultural tourism and revitalization in Paducah.

Americans for the Arts' Arts & Economic Prosperity 5 (AEP5)

Paducah was among 300 U.S. communities studied through AEP5 to measure the economic impact of nonprofit arts organizations and their audiences. AEP5 is Americans for the Arts' fifth national survey over the past 20 years and their largest ever.

Carnegie UK Trust International Best Practices

Paducah was featured in one of eight case studies on "turnaround towns," places that have utilized culture to initiate significant, positive transformation. The Carnegie Trust aims to improve the lives and wellbeing of people throughout the United Kingdom and Ireland by influencing public policy, innovative practice and partnerships.

Cultural Heritage Tourism: 5 Steps for Success & Sustainability

Innovative cultural development projects exemplifying Paducah's UNESCO designation were profiled as best practices including the "Wall to Wall" Murals project and Artist Relocation Program. The American Association for State and Local History will publish the manual in 2017 as a resource for its association members who preserve and interpret state and local history to make the past more meaningful to all people.



"The UNESCO Creative Cities Network (UCCN) balances the organization's well-known heritage designation by also highlighting contemporary creativity. Effectively UNESCO gives prizes for having something unique or doing something unique."

—Charles Landry, world-renowned expert in city planning, culture and development

Policies & Measures for Sustainable Urban Development

Paducah-McCracken County Riverport Authority Foreign Trade Zone Designation & “America’s Marine Highway Leadership Award”

The U.S. Department of Transportation awarded Paducah, one of 15 communities and 5 inland ports, with leadership distinction for efforts to increase use of the nation’s inland waterways, reduce air emissions and increase efficiency of the surface transportation system. The Riverport’s official designation as a Foreign Trade Zone will play a key role in future economic development efforts, making Paducah attractive to global manufacturers and distributors.

Paducah School of Art & Design Opens 2D & Graphic Design Building

Visual arts education opportunities in the Lower Town Arts District expanded with the opening of the new 22,000-square-foot 2D & Graphic Design Building including gallery and classroom space, recording studio and cafe. These state-of-the-art facilities are part of the West Kentucky Community & Technical College and are a valuable asset contributing to the growth and sustainability of the local creative economy.

American Quilter’s Society (AQS) Adds Annual Fall QuiltWeek Event

The addition of a second annual QuiltWeek event starting in 2017, Fall AQS QuiltWeek, will complement and build upon the notoriety of the longstanding Spring AQS QuiltWeek that attracts more than 30,000 visitors to Paducah each April. The founding of AQS in Paducah by quilt visionaries Bill and Meredith Schroeder and hosting the original AQS Quilt Show & Contest in 1984 was a foundation for some of the city’s most important cultural assets.

Creative Collaborations Event Series Promotes Working Artists

The City of Paducah developed new outlets for the public to experience the creativity and diversity of Paducah’s arts community with a series of four events throughout 2016. To promote growth and awareness of the local creative industry, the series debuted two new events, New River Currents and Working Together: Collaborative Exhibition, and expanded upon two existing events, the Lower Town Arts & Music Festival and Meet the Artists: A Celebration of Art & Community.

Driving Conventions to Paducah

The revitalization of the Paducah McCracken County Convention & Expo Center and adjacent convention hotel opening in 2017 position Paducah to promote sustainable development through increased convention business. As a globally-connected UNESCO Creative City, Paducah seeks to attract astute convention and meeting planners who are committed to offering their attendees memorable cultural experiences.



“In my world, the Artist Relocation Program and the UNESCO Creative Cities designation are outstanding exemplars of a community that is embracing artists and culture to define itself, and put the city on the map. Clearly, this community is doing a lot of things right, and is willing to be open to new people and new ideas.”

—Michael Killoren, Local Arts Agencies & Challenge America Director, National Endowment for the Arts





Communication & Awareness Raising Activities

Paducah Public Relations Efforts Earn HSMIA Gold Adrian Award

In the largest and most prestigious global travel marketing competition, the Hospitality Sales & Marketing Association International (HSMIA) recognized the Paducah Convention & Visitors Bureau (CVB) for public relations excellence for sustained efforts in marketing Paducah as a UNESCO Creative City. Paducah's media outreach continued to yield results in 2016 with placements in national and international publications including *USA Today*, *Thrillist*, *Delta Sky Magazine* and *Huffington Post*.

Paducah Signature Experiences Resonate with Group Travel Marketplace

Experiential tours highlighting Paducah's significance as a UNESCO Creative City were featured in a new group travel profile and promotional video, a Kentucky Travel Industry Gold Traverse Award for excellence. Destination familiarization tours following the Travel South International marketplace immersed group tour operators and travel agents from the Netherlands, Italy, South Africa, France, Australia and the United Kingdom in Paducah's culture.

@PaducahCreativeCity Social Media Channels

Paducah CVB curated a new social media presence on Instagram and Facebook to engage locals and visitors in the experience of Paducah as a UNESCO Creative City. This new digital channel was used to illustrate Paducah's culture through visual content campaigns including GoUNESCO's #makeheritagefun Day, National Trust for Historic Preservation's #ThisPlaceMatters campaign and Americans for the Arts' #ShowYourArt.

Paducah Area Chamber of Commerce Advocacy

Paducah Chamber-led advocacy efforts united community leaders in various sectors to lobby for shared priorities and preservation of local culture in Washington, D.C. and Frankfort, Kentucky. The annual two-day D.C. Fly-In included meetings with congressional delegates and representatives of federal agencies including the International Trade Administration, the National Endowment for the Arts and Americans for the Arts. Paducah hosted the Kentucky Senate Republican Caucus Retreat following Chamber trips to meet with State elected officials during the Legislative Session.



*“Underrated Southern Towns
You Need To Be Spending A
Lot More Time In”*
—Thrillist

*“9 of the Best Small Towns
for Food in the U.S.”*
—Tasting Table

*“The South’s Best Museums”
(The National Quilt Museum)*
—Southern Living

*“6 Cities You Thought
Were Boring But Aren’t”*
—ShermansTravel

“8 Rejuvenating River Cities”
—Where To Retire Magazine

PADUCAH YEAR IN REVIEW

Crafts & Folk Art

Paducah's designation as a UNESCO Creative City in the creative field of Crafts & Folk Art is anchored by a long-lasting tradition in quilting and fiber art.

The **National Quilt Museum** celebrated its 25th anniversary with "Gala of the Unexpected," a contest and exhibition to herald the future of the artform. Contest quilts exemplified innovation and were created using non-traditional materials.

12th Quilt Japan brought the diversity of the global quilting community to the National Quilt Museum with works by some of the Pacific Rim's most talented and respected quilt artists from the biannual Japan Handicraft Instructors Association contest.

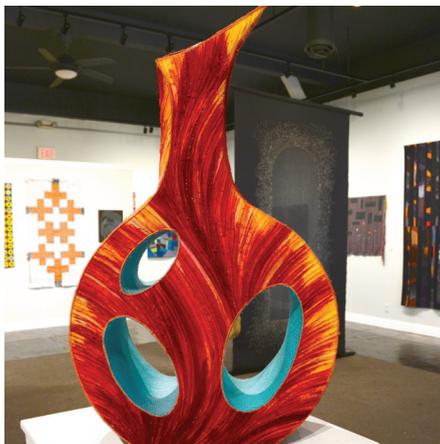
Yeiser Art Center's "**Fantastic Fibers 2016**" garnered 573 entries from 15 countries and 41 states to highlight the ever-expanding bounds of the textile medium. Juror Danielle Kelly, executive director of the Surface Design Association, selected 49 pieces for exhibition, including works from UNESCO Creative Cities Tucson and Lyon.



The 32nd annual **AQS QuiltWeek - Paducah** drew more than 32,000 attendees from 15 countries, the most ever, to celebrate quilting in Paducah with special exhibitions including the Tentmakers of Cairo, Symphony of Colors: Quilts from Japan and the World Painters Challenge comparing styles of artists in Japan, France and the U.S.

Quilters from 44 states and 13 countries entered the **2016 AQS Quilt Contest** including representatives of UNESCO Creative Cities Florianopolis, Italy; Kanazawa, Japan; Kobe, Japan; Nagoya, Japan; Sapporo, Japan; Seoul, South Korea and Tucson, USA.

River Discovery Center exhibited the Judy Chicago inspired **International Honor Quilt**, an installation of small triangular quilts honoring women and their importance throughout history and the world.



The opening of **Must Stitch Emporium** and **Itty Bitty Knitty Shop** expanded Paducah's year-round quilt and fiber art supply shop offerings.

Swedish-born fiber artist Anna Kristina Goransson presented **"In Between"** at **Yeiser Art Center**, a solo exhibition of felted pieces exploring the versatility of wool fibers.

MAKE Paducah hosted the inaugural **Paducah Fall Fiber Festival** featuring a series of technique workshops, pop-up exhibition, artist talk and a panel discussion on Paducah's role as a UNESCO Creative City.



Ephemera Paducah presented workshops featuring a dozen national artists and many regional instructors throughout 2016 and in 2017 will host the StencilGirl Products Art Journaling Retreat.



The **Paducah Arts Alliance** residency program welcomed artists including book illustrator Vlada Soshkina, photographer Dmitry Gomberg, textile artist Jess Jones and performance and new media artist Wes Modes.

A.I.R. Studio hosted 20 resident artists throughout 2016 representing a variety of media and regions of North America including Brent Baggett of Austin (Media Arts).

The monthly **Market Square Art Walk** spotlighted new and established visual art venues including the Art Guild of Paducah, Bricolage Art Collective, Paducah Art a'la Cart, PAPA Gallery, The 1857 Hotel, Tribeca Restaurant & Gallery and Yeiser Art Center.



PADUCAH YEAR IN REVIEW

Creative Fields



Design

The City of Paducah infused creative design elements in public places throughout the city's urban core including storefront paintings, artist-designed bike racks and the **Market Square ART Park**, a previously vacant lot transformed into an inspiring "pocket park."

The **1857** boutique hotel opened prompting recognition with a Kentucky Historic Preservation Project Award for significant impact on Kentucky's built environment.

Hungarian-born artist Peter "Wolf" Toth collaborated with Paducah artists to stabilize his hand-chiseled sculpture, "Wacinton," part of the **Trail of the Whispering Giants**, spanning all 50 U.S. states and Canada.

The **Smedley Yeiser**, one of the oldest residential structures, located in the Lower Town Arts District, was restored and reopened as an events space.

The celebration of creativity continues every day through far-reaching local initiatives and innovative artists engaged in all creative fields.

Film

The inaugural **Cinema Systems Film Festival** at Maiden Alley Cinema made history as the first and only festival dedicated to lesbian filmmakers and their art in the U.S.

The **River's Edge International Film Festival** showcased films from Canada, China, Cyprus, France, Germany, Ireland, North Korea, Portugal, Serbia and the U.S. with Best of the Fest awarded to *Cairo in One Breath* directed by Anna Kipervaser.

Paducah filmmakers submitted films to festivals in fellow UNESCO Creative Cities including **Fabriano Film Festival**.

Dooms Chapel Horror, filmed and produced in Paducah, was distributed on DVD and released on various digital streaming services.



Gastronomy

Silent Brigade Distillery opened a production facility and tasting room in Historic Downtown and began aging its first barrels of bourbon.



Freight House received Great Bourbon Bar of America distinction, and Chef Sara Bradley was the first Kentuckian selected to participate in Eat Retreat for national food leaders.

Paducah Symphony Orchestra presented the inaugural **PaBREWcah Beer Fest**, featuring 20 microbreweries including Dry Ground Brewing Company and Paducah Beer Werks.

Paducah School of Art & Design incorporated culinary arts with the opening of **Kitchens Café**, featuring daily specials envisioned by WKCTC culinary art students and a series of culinary workshops.

Paducah CVB presented at the Illinois Farm Bureau **Local and Regional Food Summit** on authentic culture-driven tourism and economic development.



Literature

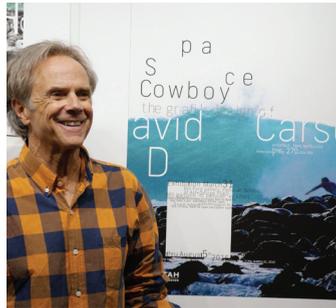
Yeiser Art Center presented **"Visual Elegy,"** a collaborative exhibition of female printmakers inspired by Kentuckian bell hooks' new poetry collection *Appalachian Elegy*.

Paducah Life Magazine received the 2016 Governor's Awards in the Arts - Media Award for more than 25 years of publication highlighting the art and culture of Paducah and providing a platform for the community writers.

Rivertown Reading Series made Bricolage Art Collective its new venue for quarterly literary events that feature regional authors.

Media Arts

David Carson, widely considered the most influential graphic designer of the era, presented **"space.cowboy.the.graphik.design.of.david.carson,"** the inaugural exhibition and artist talk in PSAD's 2D & Graphic Design Building. This rare opportunity to experience Carson's work included famous commissions, photography and other original designs.



Expanded Draught, a cross-continental collective of artists based in Galway, Ireland (Film), presented **"Instruct Construct,"** using technology to virtually create art from unwanted found objects with a team of Paducah artists facilitating installation at Pinecone Gallery.

MONO NO AWARE filmmaking workshops at Paducah School of Art & Design engaged media artists in fusion of traditional and digital techniques with screening at Maiden Alley Cinema during the River's Edge International Film Festival.

Music

American Queen Steamboat Company highlighted Paducah's musical heritage by presenting **Hotel Metropolitan** as a premium shore excursion.

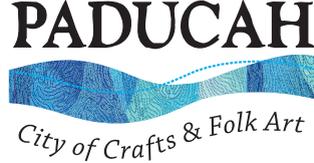


The Wheelhouse Rousters recorded **"Times of Uncertainty,"** their second studio album featuring river folk songs native to the region.

Paducah Symphony Orchestra's Artist-in-Residence program hosted Jeff Dayton for Making Music Nashville Style, a program in local schools that strives to expose students to music through performance and audience participation.



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2013

Paducah CVB Staff:

Mary Hammond, *Executive Director*
Fowler Black, *Sales Director*
Laura Oswald, *Director of Marketing*
Becky Straley, *Director of Convention Sales*

2016 Paducah CVB Board:

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

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*We express our gratitude to the following for use of photographs in this Annual Report:
Gerry James, Kentucky RUX; Nina Greipel, Mountain Workshops; Östersund City of Gastronomy;
Paducah Area Chamber of Commerce; Paducah Arts Alliance; Paducah CVB; Phyllis Russell, Paducah Rotary;
Socially Present; UK College of Engineering - Paducah Campus; and West Kentucky Community & Technical College.*