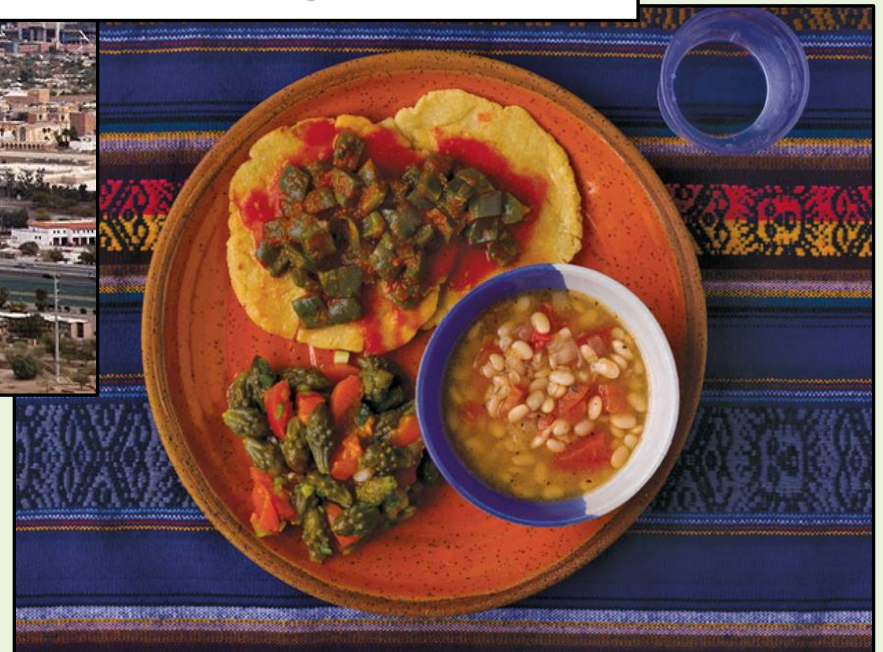


TUCSON, THE FIRST UNESCO CITY OF GASTRONOMY IN THE U.S.



JONATHAN MABRY, CITY OF TUCSON





Creative Cities Network

The Creative Cities Network is currently formed by 116 Members from 54 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.



All

Crafts & Folk Art

Design

Film

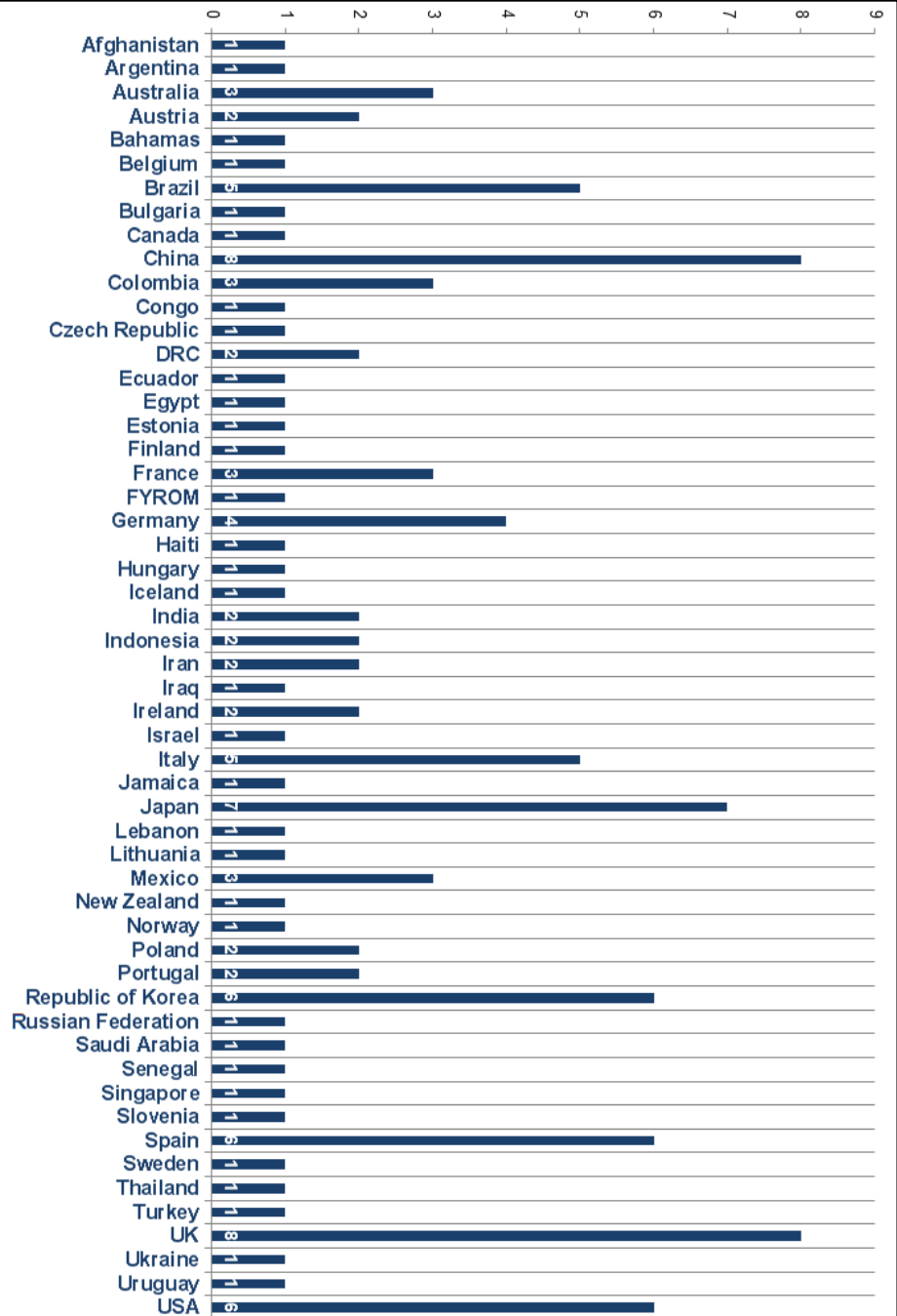
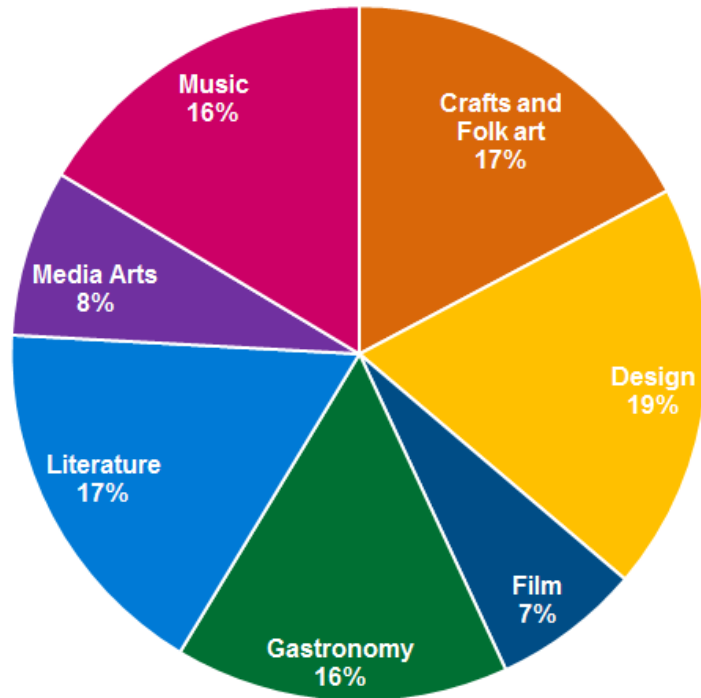
Gastronomy

Literature

Media Arts

Music

Percent of UCCN Cities within the 7 creative fields



IOWA CITY UNESCO CITY OF LITERATURE

"They were here who made the sentence behave and misbehave, who added chapter and verse, and recast the myths."
 MARVIN BELL, "Writers in a Cafe"
 Written on the occasion of Iowa City's designation as a City of Literature, November 2008

HOME ABOUT CALENDAR & EVENTS MEDIA & INTERVIEWS RE SOURCE S SUPPORT CONTACT

Board of Directors

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SEARCH

Iowa City UNESCO...
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CITY OF LITERATURE FILM

City of Literature: A Film About the...
 Paul Engle Play
 Little Free Libraries



U.S. CREATIVE CITIES

AUSTIN – CITY OF MEDIA ARTS

DETROIT – CITY OF DESIGN

IOWA CITY – CITY OF LITERATURE

PADUCAH – CITY OF CRAFTS AND FOLK ARTS

SANTA FE – CITY OF CRAFTS AND FOLK ARTS

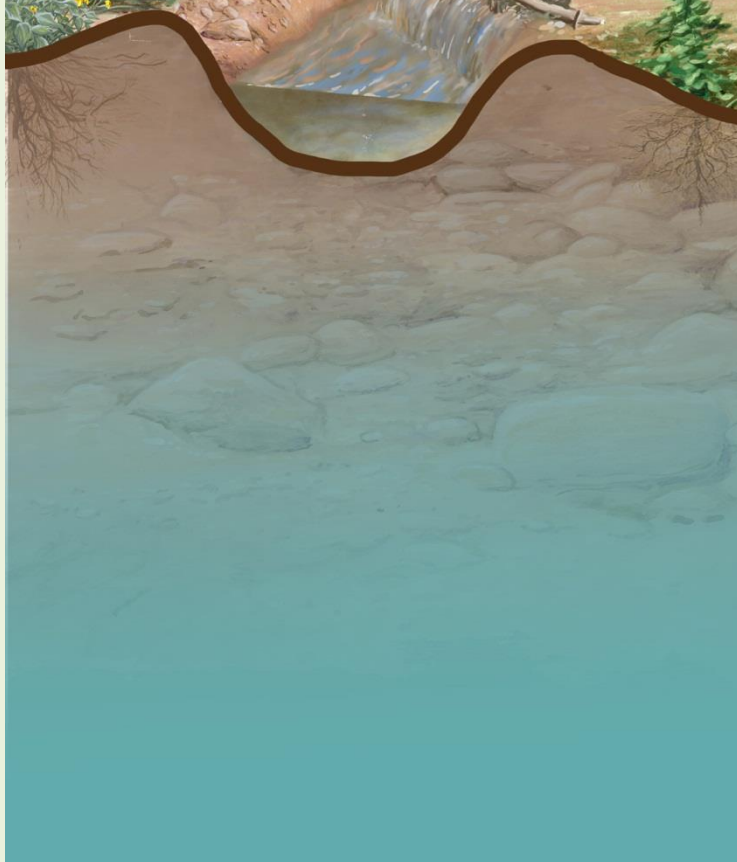
TUCSON – CITY OF GASTRONOMY

WHAT IT TAKES TO BECOME A UNESCO CITY OF GASTRONOMY

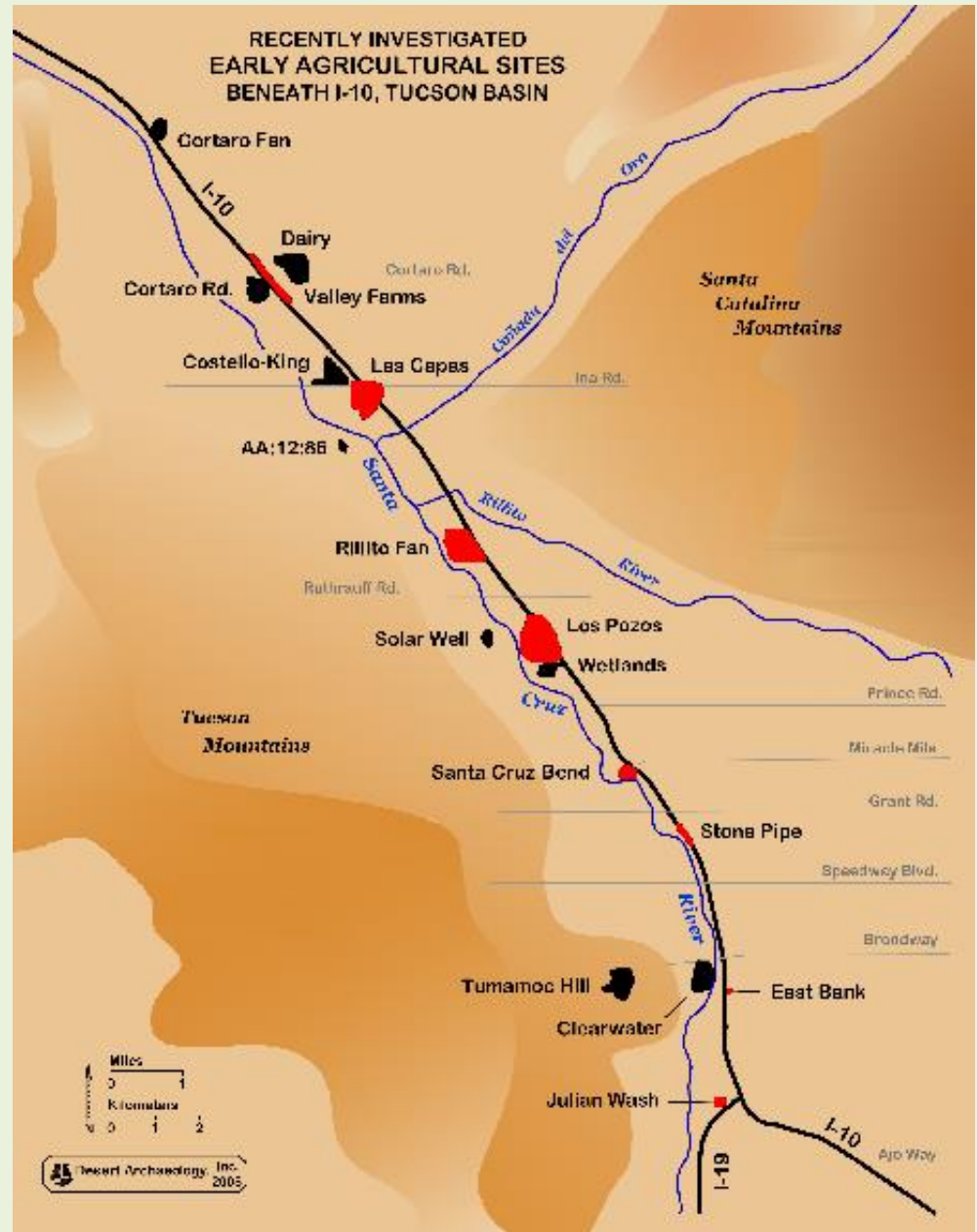
- **WELL-DEVELOPED GASTRONOMY THAT IS CHARACTERISTIC OF THE URBAN CENTRE AND/OR REGION;**
- **VIBRANT GASTRONOMY COMMUNITY WITH NUMEROUS TRADITIONAL RESTAURANTS AND/OR CHEFS;**
- **ENDOGENOUS INGREDIENTS USED IN TRADITIONAL COOKING;**
- **LOCAL KNOW-HOW, TRADITIONAL CULINARY PRACTICES AND METHODS OF COOKING THAT HAVE SURVIVED INDUSTRIAL/TECHNOLOGICAL ADVANCEMENT;**
- **TRADITIONAL FOOD MARKETS AND TRADITIONAL FOOD INDUSTRY;**
- **TRADITION OF HOSTING GASTRONOMIC FESTIVALS, AWARDS, CONTESTS AND OTHER BROADLY-TARGETED MEANS OF RECOGNITION;**
- **RESPECT FOR THE ENVIRONMENT AND PROMOTION OF SUSTAINABLE LOCAL PRODUCTS;**
- **NURTURING OF PUBLIC APPRECIATION, PROMOTION OF NUTRITION IN EDUCATIONAL INSTITUTIONS AND INCLUSION OF BIODIVERSITY CONSERVATION PROGRAMMES IN COOKING SCHOOLS CURRICULA.**



**TUCSON'S APPLICATION TO UNESCO
EMPHASIZED OUR DEEP
AGRICULTURAL HISTORY
DOCUMENTED BY ARCHAEOLOGISTS**



**SINCE 1993, NUMEROUS
ARCHAEOLOGICAL PROJECTS
HAVE BEEN CONDUCTED IN THE
FLOODPLAIN OF THE SANTA
CRUZ RIVER IN THE WESTERN
TUCSON BASIN**

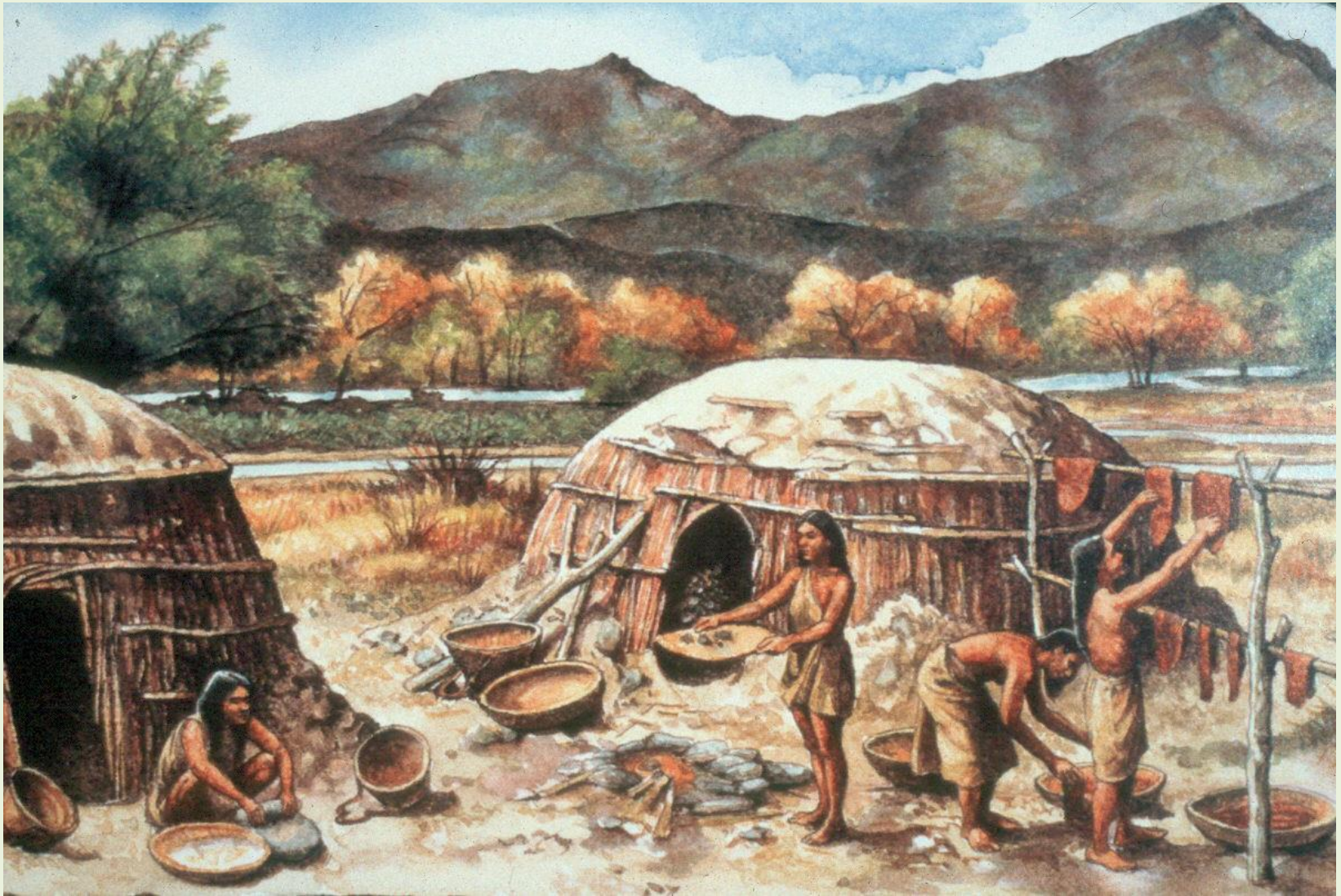


THE ARCHAEOLOGICAL WORK HAS BEEN CONDUCTED TO MITIGATE IMPACTS OF HIGHWAY WIDENING AND DOWNTOWN REDEVELOPMENT.



EXCAVATIONS AT I-10/INA ROAD INTERCHANGE IN 1998

THESE RECENT ARCHAEOLOGICAL DISCOVERIES IN THE SANTA CRUZ FLOODPLAIN HAVE REVEALED AN EARLY FARMING VILLAGE CULTURE THAT FLOURISHED BETWEEN 4,000 AND 2,000 YEARS AGO (LONG BEFORE THE HOHOKAM!)



BURIED IN THE SANTA CRUZ FLOODPLAIN HAVE BEEN FOUND CANALS AND IRRIGATED FIELDS BUILT BY THE EARLY FARMERS BETWEEN 1500 B.C. - A.D. 50



**Stewart Brickyard
Canals:
1100 B.C.**

**Las Capas
Canals:
1250-500 B.C.
Well:
1250 B.C.**

**Costello-King
Canals:
1000 B.C.**

**Los Pozos
Wells:
200 B.C.-A.D. 50**

**Santa Cruz
Bend
Canal:
600 B.C.
Well:
600-200 B.C.**

**Clearwater
Canals:
1500 B.C.?
600 B.C.
150 B.C.**


**San Pedro Phase Sites
in the
Middle Santa Cruz Valley,
Western Tucson Basin**


Site numbers are AE (ASIS)

-  San Pedro Phase Sites
-  Other Early Agricultural Period Sites

Miles
0 1 2 3

Kilometers
0 1 2 3



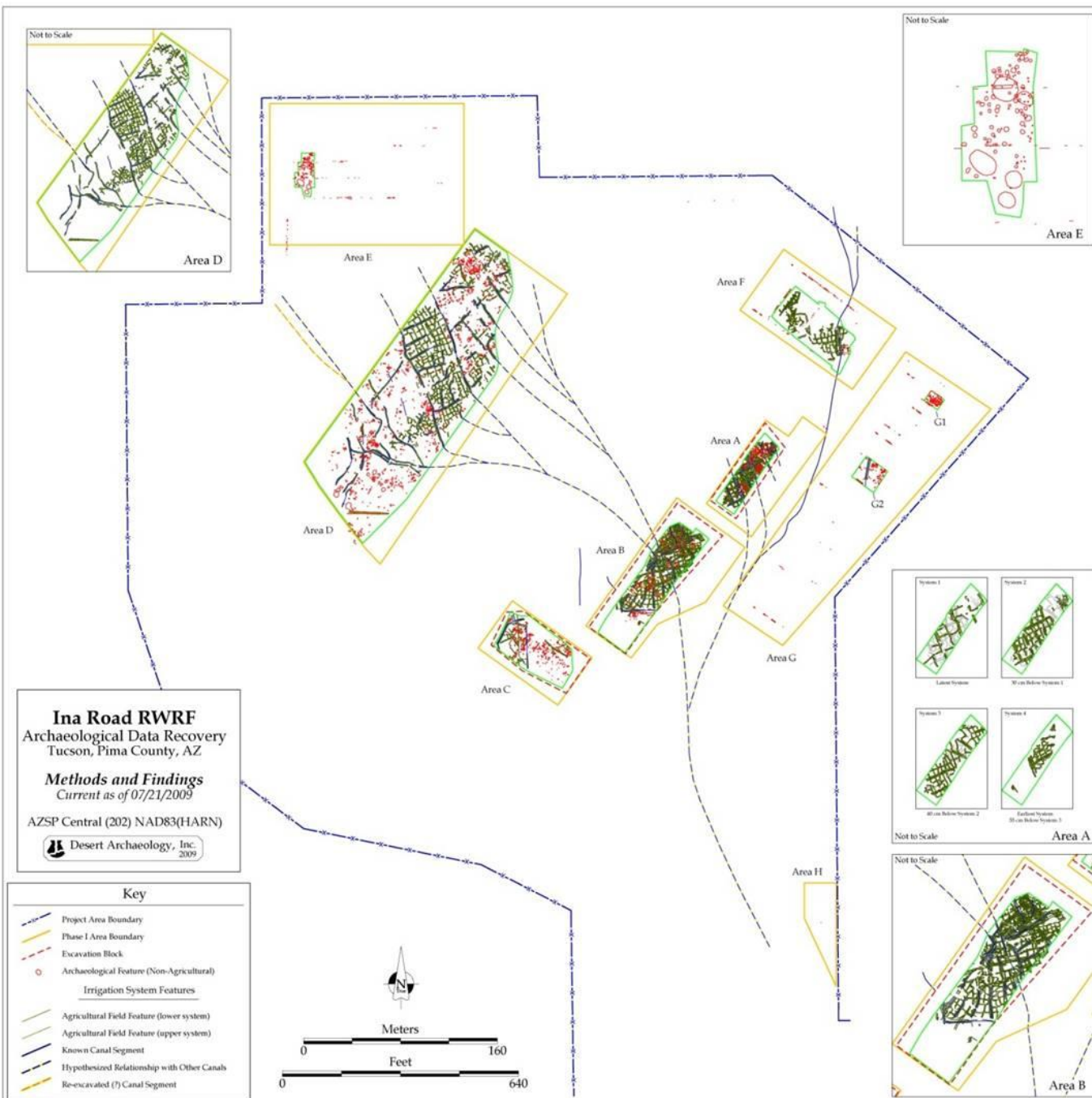
 Dames & Moore, Inc.



THE EARLY CANALS IN THE MIDDLE SANTA CRUZ VALLEY WERE CONTEMPORANEOUS WITH THE EARLIEST KNOWN EXAMPLES IN MEXICO.

THEY WERE BUILT 1,500 YEARS BEFORE THE EARLIEST KNOWN CANALS IN THE PHOENIX BASIN.

OVERVIEW OF EXCAVATIONS AT LAS CAPAS 2008 - 2009, SHOWING CANAL AND FIELD SYSTEMS



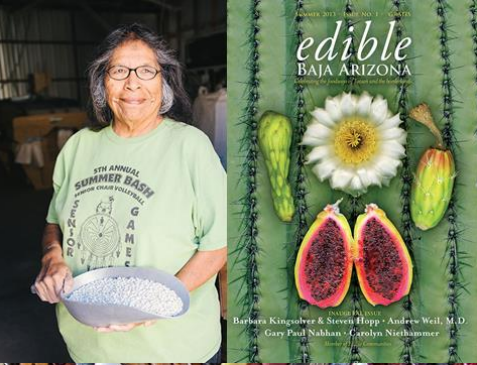


TUCSON'S QUALIFICATIONS FOR UNESCO DESIGNATION

- **THE LONGEST AGRICULTURAL HISTORY OF ANY CITY IN NORTH AMERICA, EXTENDING BACK MORE THAN 4,000 YEARS.**
- **A 300-YEAR TRADITION OF VINEYARDS, ORCHARDS, AND CATTLE RANCHING.**
- **MORE FOODS LISTED ON A WORLDWIDE LIST OF REGIONALLY UNIQUE FOODS ARE GROWN WITHIN 100 MILES THAN ANY OTHER CITY IN NORTH AMERICA.**
- **TUCSON CUISINE BLENDS NATIVE AMERICAN, NORTHERN MEXICAN, MEDITERRANEAN, AND AMERICAN COWBOY FOOD TRADITIONS, AMONG OTHERS.**
- **MORE THAN TWO DOZEN ANNUAL FOOD FESTIVALS, FAIRS, AND TASTINGS OCCUR YEAR-ROUND.**
- **THE TUCSON MEET YOURSELF FOLKLIFE FESTIVAL ATTRACTS MORE THAN 100,000 PEOPLE AND FEATURES FOODS FROM MORE THAN 40 DIFFERENT ETHNIC GROUPS.**



- **THREE JAMES BEARD AWARD-WINNING CHEFS WITH RESTAURANTS HERE.**
- **MORE THAN 2,500 RESTAURANTS AND BARS, TWO-THIRDS OF WHICH ARE LOCALLY OWNED RATHER THAN NATIONAL CHAINS.**
- **MORE THAN 60 RESTAURANTS IN THE WALKABLE DOWNTOWN AREA, 90% OF WHICH ARE LOCALLY OWNED AND UNIQUE.**
- **MORE THAN 50 NEW RESTAURANTS HAVE OPENED IN DOWNTOWN SINCE 2008.**
- **2 TIMES THE NUMBER OF FOOD TRUCKS AND STREET FOOD CARTS PER CAPITA THAN NEW YORK CITY, AND IS TIED WITH LOS ANGELES FOR THE PER-CAPITA NUMBER.**
- **THE “BEST 23 SQUARE MILES OF MEXICAN FOOD” NORTH OF THE BORDER.**
- **FOOD BUSINESSES EMPLOY 39,000 PEOPLE, AND PROVIDE 14% OF ALL JOBS IN THE CITY.**



- ***EDIBLE BAJA ARIZONA MAGAZINE IS THE LARGEST OF THE 80 EDIBLE MAGAZINES NATIONWIDE, REACHING NEARLY 600,000 READERS ANNUALLY WITH NEWS ABOUT THE THRIVING LOCAL FOOD SCENE.***
- **TUCSON IS A GLOBAL LEADER IN SEED BIODIVERSITY CONSERVATION, WITH A SEED BANK CONSERVING MORE THAN 2,000 VARIETIES OF DESERT-ADAPTED SEEDS, AND FREE SEEDS AVAILABLE THROUGH THE PUBLIC LIBRARY SYSTEM.**
- **THE UNIVERSITY OF ARIZONA IS A WORLD LEADER IN RESEARCH ON AGRICULTURE, NUTRITION, BIODIVERSITY CONSERVATION, AND CULTURAL FOODWAYS, AND ENGAGES THE COMMUNITY WITH MANY FOOD-EDUCATION PROGRAMS.**
- **THE CITY RECENTLY REVISED ITS REGULATIONS FOR URBAN AGRICULTURE TO MAKE IT EASIER TO GROW AND SELL FOOD IN THE CITY.**
- **THE *COMMISSION ON FOOD SECURITY, HERITAGE, AND ECONOMY* WAS CREATED IN 2015 TO ADVISE THE MAYOR AND COUNCIL ON ADDRESSING FOOD ISSUES.**

Tucson, Arizona

AN INTERNATIONAL CULINARY DESTINATION



Designated
UNESCO Creative City
in 2015

AREAS OF ACTION FOR UCCN OBJECTIVES:

- **SHARING EXPERIENCES, KNOWLEDGE AND BEST PRACTICES;**
- **PARTICIPATING IN PILOT PROJECTS, PARTNERSHIPS AND INITIATIVES BRINGING TOGETHER THE PUBLIC AND PRIVATE SECTORS AND CIVIL SOCIETY;**
- **CONTRIBUTING TO PROFESSIONAL AND ARTISTIC EXCHANGE PROGRAMS AND NETWORKS;**
- **TAKING PART IN STUDIES, RESEARCH AND EVALUATIONS ON THE EXPERIENCE OF THE CREATIVE CITIES;**
- **PROMOTING POLICIES AND MEASURES FOR SUSTAINABLE URBAN DEVELOPMENT; AND**
- **ENGAGING IN COMMUNICATION AND AWARENESS-RAISING ACTIVITIES**

UCCN MEMBERSHIP REQUIREMENTS

- **HOSTING INTERNATIONAL CONFERENCES, EXCHANGES, AND WORKSHOPS WITH OTHER CREATIVE CITIES**
- **PARTICIPATING IN THE ANNUAL UCCN CONFERENCES**
- **HOSTING OF AN ANNUAL MEETING**
- **FINANCIAL OR IN-KIND SUPPORT TO UNESCO FOR MANAGEMENT, COMMUNICATION, AND VISIBILITY OF UCCN**
- **MEMBERSHIP IN THE UCCN STEERING GROUP**
- **PARTICIPATION IN THE EVALUATION OF APPLICATIONS**
- **SUBMITTING A REPORT EVERY FOUR YEARS SUMMARIZING INITIATIVES IMPLEMENTED AND AN ACTION PLAN FOR NEXT FOUR YEARS**

A NEW FOCUS ON OUR FOOD SYSTEM

- **MAYOR'S COMMISSION ON FOOD SECURITY, HERITAGE, AND ECONOMY CREATED IN 2015 TO ADVISE CITY COUNCIL ON FOOD ISSUES**
- **UNIVERSITY OF ARIZONA CENTER FOR REGIONAL FOOD STUDIES CREATED IN 2015 TO ENGAGE THE COMMUNITY ON ISSUES IN OUR FOOD SYSTEM**
- **FEBRUARY 2016 CONFERENCE ON "FOOD JUSTICE, FAITH AND CLIMATE CHANGE" SET THE STAGE FOR MORE CROSS-CULTURAL AND INTERFAITH COLLABORATION ON FOOD JUSTICE ISSUES, AND WAS ATTENDED BY 250**
- **SEPTEMBER 2016 FARMER + CHEF CONNECTION EVENT WAS HOSTED IN TUCSON BY LOCAL FIRST ARIZONA TO HELP BUILD WHOLESALE FOOD NETWORKS AT A LOCAL LEVEL**
- **2016 STUDY BY UA ELLER COLLEGE OF MANAGEMENT SHOWS THAT AN ALL-TIME HIGH OF 40% OF TUCSON'S URBAN POPULATION NOW LIVES WITHIN LESS THAN A MILE OF A FARMERS MARKET, REDUCING OUR "FOOD DESERTS"**

A NEW FOCUS ON OUR FOOD SYSTEM

- **OCTOBER 2016 TUCSON MEET YOURSELF FOLKLIFE FESTIVAL SPECIAL EXHIBIT ON THE WORK OF 10 ORGANIZATIONS RELATED TO THE CITY OF GASTRONOMY DESIGNATION ATTRACTED MORE THAN 6,000 VISITORS OVER THREE DAYS**
- **NOVEMBER 2016 CONFERENCE CO-HOSTED BY CITY, UA, AND ITKI ON “FOOD & WATER IN ARID LANDS: DIALOGUES ACROSS TRADITIONAL AND CONTEMPORARY KNOWLEDGE” WAS ATTENDED BY +300, INCLUDING PARTICIPANTS FROM 9 COUNTRIES, 22 NATIVE NATIONS/INDIGENOUS-RELATED GROUPS, 78 COMMUNITY ORGANIZATIONS, 10 INSTITUTIONS OF HIGHER EDUCATION, AND 4 CITIES OF GASTRONOMY**
- **CONFERENCE SESSION LED TO A DRAFT “MEMORANDUM OF AGREEMENT ON PRIORITY AREAS FOR PARTNERSHIPS, COLLABORATIONS, AND EXCHANGES AMONG CITIES OF GASTRONOMY” INCLUDES ACADEMIC, COMMUNICATIONS, EDUCATION, ECONOMIC DEVELOPMENT, FOOD SECURITY AND FOOD JUSTICE, POLICIES, SUSTAINABILITY, TOURISM, AND TRADITIONAL KNOWLEDGE — SCHEDULED FOR FORMAL ADOPTION IN 2018**



GROWTH IN TUCSON'S TOURISM ECONOMY

MEDIA VALUE AND REVENUES IN 2016

- LOCAL, NATIONAL, AND INTERNATIONAL MEDIA COVERAGE OF DESIGNATION, INCLUDING BY AZPM, NEW YORK TIMES, USA TODAY, SMITHSONIAN, NPR'S SPLENDID TABLE, FOOD TANK, THE GUARDIAN, VANCOUVER SUN. VALUE OF THIS MEDIA COVERAGE IN 2016 = \$15.5 MILLION
- BETWEEN JULY 2016 AND MARCH 2017, THE VALUE OF TUCSON'S TRAVEL MEDIA COVERAGE TOTALS \$22 MILLION
- "BED TAX" REVENUE INCREASED 6% (FY2016)
- IN MARCH 2017, LODGING ROOM-NIGHTS ARE UP 16% OVER THE SAME MONTH IN 2016

GROWTH IN TUCSON'S FOOD ECONOMY

BUSINESS GROWTH IN 2016

- NUMBER OF RESTAURANTS UP 6%
- NUMBER OF BARS UP 26%
- NUMBER OF FOOD TRUCKS AND CARTS UP 12%
- PERMITS FOR FARMERS MARKET/SPECIAL EVENT VENDORS UP 5%
- NUMBER OF CATERERS UP 24%
- NUMBER OF FOOD MANUFACTURERS UP 14%
- NUMBER OF BOTTLERS UP 150%
- NUMBER OF LOCAL ARTISANAL FOOD PRODUCTS UP ~ 25%
- NUMBER OF CRAFT BREWERS UP 42%
- NUMBER OF DISTILLERS DOUBLED
- NUMBER OF FOOD DISTRIBUTORS UP 12%

GROWTH IN TUCSON'S FOOD ECONOMY

JOBS, OWNERSHIP, TRAINING, STARTUP SUPPORT IN 2016

- ~1,200 RESTAURANTS AND BARS IN THE CITY OF TUCSON, AND ANOTHER ~1,300 IN THE REST OF PIMA COUNTY
- FOOD BUSINESSES EMPLOY 39,000 PEOPLE IN METRO AREA (14% OF JOBS)
- 63% OF TUCSON'S RESTAURANTS AND BARS ARE LOCALLY OWNED (COMPARED TO 41% NATIONWIDE)
- NUMBER OF CULINARY ARTS PROGRAMS DOUBLED
- NUMBER OF COMMISSARY KITCHENS INCREASED 2%
- YWCA LAUNCHED THE KITCHEN BUSINESS INCUBATOR PROGRAM FOR LOW-INCOME FOOD ENTREPRENEURS
- CITY OF TUCSON, COMMUNITY FOUNDATION, AND COMMUNITY FOOD BANK OBTAINED GRANT TO ASSESS HOW TO STRENGTHEN FOOD ECONOMY OF SOUTH 12TH AVE

THREE-YEAR STRATEGIC PLAN OF TCOG NONPROFIT

- **COLLABORATE WITH VISIT TUCSON TO DEVELOP CULINARY TOURISM ITINERARIES AND MATERIALS**
- **DEVELOP A STRATEGIC PLAN FOR LOCAL FOOD FESTIVALS**
- **CO-HOST FOOD-RELATED CONFERENCES THAT EXCHANGE KNOWLEDGE AND STIMULATE THE LOCAL ECONOMY.**
- **DEVELOP A REGIONAL FOOD BRAND THAT ADDS VALUE TO HERITAGE FOOD INGREDIENTS AND ARTISANAL FOOD PRODUCTS.**
- **ORGANIZE EXCHANGES AND COLLABORATIONS WITH OTHER CITIES OF GASTRONOMY**
- **COLLABORATE WITH EDIBLE BAJA ARIZONA MAGAZINE ON ANNUAL AWARDS AND MEDIA COVERAGE TO RECOGNIZE INNOVATIVE FOOD-RELATED PROJECTS, BUSINESSES, ORGANIZATIONS, INITIATIVES, AND INDIVIDUALS.**
- **PROVIDE PROMOTIONAL, TECHNICAL, AND FINANCIAL SUPPORT FOR FOOD EVENTS AND PROJECTS.**
- **COLLABORATE WITH UA CENTER FOR REGIONAL FOOD STUDIES TO TRACK CHANGES IN TUCSON'S FOOD SYSTEM AND PREPARE REQUIRED REPORTS TO UNESCO.**



QUESTIONS?

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