

# APPLICATION FORM

## 2015 Call for applications

This application form, duly completed, must be sent as an attachment by email to [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org), with the “subject”: Application [name of the candidate city].

The following documents must be also attached:

- (i) A formal letter from the Applicant City’s Mayor presenting the candidature;
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iii) Two formal letters of support from active national professional association(s) in the creative field concerned<sup>1</sup>;
- (iv) Three photos of your city related to the creative field concerned s (JPEG, max. 3MB);
- (v) The “Cession of rights and register of photos” form dully filled.

No other document or attachment will be considered in the evaluation. A maximum of four URL links to Internet sites may be included in the application form, providing additional information.

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 15 July at midnight (Central European Time) using the following address: [ccnapplications@unesco.org](mailto:ccnapplications@unesco.org). Applications that are not received in the required format, as well as those that are incomplete and/or received after the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

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<sup>1</sup> For example, if applying to the creative field of Literature, a letter of endorsement from the national writers’ association would fulfil this requirement

**1. NAME OF CITY:**

**Tucson**

**2. COUNTRY:**

**USA**

**3. CONTACTS:**

**3.1 Mayor of the City**

Title (Mr/Ms/Mrs): Mr.

Family name: Rothschild

First name: Jonathan

Address: City Hall, 10<sup>th</sup> Floor, 255 West Alameda Street, Tucson, AZ, 85701, USA

Telephone number: +1-520-791-4201

Email address: mayor1@tucsonaz.gov

**3.2 Main contact**

*The main contact will be the focal point and correspondent for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4)*

Title (Mr/Ms/Mrs): Mr.

Family name: Mabry

First name: Jonathan

Institution/function: Historic Preservation Principal Planner, Office of Integrated Planning

Status/type of institution: City of Tucson

Address: P.O. Box 27210, Tucson AZ, 85726-7210, USA

Telephone number: 520-837-6968

Email address: jonathan.mabry@tucsonaz.gov

Other important information:

**3.3 Alternative contact**

Title (Mr/Ms/Mrs): Mr.

Family name: Anderson

First name: Ryan

Institution/function: Policy Advisor, Mayor's Office

Status/type of institution: City of Tucson

Address: P.O. Box 27210, Tucson AZ, 85726-7210, USA

Telephone number: 520-837-4028

Email address: ryan.anderson@tucsonaz.gov

Other important information:

**4. CREATIVE FIELD:**

*Choose between: crafts and folk arts, media arts, design, film, gastronomy, literature, music [Click on the drop-down menu].*

*gastronomy*

## **5. GENERAL PRESENTATION OF THE CITY:**

*Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1700 characters maximum).*

*The City of Tucson is one of the oldest settlements in North America, and the county seat of Pima County in the southern part of the state of Arizona, USA. The city covers 588 sq km and has a population of more than 650,000; the metropolitan area has a population of approximately 1 million. Tucson is located at an elevation of 806 m above sea level, in the Sonoran Desert that straddles the U.S.-Mexico border. This unique borderlands region is characterized by cactus forests, desert grasslands, high mountain ranges, exceptional biodiversity, and a multi-layered cultural heritage.*

*The city government is led by an elected city mayor and council, who appoint a city manager responsible for operations of the city. Transportation infrastructure includes an international airport; connections to the national passenger rail system and two interstate highways; a 6-km streetcar line; a regional bus system; and more than 1,000 km of striped bicycle paths.*

*The University of Arizona is the oldest university in the state and one of Tucson's largest employers, with a current enrollment of 42,000 students. The City's cultural facilities include performance spaces for the Tucson Symphony Orchestra, Arizona Opera, Arizona Theatre Company, and visiting performing artists. Tourism is a major industry, bringing over 3.5 million visitors annually. Important attractions include the 18<sup>th</sup>-century Mission San Xavier del Bac, Arizona-Sonora Desert Museum, and Pima Air & Space Museum. Annual events include the largest gem and mineral exposition in the world, Tucson Festival of Books, All Souls Procession, Tucson Rodeo, Modernism Week, and numerous food festivals described in this application.*

## **6. MAIN DEVELOPMENT CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:**

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying solutions to the main development challenges they face (1000 characters maximum).*

*Tucson recognizes that the synergy of its multiculturalism and dialogues between scientific and traditional knowledge can foster creative solutions to many development challenges through changes to its food system, food economy, and food culture. Food insecurity and poor nutrition can be reduced by facilitating equitable access to healthy foods. More jobs at livable wages can be created by expanding the local food industry and cultural production of food products through new policies and revised regulations. Limited water resources can be conserved by incentivizing efficiency of use, and harvesting and recycling water for food production. Vulnerability to climate change impacts can be lessened by auditing food supply chains for resilience. Diversity of food producing landscapes can be restored by conserving heritage varieties and supporting pollinators. Waste in the food system can be decreased through diverting food waste into expanded composting and recycling programs.*

## **7. MOTIVE FOR THE APPLICATION AND MAIN OBJECTIVES OF THE CITY IN TERMS OF ITS MEMBERSHIP OF THE NETWORK:**

*Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city (1200 characters maximum).*

*Joining the Creative Cities Network as a City of Gastronomy will increase recognition of this region's rich agricultural heritage, thriving food traditions, and culinary distinctiveness. It will highlight our unique heritage and cultural products on a global platform, and promote Tucson as a culinary tourism destination in international markets by drawing attention to its food and culinary assets. It will also allow us to expand on our long experience in international exchanges on music, literature, water management, urban agriculture, and biodiversity conservation to more widely and deeply share experiences, ideas, and best practices for cultural, agricultural, social, and economic development through international exchanges of knowledge via the Network.*

*Designation will galvanize talents and creativity among our chefs, farmers, ranchers, educational institutions, non-profit organizations, and businesses to make Tucson the cultural center and tourism destination for Southwest Borderlands cuisine. It will provide an economic boost to local food production and help us build a more sustainable, resilient, and secure food system based upon traditions, innovation, and food justice.*

## **8. PREPARATION PROCESS FOR THE APPLICATION:**

*Presentation of the preparation process underlying the application and the members of the management team involved. The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators (1000 characters maximum).*

*This application was prepared by the City of Tucson in partnership with the University of Arizona Southwest Center and College of Social and Behavioral Sciences, and with the support of our media partner Edible Baja Arizona magazine and participation of our local food producers, culinary professionals, and non-profit (civil) organizations working to strengthen our food system and food economy. The information presented in this application was shared among this network through a series of meetings and email correspondences, and compiled by the City of Tucson Office of Integrated Planning. Media coverage in print and on the internet by Edible Baja Arizona, and posting of information about the application on the official City website, increased public awareness and interest in the designation. This public engagement allowed citizens, public officials, culinary and academic professionals, and non-profit (civil) organizations to contribute additional information for the application.*

## **9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:**

*In the following fields, candidate cities are invited to present their main cultural assets – particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are advised to avoid presenting lists and to provide brief answers, including more relevant information so that the city's cultural and creative assets can be assessed (1000 characters maximum for each field).*

### **9.1 Role and foundations of the creative field concerned in the city's history**

Tucson has the longest agricultural history of any city in North America, extending back more than 4,000 years. It also has a 300-year tradition of vineyards, orchards, and livestock ranching. More heritage foods listed on the Slow Food International Ark of Taste are grown within 100 miles of Tucson than any other city in North America. These heritage foods are representative of many living traditions that thrive today, and are perceived as a source of identity and vitality for the people who live here. Tucson cuisine blends the influences of Native American, Northern Mexican or Sonoran, Mission-era Mediterranean, and American Ranch-Style Cowboy food traditions, among others. Key ingredients of this unique blend of cuisines include native desert plants and animals not found in other regional cuisines. Most importantly, Tucson food traditions retain ancient food preparation practices and cooking techniques unique to the southwestern North America, as part of our intangible heritage.

**9.2** Economic importance and dynamism of the cultural sector and, if possible, of the creative field concerned: data on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

**Tucson serves as the hub for food production and exchange in five southern Arizona counties. This area, which is Tucson's local foodshed and also exports food, has 2,350 farms and ranches covering 930,000 hectares, including 49,000 hectares of irrigated cropland. Annually, these producers sell \$122 million of crops and \$73 million of livestock and products. The 43 community gardens, 12 school gardens, and thousands of home gardens in Tucson also play roles in the informal food economy.**

**Independently owned restaurants and other local food businesses represent one of Tucson's largest and fastest-growing economic sectors. There are currently more than 1,200 restaurants and drinking establishments that employ more than 30,000 people. Food and beverage stores employ another 9,400 people. Within the city, food-related businesses represent 7% of all businesses and 14% of all jobs.**

**9.3** Fairs, conferences, conventions and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

**In 2012, the University of Arizona Kellogg Program held a Border Food Summit of the Southwest Direct Marketing Network for 250 participants from 50 non-profits from seven of the eight Mexico and U.S. border states. Some 20 farm co-ops, community economic development organizations, community kitchens, tribal farms, and farming corporations were sponsoring participants.**

**In 2013, the Community Food Bank of Southern Arizona led over 300 leaders from 170 food banks, health organizations, school districts, farms, and universities in a conference on Closing the Food Gap. It included discussion, resource sharing, and action planning towards ending hunger in America and entrepreneurial strategies for food banks.**

**In 2015, the Kellogg-sponsored International Seed Library Forum had participants from eight countries, including university researchers, librarians, food bank staff, cooperative extension agents, teachers, journalists, farmers, community gardeners, lawyers, and seed bank leaders.**

- 9.4** Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience

**More than two dozen annual food festivals, fairs, and tastings occur year-round and offer tastes of the region's foods and food traditions to residents and visitors. Tucson Meet Yourself is a 40-year-old music, dance, craft, and food festival that attracts more than 100,000 participants each year, and includes food vendors from over 40 ethnic groups.**

**Celebrations of native heritage foods include the Ha:san Bak Saguaro Harvest, Chile Festival, and Agave Fest. Workshops at the Mesquite Milling & Wild Foods Fiesta teach how to harvest, process, and cook native mesquite tree pods. Spanish and Mexican heritage foods are celebrated by the Membrillo and Tamale festivals.**

**The Viva La Local Food Festival features local flavors of southern Arizona through tastings and a farmers' market. The Tucson Culinary Festival highlights local award-winning chefs, restaurants, and recipes. The World Margarita Championship and Tucson Iron Chef contests recognize the current top mixologists and chefs.**

- 9.5** Mechanisms, courses and programmes to promote creativity and arts education for youth in the creative field concerned, both within the formal and informal education systems

**The University of Arizona (UA) School of Geography and Development's Community and School Garden Program, in collaboration with the Tucson Community Food Bank, Las Milpitas Farm, and Tucson Village Farm, assists teachers and school leaders across Tucson to develop and maintain school gardens as an integral part of education and health.**

**The UA Cooperative Extension also works with teachers to implement agricultural and food-related curricula in classrooms, and runs the Arizona 4-H Program, a youth development initiative engaging rural children with new agricultural technologies and education.**

**The Cooperative Extension operates Tucson Village Farm, a seed-to-table program designed to reconnect young people to a healthy food system, teach them how to grow and prepare fresh food, and empower them to make healthy life choices. Tucson Village Farm offers year-round, instructional, hands-on programs for youth of all ages and all ethnic and socio-economic backgrounds.**

- 9.6** Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned

**The UA College of Agriculture and Life Sciences (CALs) offers degrees in ten departments, and hosts cooperative extension offices and research farms across Arizona. CALs departments include Agricultural & Biosystems Engineering; Agricultural & Resource Economics; Agricultural Education; Entomology; Norton School of Family & Consumer Sciences; Nutritional Sciences; School of Animal & Comparative Biomedical Sciences; School of Natural Resources & the Environment; School of Plant Sciences; and Soil, Water & Environmental Science.**

**Pima Community College offers degrees in several food industry and culinary programs, with courses in recipe and menu planning, preparing and cooking foods, supervising and training kitchen assistants, managing food supplies and kitchen resources, food presentation, and a variety of cuisines and culinary techniques.**

**Café 54 is a training program for adults recovering from mental illnesses, providing on-the-job training in a variety of restaurant positions.**

**9.7 Research centres and programmes in the creative field concerned**

**The University of Arizona (UA) Campus Agricultural Center is a 160-acre research, teaching, and extension facility supporting programs such as Agricultural Education and Technology, the Agricultural Research Center, the Animal Science Teaching Farm, Controlled Environment Agricultural Center, Food Product and Safety Laboratory, and greenhouses. The UA Cooperative Extension program is a statewide network of knowledgeable faculty and staff providing lifelong educational programs, including workshops, publications, and personnel that provide water, agricultural, urban horticulture, and nutritional information.**

**The UA Water Resources Research Center sponsors several food-related initiatives, including the UA Food Systems Network, a four-college team of scientists that engage faculty, students, and staff across the disciplines and departments to collaborate on research related to four related areas: food systems, water use and conservation, community engagement, and food security.**

**9.8 Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at professional level (for example, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)**

**The Mercado Kitchen is a fully licensed and equipped, shared-use commercial kitchen and cannery available to small businesses, with the goal of fostering emerging culinary businesses. The Mercado's SABOR food micro-enterprise incubator has helped train and finance 30 new food businesses in Tucson in less than two years.**

**In 2014, Startup Tucson collaborated with the Community Food Bank of Southern Arizona and other partners to launch Thryve, an incubator program to support local entrepreneurs focusing on social impact. Support includes coaching with experienced mentors, connections with other local entrepreneurs, professional networking, and training in strategy and marketing needed to raise startup capital.**

**Baja Arizona Sustainable Agriculture helps farmers' markets develop economically stable direct-marketing outlets that benefit local producers and consumers, and publishes a registry of southern Arizona businesses and community groups involved in local food production and sales.**

**9.9 Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, vulnerable groups, etc.)**

**Edible Baja Arizona is the media epicenter of the local food movement. This free, locally produced magazine yearly reaches 600,000 readers, connecting them with**

the local food scene. It promotes producers, purveyors, innovative chefs, food and beverage artisans, non-profit groups, community leaders, and food justice advocates.

The University of Arizona (UA) Southwest Center has on staff Gary Paul Nabhan, nationally known for his work and popular writing on food chain restoration, food history, and conservation of rare breeds and varieties. Faculty folklorist Maribel Alvarez co-developed Sabores Sin Fronteras, a bi-national, multicultural alliance to document, celebrate, and conserve traditional farming and foodways than span the U.S./Mexico border.

The UA-Pima County Agricultural Extension runs Tucson Village Farm, a seed-to-table program reconnecting youths to a healthy food system, teaching them how to grow and prepare fresh food, and empowering them to make healthy life choices.

**9.10** Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

The non-profit Iskashitaa Refugee Network works with refugees to glean unused fruit and vegetables in Tucson and on surrounding farms, and then processes them in certified community kitchens into products to sell at local markets. This program enables refugee families to earn income and engage in their new community. The Network's Dishes and Stories program trains refugee women to start small food businesses.

The Community Food Bank of Southern Arizona manages Las Milpitas, an urban community farm providing education, capacity building, and space for area residents to grow their own food. It is also a demonstration site in desert food production, composting, ecological restoration, and permaculture.

The Pima County Public Library has developed the Seed Library program, which lends heirloom seeds to the public, and provides education on how to grow, harvest, and save locally adapted seeds. Roadside seed libraries provide access to seeds for home gardens in Tucson's urban food deserts.

**9.11** Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society and/or academia

Pima County Food Alliance (PCFA) promotes inter-organizational collaborations, community events, and city and county policy changes to strengthen southern Arizona's food system. Active since 2011, the PCFA brings together representatives of dozens of food-related organizations, farms, and institutions.

The City of Tucson has expanded a pilot composting program started in 2014 by the University of Arizona student group Compost Cats, who collect, deliver, and process food and green waste from participating groceries, restaurants, and hotels. The compost is prepared with equipment at the Tohono O'odham Nation's San Xavier Co-op Farm, and sold at local farmers' markets and used in city parks.

In 2014, the University of Arizona College of Social and Behavioral Sciences sponsored a Downtown Lecture Series featuring faculty presentations exploring food and its connections with health, culture, and environment. Almost 6,000 people attended, and live broadcasts and podcasts reached many more.

- 9.12** Role of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

**Founded in 1999, Slow Food Southern Arizona, affiliated with Slow Food USA and Slow Food International, offers food demonstrations, dinners, tastings, tours, and film festivals celebrating local foods and cuisine. Its nationally known film festival raises money for local food initiatives.**

**Since 1970, the American Culinary Federation Chefs' Association of Southern Arizona has advanced the roles of this region's professional culinarians through education, certification, apprenticeship, and networking.**

**Tucson Originals Restaurants is an alliance of independently owned local restaurants and purveyors working to raise awareness of Tucson's vibrant culinary community. Since 1999 it has been a leader in culinary entrepreneurship in the region, and become the model for similar groups across the U.S.**

**Native Seeds/SEARCH is a non-profit seed bank conserving more than 2,000 varieties of desert-adapted seeds, and providing seed grants to schools and community gardens and training in seed saving.**

- 9.13** Main policies and measures implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

**In 2013, Tucson voters ratified Plan Tucson, the City's 10-year General and Sustainability Plan. Urban agriculture policies included in the plan promote reducing barriers to food production; adopting regulations supporting the production of local foods; fostering an equitable, healthy local and regional food system; and collaborating with partners in facilitating new opportunities for urban-scale gardens and farms.**

**The City of Tucson Commission on Food Security, Heritage, and Economy was created in 2015 to advise the Mayor and Council on matters relating to the local food system; provide a common forum for member organizations; develop food access, food security, nutrition, and economic development goals and strategies; communicate with other U.S. and international communities to identify best practices; identify potential funding or other resources; and recommend improvements to city policies and regulations to strengthen the local food system.**

- 9.14** Main policies and measures implemented by the city in the past five years to support the establishment and development of dynamic local cultural industries in the creative field concerned

**In the last five years, the City of Tucson has built community gardens for public housing projects; allowed community gardens in public parks; and conducted a public process to revise the City's zoning regulations to remove barriers for urban food production and local food sales, including home and community gardens, urban farms, greenhouses, farmers' markets, and small animal husbandry in residential areas. The City's Food & Nutrition goal received a rating of 11.8 on a 15-point scale in its national STAR Community Sustainability certification, and its progress is being monitored.**

**Since 2007, Pima County has reduced parking requirements for shopping centers, freeing spaces for mobile food vendors and farmers' markets; changed its**

**zoning code to streamline approvals for adaptive reuse of homes for commercial kitchens; begun issuing seasonal permits for farmers' market vendors; and reduced inspection fees for restaurants that eliminate trans fats and show calorie counts for menu items.**

- 9.15** Main international cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

**The University of Arizona (UA) has a key collaborative role with civil society in the United Arab Emirates (UAE) in planning the Jubilee Garden of food and medicine plants from arid lands for the Dubai Expo 2020, a world fair highlighting sustainability strategies being advanced by desert cities around the world, and expected to attract 25 million visitors.**

**The UA served as Official Knowledge Partner to the 2015 Global Forum for Innovations in Agriculture in Abu Dhabi, UAE, and co-organized the featured forum "Edible Cities: Building Resilience in Urban Agriculture."**

**Since 2014, the Mission Garden at Tucson's Birthplace has held annual exchanges on food garden education and management with the Jardin Etnobotanico de Oaxaca, Mexico.**

**The 2013 Closing the Hunger Gap Conference, organized by the Community Food Bank of Southern Arizona and the UA, hosted over 200 professionals from around the world to share entrepreneurial approaches to combating hunger, malnutrition, and poverty.**

- 9.16** Support mechanisms, programmes and projects implemented in the past five years by the city establishing synergies between the creative field concerned and at least one of the other creative fields covered by the Network (cross-cutting or intersectoral projects)

**Launched in 2009, the annual two-day Tucson Festival of Books on the University of Arizona campus features more than 450 authors and 300 exhibitors, and attracts more than 130,000 people with exhibits, author presentations, and panel discussions. It is one of the largest book festivals and literature events in the U.S., and pumps \$4 million annually into the local economy.**

**The festival prominently highlights food literature and features award-winning chefs, cookbook authors, restaurant reviewers, and other food writers from around the nation and globe. It includes several culinary events, including panel discussions by culinary experts, workshops for aspiring food writers, a Culinary Stage with cooking demonstrations, and local food tours and dinners with festival culinary authors. This festival brings together renowned food innovators and food writers to share ideas and expertise, and draws visitors from around the world to experience Tucson's unique cuisine and food destinations.**

- 9.17** International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

**The annual Tucson Slow Food Film Festival is a weekend of classic and new food films from around the world, culinary events, and cultural discussions. Special dinners are held at top local restaurants in conjunction with the films. An awards competition for new films includes a cash prize for the best new film selected by the audience.**

**In 2015, the University of Arizona, Pima County Public Library, Native Seeds/SEARCH, and Edible Baja Arizona magazine co-hosted the first International Seed Library Forum, bringing together experts from public libraries, nonprofits, universities, and food banks across the U.S. and eight other countries to improve access and management of local seed resources. In addition to expert presentations, panel discussions, tours, training workshops, and a community seed swap, forum events included screenings of documentary films, literary readings by poets and nature writers, and traditional music performances. This forum will be held regularly in Tucson.**

**9.18** Main facilities and infrastructures available and events, such as fairs, conferences and conventions, organized by the city in the past five years with the aim of promoting the creative fields covered by the Network other than the main creative field concerned by the application

**The Tucson Festival of Books celebrates literature, and is now one of the largest annual literature events in the U.S. (see 9.16 above).**

**The Arizona State Museum annually hosts the Southwest Indian Art Fair. Visitors meet 200 Native artists to learn about their techniques and the living cultural traditions behind their work, and to buy directly from them. The Fair also brings together many Native cultural traditions in performances, music, dance, demonstrations in many media, and Native foods.**

**The annual four-day Tucson International Mariachi Conference celebrates the culture of traditional mariachi music, and is the largest mariachi festival in the world. It includes student workshops and performances; a student concert with more than 600 performers; a concert by award-winning artists; an all-day music and dance festival; and a Mariachi Mass.**

**The Mayor is the honorary chair of the annual Tucson Jazz Festival featuring internationally renowned performers and attracting 10,000 visitors.**

## **10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK**

*In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development.*

*The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.*

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

*Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil*

society, professional associations and cultural institutions are encouraged (3500 characters maximum).

*As the first initiative in preparation for Tucson's designation as a City of Gastronomy, the University of Arizona (UA) is developing a proposal for a new Center for Food Justice, Security, and Innovation. Based in the UA College of Social and Behavioral Sciences, it will engage with units throughout the university. Its purpose will be to integrate research, student engagement, community outreach, private sector opportunities, local government support, and international connections to foster positive change in food supply chains impacting Arizona and the U.S./Mexico borderlands. It will also work with the City of Tucson Commission on Food Security, Heritage, and Economy to coordinate the City's international collaborations through the UNESCO Creative Cities Network, and to help implement the Commission's goals of increasing access to healthy foods; increasing demand and markets for locally produced foods; improving local food distribution; reducing and recycling food waste; expanding food industry job opportunities; and supporting food entrepreneurs.*

*Goals of the Center will be to 1) reduce food insecurity, obesity, and nutrition-related diseases in the region by working with professionals in a whole-food-system approach to these problems; 2) reduce poverty and unemployment in the borderlands by collaborating with the private and non-profit sectors to create livable-wage, green jobs in farming and food distribution; 3) reduce societal vulnerability to climate change impacts by auditing food supply chains to assess risks and by planning to increase resilience; 4) restore diversity in food-producing landscapes by promoting conservation of heritage varieties and pollinators; and 5) assist arid-land communities around the world in entrepreneurial initiatives to increase security of food, water, and arable land to assure future livelihoods and production of healthy foods.*

*In a second initiative, the City will work with the Center for Food Justice, Security, and Innovation and the non-profit Santa Cruz Valley Heritage Alliance to develop and implement a regional food brand to increase consumer awareness of locally produced foods and heritage foods; support the local food economy; and conserve native agricultural varieties. The brand logo will be used to mark food packages, grocery displays, farm stands, and restaurant menu items, allowing consumers to recognize local, fresh, and heritage foods and ingredients.*

*A third initiative will be a new annual Food & Farm Writing and Literature International Forum, co-sponsored by the UA Creative Writing Program, UA Southwest Center, and Edible Baja Arizona magazine. Food writers from around the world will be invited, including writers from the Creative Cities Network whose travel costs will be subsidized. The first forum in November 2015 will feature two writers from Iowa City/City of Literature--Jeff Biggers, author of *In the Sierra Madre*, and Kurt Fries, author of *A Cook's Journey: Slow Food in the Heartland*; Betty Fussell, Senior Fellow of the International Association of Culinary Professionals and author of *The Story of Corn and Kitchen Wars*; Kathe Lison, author of *The Whole Fromage: Adventures in the Delectable World of French Cheese*; Megan Kimble, managing editor of *Edible Baja Arizona* magazine and author of *Unprocessed: My City-Dwelling Year of Real Food*; and Gary Nabhan, author of *Cumin, Camels, and Caravans: a Spice Odyssey* and *Coming Home to Eat: the Pleasures and Politics of Local Foods*.*

- 10.2** Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

*The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. (3500 characters maximum).*

*The City of Tucson's first international initiative will be to partner with the University of Arizona, Native Seeds/SEARCH, the Arizona-Sonora Desert Museum, Pima County, and non-profit organizations to convene regular international forums to demonstrate how other Creative Cities, and cities in regions not yet represented in the Network, can develop resources and strategies for conserving and disseminating heritage crop varieties and the intangible cultural heritage associated with them. Through these regular forums, Tucson will share its innovative approaches and expertise in creating seed banks and free seed libraries; re-establishing historical fruit tree stocks; planting edible urban forests of native trees; teaching the public how to harvest and prepare native wild foods; and hosting international exchanges such as the first International Seed Library Forum in 2015. These forums will include presentations, panel discussions, workshops, and tours to teach other cities how to create and manage these conservation and education tools, and will provide travel support for participants from Creative Cities and regions not yet represented in the Network.*

*As a second initiative, the City of Tucson will partner with the University of Arizona to develop an international exchange program to train public health and nutrition professionals from other Cities of Gastronomy and developing nations on how to promote and document the use of culturally-appropriate, nutritious, regional foods. These trainings will help combat diabetes and other nutrition-related "diseases of Western civilization" through case studies and success stories from the Pima County Childhood Obesity and Diabetes project; Center for Integrative Medicine; Native Seeds/SEARCH; San Xavier Coop Farm; Garden Kitchen program of the UA College of Agriculture and Life Sciences; Tucson Village Farm program of the UA-Pima County Cooperative Extension; and other programs. Tucson will create opportunities and provide travel support for direct exchange programs with other Creative Cities, and with cities in developing nations not represented in the Network, to train visiting health and nutrition professionals, using these programs as models.*

*In a third initiative, the City of Tucson will share best practices with other Cities of Gastronomy, and with cities in regions not yet represented in the Network, on how Tucson is using gastronomy as an economic engine for sustainable economic development. Through international workshops and internship programs, and exchanges of publications and videos, Tucson will share how gastronomy is a creative driver for development in ways that foster new micro-enterprises by small and artisanal local producers and allow for the development of cooperatives, community kitchens, public markets, training programs, and festivals dedicated to urban food production, preparation, conservation, and distribution. As part of this initiative, Tucson will provide international interns and professionals travel support and access to training by Tucson's food festival managers. Tucson has demonstrated internationally-acclaimed success in hosting, programming, and promoting food festivals, such as Tucson Meet Yourself, which attracts more than 100,000 people per year and features foods from over 40 ethnicities over three days. Best practices from these festivals will be shared with interns and professionals from other Cities of Gastronomy to implement in their own communities.*

### **10.3** Estimated annual budget for implementing the proposed action plan

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the percentages that will be devoted to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any funding applications envisaged to national and international funding bodies, in order to complement the budget (500 characters maximum).*

*The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.*

*The total annual budget for implementing the Action Plan will be \$300,000 (funding and in-kind support), devoting 70% to local initiatives and 30% to international initiatives. The City and University of Arizona Center for Food Justice, Security, and Innovation will provide staff, equipment, and facilities. Staff will apply for grants from U.S. and international agencies, private foundations, and businesses, and develop revenue sources such as a local food brand and fees for seminars and tours.*

**10.4** Intended structure for the execution and management of the action plan in the event of designation

*Present the resources in terms of personnel and/or the unit that will be established to ensure the planning and execution of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. The person or the director of the proposed unit will be the focal point for the city. Presentation of the planned working arrangements (1000 characters maximum).*

*In collaboration with the City of Tucson Mayor's Office and Office of Integrated Planning, the new University of Arizona (UA) Center for Food Justice, Security, and Innovation will serve as the management entity for planning and implementing the Tucson City of Gastronomy (COG) Action Plan and international collaborations through the UNESCO Creative Cities Network. The Director of the Center will be the focal point and primary contact for COG activities, and will be advised by the City of Tucson Commission on Food Security, Heritage, and Economy, which has staff support from the Mayor's Office. The Office of Integrated Planning will be the primary contact for coordination with the City Manager and City departments. Within the UA the Center will be supported by the College of Social and Behavioral Sciences, and will also engage with units throughout the university on COG initiatives.*

**10.5** Plan for communication and awareness

*Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan. (1000 characters maximum).*

*The University of Arizona Center for Food Justice, Security, and Innovation will develop and maintain a website for the Tucson City of Gastronomy (COG) program, and will coordinate with the Communications staff of the Mayor's Office on press releases and media coverage. In addition to creating internet content, Center staff will publish articles on COG activities in academic and professional media, produce its own publications and videos, and use social media to connect with the community and visitors. Edible Baja Arizona magazine will serve as the private sector media partner for COG news and promotion of initiatives and special events. In addition to using these various media, the Center will hold community forums, seminars, and lecture series on special topics to disseminate and promote the initiatives of the Tucson City of Gastronomy, the impacts of its Action Plan, and the objectives of the Creative Cities Network.*

**11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION**

If designated, the city agrees to provide, periodically as requested by UNESCO, detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

## 12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred.

## 13. COMMUNICATION MATERIALS

*In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.*

**13.1** Brief presentation of the cultural assets and creative industries of your city in the creative field concerned (1400 characters maximum)

**Tucson has the longest agricultural history in the U.S. Its distinctive cuisine has developed from more than 4,000 years of farming, a culturally layered history, a variety of heritage food ingredients, and continuity of traditional food preparation techniques unique to the U.S./Mexico borderlands. A thriving contemporary culinary scene is led by award-winning chefs and independently owned restaurants creating traditional and contemporary dishes using local foods, and is celebrated by film and book festivals and popular media. Innovative City programs, policies, and regulations support food security and sustainability, and the fast-growing culinary economic sector. 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. Non-profit groups and libraries conserve and disseminate heritage seeds and plants. Higher education institutions, vocational schools, business associations, and incubators support entrepreneurship and employment in the culinary industry. A community garden network and many school and home gardens play important roles in food security and the informal food economy. Numerous farmers' markets and two dozen annual food festivals occur year-round and offer tastes of local foods and living food traditions to residents and visitors.**

**13.2** Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented as bullet points)

- **Tucson will strengthen cooperation between cities in the Creative Cities Network by serving as an international hub for collaborations and exchanges of experiences, knowledge, and best practices for sustainable urban development using creativity as a driver.**
- **Through exchanges, training workshops, publications, and international festivals and conferences, Tucson will work with other cities in the Network to identify creative ways to increase the capacity and resilience of local food systems, reduce nutrition-related diseases, support culinary innovation, conserve traditional foods and their intangible cultural heritage, and connect people to living food traditions and unique cuisines.**

**13.3** A maximum of four URL links to Internet sites related to the creative field concerned and the contents of the application

**Tucson, Arizona - An International Culinary Destination:**

[http://www.santacruzheritage.org/files/file/CityGastronomy\\_Web.pdf](http://www.santacruzheritage.org/files/file/CityGastronomy_Web.pdf)

**Edible Baja Arizona Magazine:**

<https://www.ediblebajaarizona.com/>

**Sabores Sin Fronteras Foodways Alliance of the Borderlands:**

<http://www.saboresfronteras.net/o/>

**Native Seeds/SEARCH:**

<http://www.nativeseeds.org/>

**Date** July 14, 2015

**Signature** 