

APPLICATION FORM

UNESCO Creative Cities Network 2017 Call for Applications

This Application Form, duly completed, signed and dated, must be sent as an attachment by email to ccnapplications@unesco.org, with the “subject”: Application of [name of the candidate city].

The following documents must be also attached:

- (i) A complete list of all the documents requested in the application file;
- (ii) A formal letter from the Applicant City’s Mayor presenting the candidature and the support of the Municipality;
- (iii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iv) Two formal letters of support from active national professional associations in the creative field concerned^[1];
- (v) Three photos of your city closely related to the creative field concerned (JPEG, max. 3MB each);
- (vi) The “Cession of rights and register of photos” form dully filled.

No other document or attachment will be accepted and considered in the evaluation. A maximum of four URL links to related websites may be included in the application form, providing additional information about the city and/or the creative field concerned.

Application Forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 16 June at midnight (Central European Time) using the following address: ccnapplications@unesco.org. Applications that are not received in the required format, as well as those that are incomplete and/or received beyond the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

NB: In order to strengthen the geographical balance of the Network, please note that a specific cooperation framework is proposed under the 2017 UCCN Call for candidate cities of the Africa region, under-represented within the Network. To know more, please refer to annexes 1 and 2 of the 2017 Designation Procedure.

1. NAME OF CITY: Lexington, Kentucky

2. COUNTRY: United States of America

3. CONTACTS:

3.1 Mayor of the City

Title (Mr): Mr.

Family name: Gray

First name: Jim

Address: 200 East Main Street, Lexington, KY 40507

Telephone number: 859/258-3100

Email address: mayor@lexingtonky.gov

3.2 Representative of the Mayor

The representative of the Mayor will represent the Municipality at major activities and events in the framework of the UNESCO Creative Cities Network. He or she will facilitate the communication between the Municipality and the UCCN Secretariat and provide political support to the designated main executive contact of the city (see point 3.3).

Title (Mr/Ms/Mrs): Ms.

Family name: Houlihan

First name: Lori

Institution/function: Lexington-Fayette Urban County Government/Director of Arts and Cultural Affairs

Status/type of institution: Municipal Government

Address: 200 East Main Street, Lexington, KY 40507

Telephone number: 859/258-3100

Email address: lhoulihan@lexingtonky.gov

Other important information:

3.3 Main executive contact

The main executive contact will be the focal point 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: Chethik

First name: Neil

Institution/function: Carnegie Center for Literacy and Learning/Executive Director

Status/type of institution: Non-profit arts/education organization

Address: 251 West Second Street, Lexington, KY 40507
Telephone number: 859/254-4175
Email address: neil@carnegiecenterlex.org
Other important information:

3.4 Alternative contact

Title (Mr/Ms/Mrs): Ms.
Family name: Plummer
First name: Ellen A. (Nan)
Institution/function: LexArts/President and CEO
Status/type of institution: Non-profit arts fund
Address: 161 North Mill Street, Lexington, KY 40507
Telephone number: 859/255-2951
Email address: nplummer@lexarts.org
Other important information:

4. CREATIVE FIELD:

Choose between: Crafts and Folk Art, Media Arts, Design, Film, Gastronomy, Literature, Music [Click on the drop-down menu].

Literature

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. (1500 characters maximum).

Lexington's hub-and-spoke street design evokes the city's role as the economic and cultural center for central and Appalachian Kentucky. Arterial roads stretch outward to small towns, farmland and the mountains. Those same roads, as well as two interstate highways and an airport, bring people into Lexington for jobs, healthcare, education and arts experiences including concerts, plays and readings. Fayette County is 283 square miles of Bluegrass Region rolling plateau, an area named by the World Monuments Fund as a top 100 world cultural treasure. An elected mayor and council head a merged city-county government.

The population is young, diverse and growing with 310,797 residents (494,189 metro). The median age (33.9 years) is younger than the state (38.2) or the U.S. (37.3). In the city 40% of adults over age 25 hold a bachelor's degree, compared to 29% in the U.S. The University of Kentucky (UK) enrolls more than 30,000 students annually.

With 30 years participation in refugee resettlement, Lexington is home to people from around the world including Congo, Iraq, Palestine, Somalia, Syria and Latin America. Nearly 9% of the population was born outside the U.S.; 82 different languages are represented in public schools.

As Horse Capital of the World, Lexington leads the global thoroughbred industry and is home to Breeders' Cup Limited. Tourism draws millions for equestrian events, world-renowned bourbon distilleries, and arts and ecotourism opportunities.

6. MAIN DEVELOPMENT OPPORTUNITIES AND 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 opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development; and mitigate and resolve the challenges they face. (1200 characters maximum).

Lexington ranks near the top among highly educated U.S. cities, yet low literacy and widespread stereotypes continue to challenge the region. Functional illiteracy stymies sustainable urban development by limiting job prospects, preventing full integration within the community, and creating student achievement gaps. By advocating for Lexington's literary identity, the city advances the fundamental goal of raising literacy levels throughout the community as an investment in the future.

Protection of land, water and place is an ongoing challenge. Kentucky writer Wendell Berry famously gave voice to the modern environmental movement. His books have inspired a new generation of Bluegrass writers to prioritize ecological concern in their work.

Divisions based on race, gender, sexual orientation, class, religion, politics, or place of origin (including urban-rural issues) present recurring challenges and growth opportunities. The active literary community engages directly on these issues, promotes free expression, and creates safe spaces for dialogue. By acknowledging and developing all voices, the impact of division is minimized and full participation in civil society is possible.

7. EXPECTED IMPACT OF DESIGNATION AND MEMBERSHIP IN THE NETWORK ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

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, particularly over the next four years following the eventual designation (1200 characters maximum).

Membership in the Creative Cities Network solidifies Lexington's reputation as a cultural destination with a rich heritage and vibrant contemporary literary community. Designation recognizes the city's role as a regional hub that attracts people with opportunities, innovation, and an openness to creative thinking and expression.

By connecting to other Creative Cities, Lexington will share its expertise in developing grassroots literacy and writing programs which nurture a supportive, inclusive literary community. Engagement in the Network will raise international awareness of our unique literary traditions of Appalachian, Affrilachian and environmental literature. The city strengthens other creative fields with extensive knowledge in film; gastronomy that supports local food and sustainable farming; music including Bluegrass, spiritual and opera; and visual arts through crafts, folk art, literary-based tattoo design, and street art.

Designation validates Lexington's creative place-making efforts in the heart of the city to attract entrepreneurs and collateral urban development, broaden opportunities in the cultural sector, and energize the imaginations of the entire region.

8. PREPARATION PROCESS FOR THE APPLICATION:

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, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network. (1000 characters maximum).

The application began with a partnership between the Mayor's Office, Carnegie Center for Literacy & Learning, LexArts (local arts fund), Lexington Public Library, and VisitLEX (Convention and Visitors Bureau). The process spurred conversations with multiple Creative Cities and visits to three (Reykjavik, Iowa City, Paducah). Through a committee, meetings and conversations, we involved writers, students, professionals, citizens, businesses and institutions including UK, Transylvania University, Berea College, Fayette County Public Schools, University Press of Kentucky, booksellers, Kentucky Humanities, Kentucky Women Writers Conference, International Book Project (IBP), Kentucky Educational Television (KET), Appalachian Writers' Workshop, Affrilachian Poets, Commerce Lexington, and the Lexington Herald-Leader. Public engagement launched via traditional and social media announcements. Designation will increase recognition and benefit various segments of Lexington's creative economy.

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 strongly advised to avoid presenting lists and to provide brief and relevant information so that the city's cultural and creative assets can be assessed properly (1000characters maximum for each field).

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

Lexington is shaped by literary foundations older than the nation. Oral traditions accompanied Native Americans who traversed the area, Europeans who settled the frontier, and enslaved Africans brought for labor and profit. Transylvania University, the first college west of the Allegheny Mountains, launched Lexington's reputation as the "Athens of the West," which grew with the frontier's first public library, newspaper, and college literary magazine (still published today). Here, John Filson wrote the first

book encouraging westward migration; Rafinesque published *Annals of Nature*, and William Wells Brown, the first African American novelist, was born into slavery. Lexington is a place of many voices through grassroots literacy and inclusive writing programs at Carnegie, libraries and youth centers. Our universities launch writers like Wendell Berry, Bobbie Ann Mason and the Affrilachian Poets, and attract teachers like Nikky Finney, Manuel Gonzales, Kim Edwards and Maurice Manning.

- 9.2** Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

Lexington sees robust economic impact through the arts with high levels of participation, attendance and livelihoods earned in arts-related businesses. The 2017 Arts & Economic Prosperity Survey put annual attendance figures at 722,806 people and event-related spending at \$10.4 million (not counting admission cost). Per the Creative Industries Report by Americans for the Arts, 4.3% of Lexington-Fayette businesses are arts-related. Publishing and arts instruction employs 1,668 people, based on Dun & Bradstreet registrations. Because registration is voluntary, totals are conservative.

Lexington believes in paying writers for their involvement in building our community literary programming. For example, in 2016, Carnegie paid stipends to 279 writers for participating in public events or provided income opportunities through book sales.

- 9.3** Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

From professors and playwrights to the bookstore employee delivering books around town by bicycle, many Lexingtonians earn vibrant livelihoods in the literary arts, including creative writers and graphic novelists; teachers at every level; reporters and editors for newspapers, magazines and journals; literary and speaking agents, as well as those staffing libraries, youth programming, Carnegie, International Book Project, and English as a Second Language (ESL) centers. Bookstores – locally owned, university, chains, rare, used, and pop-ups – are neighborhood gathering spots. Publication thrives, from University Press of Kentucky to several small literary presses, including the museum-collected letterpress, Larkspur. Innovative start-up BiblioRemedy tailors reading recommendations to a client's needs and Amazon operates a major book shipping hub here. Throughout the city, volunteers tutor and deliver free books to young readers through Beep Beep Summer Reading and Carnegie programs.

- 9.4** Fairs, conferences, conventions, congresses, 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.)

Since 2012, the Books-in-Progress Conference has offered craft and business workshops with writers, editors, publishers and literary agents. Keynote addresses feature Kentucky writers like Barbara Kingsolver and Wendell Berry.

In 2015 Berea College established the Appalachian Symposium, the largest-ever gathering of the region's best known writers, with two days of free conversations on the craft of

writing, the environment, and inclusivity. Featured 2017 faculty include Lyrae Van-Clief Stefanon and Rebecca Gayle Howell.

In 2015 Kentucky Women Writers Conference expanded its Wild Women of Poetry Slam, a nationally recognized all-women competition, by allowing U.S. poets to enter first-round via video. Founded in 1979, KWWC is the nation's longest running women's literary festival.

In 2016 the Hammer Book Arts Biennale, which honors Victor and Carolyn Hammer's Lexington legacy, featured Peter Fallon, founder of Gallery Press, Ireland's leading publisher of poetry and drama.

9.5 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

In 2017 Kentucky Humanities selected Lexington as the site for the Kentucky Book Fair, the state's premier literary event. One of the oldest state book fairs in the country, the event connects over 200 authors and publishers to 4,000 readers of all ages.

Kentucky Arts Council relocated its annual arts market to Lexington in 2012. Attracting 10,000 public and wholesale buyers, Kentucky Crafted promotes local art including books. "The Illustrated Word," a traveling book art exhibit, was shown in 2017.

Since 2012, Lexington Comic Con has attracted thousands of fans and creators of comic books, graphic novels and anime, including Kentuckians Robert Kirkman and Tony Moore of *The Walking Dead* comic series. In 2017, 25,000 attendees made it the Midwest's largest comic market.

The 2015 Breeders' Cup Festival, an international celebration of horse racing, included Frank X Walker's play "I Dedicate this Ride: The Making of Isaac Burns Murphy," the story of the famed African American jockey.

9.6 Mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems

Passport to the World is UK's annual exploration of the culture and history of a particular region or country. The program engages students and the community through public lectures by visiting writers and scholars, cultural events, coursework, a film festival and travel opportunities to South Asia, South Africa, China, Mexico and the Middle East.

Fayette County Public School's award-winning School for the Creative and Performing Arts (SCAPA) is a magnet school for the arts, including writing, for grades 4-12.

Lexington Public Library's Discover Summer reading program prevents summer slide for over 14,000 children each year. Prime Time Family Reading Time is a literacy

program in 81 libraries, sponsored by Kentucky Humanities and Kentucky Department for Libraries & Archives.

Opportunities like Teen Howl, a monthly community event with readings and conversations with acclaimed poets, and the national Poetry Out Loud performance competition generate literary excitement among youth.

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

Lexington's metro area includes UK, Transylvania, Centre College, Georgetown College, Berea College, Bluegrass Community and Technical College (BCTC), and other public and private institutions.

The Carnegie Center promotes literature and literacy in the broadest sense among people of all ages, abilities and skill levels through programs like "Books for Babies" for newborns leaving the hospital, story hours, dyslexia training, and writing classes offered at the Lexington Seniors Center. Thousands of low-income children have received free, quality tutoring at Carnegie, which also serves as a hub for the writing community with readings, classes, mentoring programs, conferences and events. In 2016 Carnegie programming drew participants from 41 Kentucky counties and 17 states.

Lexington Public Library offers free classes in computers, book clubs, ESL and Outreach Services for those in nursing homes, day care centers, Head Start, at-risk programs, and homebound adults.

9.8 Research centres, institutes and programmes in the creative field concerned

UK offers relevant doctoral degrees, as well as enhanced research opportunities with literary archives and institutes in African American & Africana Studies, Appalachian Studies & Center, and Women & Gender Studies. UK's Gaines Center for the Humanities supports advanced undergraduate study and funds research fellowships.

Kentucky Foreign Language Conference began as a peace initiative following World War II. Now one of the nation's oldest literary, linguistics, translation and pedagogy conferences, KFLC annually draws 750 presenters and participants from around the world.

The bell hooks Institute at Berea College centers on the work of the acclaimed feminist writer, who hails from eastern Kentucky and serves as a distinguished professor in Appalachian Studies.

From James Still and Harriet Arnow to Silas House and Crystal Wilkinson, the Appalachian Writers' Workshop at Hindman Settlement School has defined Mountain South letters for 40 years with grassroots, inclusive mentoring.

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

LexArts, the local arts fund and a primary cultural incubator, provides seed money for projects, individual writers, and ongoing support for established programming. It also houses studios, galleries, and performance space.

The Bread Box is a mixed-use downtown redevelopment of a former bakery that now houses businesses and organizations such as an independent press and the Bread Box Studio Artists, a group of creators (including writers) who rent studio space. It's also home to a sustainable food system operation, a community bike shop, and a craft brewery.

Bluegrass Community Foundation is a charitable organization that connects donors and community partners to fund the arts, such as playwright Lacresha Berry's one-woman show about Harriet Tubman, performed during Black History Month at Lyric Theatre.

The Parachute Factory promotes community engagement by providing creative space for events like the monthly Horse's Mouth Storytelling Night.

Carnegie, see Section 9.7.

9.10 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, women, vulnerable groups, etc.)

Lexington Public Library serves over 2 million visitors at six locations annually and provides robust outreach and virtual services. About 75% of residents have library cards. KET, the state public media network, reaches over a million viewers weekly via free broadcast, online, and mobile services, including literacy and literary programming. IBP provides bookcases filled with age-appropriate books for resettled refugee families and new Habitat for Humanity homeowners.

Public schools provide literacy support via tutoring and enhanced interventions for both native English speakers and 4,600 English Language Learners (ELL). Partners for Youth assists vulnerable youth through programs like Principal's Reading Lab, a literacy program designed to close achievement gaps. Youth Development Center offers free after-school help with reading and computer skills.

Work by local playwrights is performed in venues including Lyric Theatre, Downtown Arts Center and Lexington Children's Theatre.

9.11 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

Unlearn Fear + Hate launched in 2015 as a community art project examining violence, racism, xenophobia and religious persecution, its title taken from a Frank X Walker poem (see Lexington Tattoo Project, Section 9.12). Transylvania professors and

artists Kurt Gohde and Kremena Todorova designed a 4-foot stainless steel “halo” installed at city locations to serve as a selfie station for social media posts. Stencilled versions of the symbol are reproduced on streets and sidewalks here and around the world.

In 2016, Carnegie and KET produced Black Women Writers Forum, a discussion by three writers – Nikky Finney, Crystal Wilkinson and Bianca Spriggs – about challenges facing African American women in the South. The program set a record local audience and continues as an online broadcast.

Wild Fig Books and Coffee, the only Black-owned bookstore in Kentucky, relocated in 2015 to an underserved and redeveloping downtown area. It hosts readings, literary classes and story hours.

9.12 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, academia

Lexington Tattoo Project began as a 2013 collaboration between Kurt Gohde, Kremena Todorova, and poet Bianca Spriggs to create a love poem to the city to be inked onto participants. Americans for the Arts named it one of the year’s top public art projects. In 2015 the second phase, based on Poet Laureate Frank X Walker’s “Love Letter to the World,” created a global community of poetry, design and photography.

Since 2013 the Kentucky Writers Hall of Fame has honored the state’s significant literary contributions. A public ceremony recognizes living and deceased writers while attracting a capacity crowd of readers, writers, city leaders and booksellers. KET broadcasts the event statewide and online. Past honorees include Robert Penn Warren, Gayl Jones, Elizabeth Hardwick and Guy Davenport.

Talking to the Sun poetry series began in 2017 at a downtown restaurant, following in the tradition of the Holler Poets, a popular open-mic event at Al’s Bar that ran for 100 consecutive months.

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

The Affrilachian Poets, a group of writers of color living in the Appalachian region, was founded in Lexington in 1991. The term “Affrilachian,” coined by Frank X Walker and now defined in the Oxford English Dictionary, is a reminder of the region’s actual diversity that stands against stereotypes. The group includes Walker, Kentucky’s first African American poet laureate, and National Book Award winner Nikky Finney.

Founded in 1985, the Kentucky Foundation for Women supports feminist expression by funding local artists and community efforts like the SwallowTale Project, a creative

writing program for incarcerated women, and the Kentucky Women Writers Conference, which receives annual gifts.

Kentucky Writers & Artists for Reforestation was founded in 2017 to protect the environment through words and actions. The group has planted thousands of trees on unreclaimed strip mine sites in Appalachia and is funded by nominal admission fees at public readings.

9.14 Main initiatives, policies, guidelines, programmes 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

The city consistently maintains funding for literary arts incubators like LexArts and Carnegie, and also funded a recent \$280,000 Opportunity Grant Initiative to the partnership of Carnegie, Urban League, PTA and God's Pantry food bank, providing literacy support for disadvantaged students.

In 2015, Lexington-Fayette Urban County Council created the Downtown Lexington Management District (DLMD) for collecting supplemental property taxes to support urban development and enhanced services like beautification and creative installations.

In 2015, Lexington became one of 26 U.S. cities eligible for Knight Cities Challenge grants and has received nearly \$1 million for projects that spur civic innovation.

A 2015 partnership between Triangle Foundation and Carnegie created the Reading Room at Triangle Park in the downtown center. A well-stocked custom bookcase is open daily April-October, dawn to dusk, inviting the public to sit and read a book. Each patron is allowed one free book, per visit.

9.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

Building on a 70-year literary legacy that began when Pulitzer Prize winner A.B. Guthrie first offered courses in fiction, UK launched its MFA in Creative Writing Program in 2013. New faculty hires include writers of color and those specializing in world literature. Affiliated areas are Appalachian, African American & Africana, Environmental, and Gender & Women Studies. The Visiting Writers Series hosts renowned writers like Eileen Myles and Ada Limón. Nigerian-born novelist Helen Oyeyemi served as the first Writer-in-Residence.

In 2017 Lexington was chosen for the CreativeMornings national network of cities. The monthly public breakfast lecture series elevates creativity through conversation and shared ideas.

University Press of Kentucky is the state's non-profit scholarly publisher. International series active in the last five years include Asia in the New Millennium; Eighteenth-Century British Novels by Women; Irish Literature, History and Culture; and Studies in Romance Languages.

9.16 Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

Lexington Sister Cities Commission promotes collaboration with four cities: Deauville, France; County Kildare, Ireland; Shinhidaka, Japan; and Newmarket, England. In 2016 the group initiated an annual Young Authors Competition for students writing about travel, international friendships, and their vision of the future. Each year, the group sends two recent graduates to Deauville to teach English for a year.

In 2015-17, IBP's Books as Bridges paired local and overseas partner classrooms for a unique opportunity for cultural exchange between 2,694 students in the U.S., Cameroon, Zambia, Uganda, Ghana, Nigeria, Bulgaria and other countries. Students exchange letters for a year, allowing friendships to grow and writing skills to strengthen. They learn about history, culture, a traditional craft, and food in the partner country. Overseas partners receive book shipments for their schools. IBP has shipped over 6 million donated books globally in shipments from small bundles to sea containers.

9.17 Programmes or projects implemented in the last five years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

A growing film community includes Lexington Short Film Festival, organized in 2016 by Lexington Film Collective to showcase local filmmaking. One World Film Festival has shown more than 130 international films to over 18,000 people with free public screenings at many venues. Lexington Film League Showcase at 21c Museum Hotel presents free programs in contemporary film and video including work by marginalized artists. Lunafest is a national women's film festival. Filmmaking is bolstered by academic programs at three area colleges and generous state tax incentives for local film production.

Kentucky Rural-Urban Exchange, founded in 2014 by Art of the Rural and Appalshop, promotes cross-cutting collaboration by partners in cities and rural communities. Appalshop is an Appalachian multi-disciplinary arts and education center producing films, video, theater, music, radio, photography and books for a global audience. Lexington will host the Exchange's 2017 summer workshop.

9.18 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)

In 2012 UK's Appalachian Center hosted the Global Mountain Regions Conference, a transnational exchange between scholars, activists and artists working toward sustainable environmental, economic and equitable futures in global mountain regions. Cultural pairings included "Appalachian and Trinidadian Resonances" (poetry) and "From Africa to Appalachia" (music). Presenters came from mountain or marginalized regions including Appalachia, Ecuador, India, Indonesia, Mali and Haiti.

In 2017, the 4th annual Alltech Craft Brews and Food Fest featured over 60 breweries, food from many top Kentucky chefs, and local music. The festival is produced in partnership with Alltech Craft Brews and Food Fest in Dublin, Ireland's largest craft beer festival.

American Spiritual Ensemble, a group that performs and preserves the classic Negro spiritual music tradition, has performed around the world, including a 2013 cultural commemoration of President John Kennedy's visit to Ireland.

9.19 Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past five years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

Main facilities include Rupp Arena, Lexington Convention Center, Singletary Center, the Opera House and Alltech Arena.

Music events include free concerts in public parks sponsored by the city; Festival of the Bluegrass, a celebration of traditional Bluegrass music; Picnic with the Pops; Moontower Music Festival, an outdoor showcase of local music and food; and Moonshiners Ball, a weekend festival spotlighting Kentucky artists, musicians, poets and activists, as well as national and international performers.

Two major craft events are held in Lexington: Kentucky Crafted: the Market (Section 9.5) and Woodland Art Fair sponsored by the city and Lexington Art League. Named a top national festival, Woodland features 200 artists, music and food vendors at a large urban park.

Lexington Restaurant Week began in 2013 as a collaboration of 40 restaurants to showcase farm-to-table food, support culinary artists, and serve as a LexArts fundraiser.

Lexington Film Festivals, see Section 9.17.

9.20 Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

Lexington's strong support for the literary arts and literacy programming is demonstrated in the city budget. Over the last five years, city expenditures devoted to the creative field have grown by nearly 29 percent.

Below are the overall city budget totals for each of the last five years, with spending in the creative field noted in parentheses.

2013: \$471,438,033 total (\$13,662,540 in creative field)
2014: \$525,340,661 total (\$13,982,510 in creative field)
2015: \$540,053,080 total (\$14,383,190 in creative field)
2016: \$609,797,130 total (\$14,967,760 in creative field)
2017: \$688,819,950 total (\$17,572,240 in creative field)

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 at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.

- 10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

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 scope, the objectives, the outreach and the stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).

1. Lexington proposes to develop a new literary festival with the Kentucky Book Fair as its centrepiece to leverage the city's recent selection as the new location for the annual book fair. The state's premier literary event, the book fair is in its 36th year and attracts 200 authors and 4,000 attendees. The Lexington Literary Festival will be an annual collaboration of Kentucky Humanities, VisitLEX, Lexington Public Library, Carnegie Center, LexArts, UK and private sector businesses. In conjunction with onsite book fair events including Kids Day, downtown partners will host author readings, open-mic events, poetry slams, book art exhibits, and panel discussions spotlighting Appalachian, Affrilachian, women, refugee, LGBTQ and environmental writers. Welcoming the book fair to its new location in downtown Lexington will enhance the role of culture and creativity in

urban development and broaden opportunities for creators and professionals in the cultural sector.

2. Lexington proposes to create a permanent, identifiable literary district downtown with everyday opportunities for public interaction including: (i) weatherproof banners with images of Kentucky Writers Hall of Fame inductees will hang along downtown thoroughfares during January and February each year. Reusable banners provide long-term sustainability with no additional expenditures except installation; (ii) a downtown literary walking tour to increase public awareness of literary sites with a guide and map distributed at visitors' centers, libraries, other public and private facilities, and online. The tour will be a cultural destination for school field trips, book clubs, conventions and other downtown visitors. The project has long-term viability with minimal costs after design and printing; (iii) downtown district-compliant signage or historical marker placement to increase visibility of literary landmarks and complement the walking tour; (iv) a cross-cutting public art project will create literary benches based on Kentucky books engaging visual artists, public and private sectors, cultural institutions and the public. The effort is patterned after a similar project in London, England, and funded with sponsorships. A public event for viewing the completed benches will be held before installation around the city. The project collaborators include the city, LexArts, Carnegie, and local artists. Libraries and schools will partner to promote the selected titles through book club suggestions, library displays, and classroom assignments.
3. A City of Literature invests in its future by fostering literacy as the gateway to literature and as a driver of sustainable development. Lexington proposes broad collaboration with public schools and private sector sponsors to expand literacy programs in grades K-12. A Read Local Book Fair highlighting Kentucky writers and books will launch in cooperation with Fayette County Schools, the Library, Carnegie, Kentucky Humanities, IBP, and local booksellers. Through an expanded "Youth Meeting Authors" program, students will meet writers and receive an autographed book at the book fair and on a quarterly basis in the classroom. World Literacy Day celebrations will be expanded in schools, libraries and at Carnegie Family Fun Night. Young Women Writers Project participants will lead writing workshops with students at William Wells Brown Elementary. Outreach programs will provide one-on-one tutoring in reading and writing for the school year.

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 scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, 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. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500characters maximum).

1. In support of the Network's commitment to enlarge its geographical scope, particularly in Africa, Lexington proposes to create an artistic exchange known as the Affrilachia Literary

Tour. Two members of the Affrilachian Poets will travel to Creative Cities in Africa or cities not currently represented in the Network (using existing professional contacts in Ghana, South Africa and Nigeria maintained by UK and International Book Project) for a one-week stay in each selected city. Within six months, two writers from each of the partner African cities will travel to Lexington for a one-week visit. During Africa-Kentucky exchanges, writers will share their work with the public; interact with students, and share in cultural exchanges. The Tour will be a collaboration between the UK College of Arts & Sciences and MFA Program; IBP, Affrilachian Poets, and cities within the Creative Cities Network and in regions not yet included in the Network. UK's MFA Visiting Writer Series will recruit writers from the Global South and UK's Writer in Residence Program will arrange semester-long residencies. University Press of Kentucky will collaborate with visiting writers who retain their book rights on possible reprints. The initiative creates professional and artistic exchange programs, shares expertise, strengthens distribution of creative goods, and improves cultural access and participation for marginalized or vulnerable groups. Consistent funding for UK programming is a challenge to sustainability.

2. Wendell Berry's 1977 book, *The Unsettling of America*, spurred an international movement in promoting land stewardship, ethical food production and distribution, and preservation of place. Lexington proposes to host a symposium called "Land and Literature: The Writing of Wendell Berry," a gathering to discuss common challenges in land use, farming, and best practices in both environmental writing and land stewardship. Presenters will include scholars and writers from Kentucky and around the world. Collaborators include the Berry Center, Appalachian Writers Workshop, and writing programs at UK, Transylvania and Berea. Also included will be examples of food innovation (Seedleaf and Food Chain), creative interventions (Writers & Artists for Reforestation), and city planning methods that strengthen urban zones while protecting land. The initiative will bolster cooperation with cities that recognize creativity as a strategic factor of sustainable development, especially Creative Cities of Literature and Gastronomy. The main challenge will be funding travel for international presenters.
3. Lexington proposes a cross-cutting initiative in literature and film called "Where I'm From," based on Kentucky Poet Laureate George Ella Lyon's poem of place that is used as a writing prompt for people to describe the culture and region from where they hail. In collaboration with Creative Cities and other regions represented by Kentucky Foreign Language Conference (KFLC) attendees, Lexington will invite individuals to submit "Where I'm From" poems and videos as a peace initiative to identify commonalities between seemingly disparate communities. Students from local film schools will create a documentary for debut at KFLC, which attracts over 750 writers, linguists and translators from around the world. The initiative improves access to and participation in cultural life, and provides collaborative opportunities within multiple creative fields.

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 respective percentages that will be earmarked 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 such as regional and national development banks and institutions, in order to complement the budget. Alternative and innovative fundraising mechanisms may be presented. (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 annual budget for implementing the action plan will be \$200,000 with 65% funding local initiatives. Carnegie Center, VisitLEX, LexArts, International Book Project and University Press of Kentucky will combine resources to hire a full-time City of Literature Coordinator (\$60,000 including benefits). UK's College of Arts & Sciences will fund costs associated with visiting writers, residencies and exchanges. Grant funding will be sought through Knight Cities Challenge and other organizations.

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

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. The person in charge of the proposed entity will be the focal point for the city in case of designation. Presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions. (1000 characters maximum).

A full-time City of Literature Coordinator will be based at the Carnegie Center and supervised by the Carnegie director. The City of Literature Coordinator will (i) coordinate the implementation of the Action Plan; (ii) define and develop a permanent structure for the City of Literature Office that ensures direct input from involved agencies and from the general public; (iii) promote Lexington and its region as a vibrant, world-renowned literary hub; (iv) coordinate cross-cutting programs in which literature intersects with other creative fields; (v) support writers and other artists in developing literary-based projects; and (vi) collaborate to provide literature- and literacy-related programming.

A City of Literature Advisory Council will consist of one representative each from the Mayor's Office, VisitLEX, LexArts, Lexington Public Library, UK, IBP, and Carnegie. The Council will meet monthly and may be expanded by 3-5 members to include other arts and/or funding organizations.

10.5 Plan for communication and awareness-raising in the city

Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan. (1000charactersmaximum).

Lexington plans a community-wide kick-off celebration with an all-star literary lineup, city leaders, regional partners, schools, universities, private and public sector interests, and other Creative Cities. For global audiences, the event will be livestreamed on Facebook and available on YouTube. In addition to the website at lexlithub.org, we will focus on strategic links and dedicated pages on partner sites; a grassroots social media campaign, united by a central hashtag; and broad email marketing. Facebook's Lexington Literary Hub will be renamed Lexington UNESCO Creative City in Literature. Media outreach will include radio, TV and print media as well as national literary, arts and travel publications. A speaker's bureau will connect to regional civic, school and fraternal groups. Lexington will work with Paducah Convention & Visitors Bureau and the Kentucky Department of Tourism to promote both cities as UNESCO Creative Cities and Mammoth Cave as a UNESCO World Heritage Site.

11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION

If designated, the city shall provide every four years, a Membership Monitoring Reports requested by UNESCO, which provides 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. If more than one representative attend, at least the aforementioned city focal point or one expert will be included.

13. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide in time relevant and up-to-date information related to any change of the contact details (see sections 3.1, 3.2, 3.3, 3.4)

14. 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.

Please note that the city is responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, please refer to the UCCN website where a city page for each current member is presented.

14.1 Brief presentation of the cultural assets and creative industries of your city in the creative field concerned. Data, statistics and other indicators are highly recommended. (1400characters maximum)

Lexington is a place of many different voices with literary foundations older than the nation itself. Soon after its founding, Lexington earned a reputation as the “Athens of the West” with the first college, public library, newspaper and literary magazine west of the Allegheny Mountains. John Filson’s early bestseller became the first book encouraging westward migration; Rafinesque published Annals of Nature here; and William Wells Brown, the first African American novelist, was born into slavery in Lexington.

Lexington serves as the cultural, educational and economic hub for central and Appalachian Kentucky. It’s home to the University of Kentucky, a major research center with 30,000 students. UK’s writing program is known for producing celebrated writers including Wendell Berry and Bobbie Ann Mason, and attracting teachers like National Book Award winner Nikky Finney and Frank X Walker, Kentucky’s first African American poet laureate. Kentucky Women Writers Conference is the longest running women’s literary festival.

Lexington believes in nurturing creative talent throughout life using grassroots literacy and ESL programming, writing instruction, author mentoring, and by providing spaces for free expression. Together many voices – urban, rural, refugee, Appalachian, Affrilachian, feminist, LBGTQ, environmentalist and others – tell Lexington’s rich and colorful story.

14.2 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)

- By drawing on peer learning processes and collaborative projects, Lexington will encourage literary innovation and inclusion while preserving heritage, increase literacy and economic resilience, and further develop its downtown literary district as a hub of creativity and innovation.
- Lexington will strengthen international cooperation as an engaged partner capable of creating opportunities for professional and artistic exchange while sharing knowledge, experience, and best practices for sustainable urban development.
- Lexington will strengthen collaboration within the Network by supporting and assisting Iowa City as host of the 2018 annual meeting of the UNESCO Cities of Literature.

14.3 A maximum of four URL links to websites related to the creative field concerned and the contents of the application

Carnegie Center for Literacy and Learning <http://carnegiecenterlex.org/>

Lexington Literary Hub <http://lexlithub.org/>

International Book Project <http://www.intlbookproject.org/>

The Affrilachian Poets <http://www.theaffrilachianpoets.com/>

Date

Signature

¹¹For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement.