

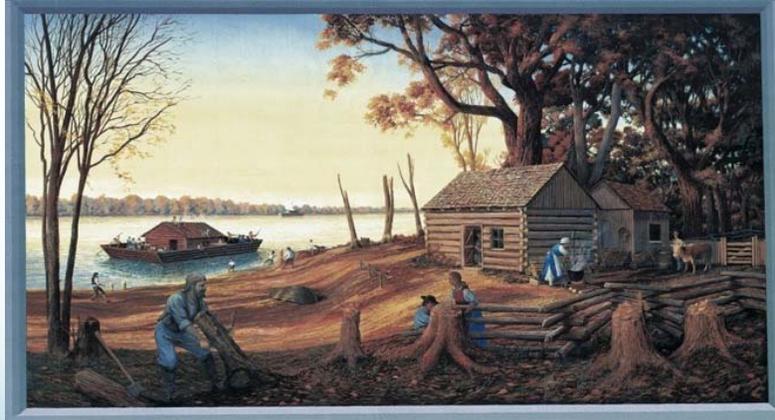
WELCOME
Army Corps of Engineers
2012 Locks Maintenance Workshop



Fowler Black
Sales Director
Paducah Convention & Visitors Bureau

Good morning! My name is Fowler Black, Sales Director for the Paducah, KY Convention & Visitors Bureau. I'm delighted to have the opportunity to welcome you, not only to Paducah, but to one of this city's great assets...Maiden Alley Cinema. This cinema is shared by three iconic organizations in Paducah – River Discovery Center, Seaman's Church Institute, and the Paducah Film Society. I lucked out in being able to mention these 3 places in my opening statement because, collectively, they reflect Paducah's authentic identity...and that is precisely the message I want to greet you with this morning. So.....who is Paducah?

Paducah's Root of Life



The First Log Cabin

PADUCAH "Wall to Wall" Floodwall Murals by the Dafford Murals Team

The history of the City of Paducah spans nearly 200 years and has been influenced by Kentucky's central location as the "hub" of the inland waterways. Immediately following the American War of Independence, early settlers flocked through the Cumberland Gap in the Appalachian Mountains or floated down the Ohio River—the first interstate highway, albeit a wet one. Our immigrant ancestors brought with them their trades, traditions, folk arts and crafts – many of which were necessary to survive the new frontier. But the rivers are what made it all possible. And it kept Paducah open for business simply because of its location.

George Rodgers Clark noted the value of Paducah's location as early as 1777. It wasn't until 50 years later that his younger brother, William Clark, purchased 37,000 acres of land, including Paducah, for \$5.00.

What kind of name is Paducah?



In a letter to his son, Meriwether Lewis Clark, dated 1827, William Clark said “I expect to go to the mouth of the Tennessee (River) the 26th of next month and be absent about two weeks. I have laid out a town there and intend to sell some lots in it, the name is Pa du-cah, once the largest nation of Indians known in this country, and now almost forgotten.” -- Clark was a notorious mis-speller and often used hyphenation. The correct spelling of the tribe he refers to is P-a-d-o-u-c-a. Isn't it nice to know that your town's name is a mistake?

This letter, found in the Missouri Historical Society, contrasted the legendary story that says Paducah was named after a local Chickasaw leader of whom Clark was fond – Chief Paduke.

City of Paducah

Population: 25,024 w/ County: 65,565 Labor Shed: 233,000



Paducah has remained a strategic center for the inland waterways ever since. Outside the door is the confluence of the Ohio & Tennessee Rivers with the Cumberland and Mississippi Rivers just a few miles away in either direction. (If there was ever an audience I wouldn't have to explain this to, it would be the Army Corps of Engineers) ☺. The economy here has always thrived on modes of transportation – (first) the rivers, (second), the railroads, (third) the gravel regional hwy, and (fourth) the interstate).

Though the river is our lifeblood and our best friend, it has also been our worst enemy.

Salvation and Attraction

The second highest water on record occurred in May 2011 (shy of 1937)



Paducah citizens have our forefathers and the US Army Corps of Engineers to thank for our protection this past May, when waters rose to 55.03 ft, nearing the all time record set in 1937. It's easy to agree that our most priceless asset is our Floodwall. Because Paducah's earthen levee was ineffective against the Flood of 1937, US Army Corps of Engineers was commissioned to build the floodwall. I hope you'll notice the historic plaques noting the high water marks that can be found on buildings around downtown Paducah.





Paducah's Cultural Attractions

History, Performing Arts & Film

River Discovery Center ● William Clark Market House Museum

Paducah Railroad Museum ● PADUCAH Wall to Wall Murals

Lloyd Tilghman House & Civil War Museum ● The Hotel Metropolitan

The Carson Center ● Paducah Symphony Orchestra

Market House Theatre ● Clemens Fine Arts Center

Maiden Alley Cinema



Feel the movement! The creative spirit is alive and well in Paducah. The cultural offerings in visual and performing arts are illuminated by Paducah's vibrant history.

The National Quilt Museum

Congressional designation as
The National Quilt Museum of the United States

~ May 2008



Paducah's historic downtown is the home of The National Quilt Museum of the United States, celebrating its 20th year.

The National Quilt Museum honors today's quilter and showcases the vibrant rebirth of quilt-making that began forty years ago. These aren't your grandmothers quilts. I like to call them "championship quilts".

Each year, the Quilt Museum debuts a dozen new exhibits of the finest quilts being made today. The Quilt Museum welcomes more than 40,000 visitors per year from across the United States and more than 50 countries.

AQS Quilt Show & Contest

April 1985 – AQS First Quilt Show in Paducah
5,000 in attendance

April 2011 – 27th AQS Quilt Show in Paducah
30,000+ in attendance rep. 47 states & 11 countries



Since 1985, more than 10,000 of the most beautiful quilts being created today have been displayed in Paducah during the American Quilter's Society annual Quilt Show and Contest and nearly \$3 million awarded in cash prizes.

Paducah's Cultural Festivals

In addition to the AQS Quilt Show & Contest, Paducah hosts a growing number of festivals that celebrate the arts and cultural diversity throughout the year.

- **Second Saturday Gallery Walk - Second Saturday of each month**
- LowerTown Art & Music Festival - May
- Live on Broadway - Saturday evenings, May through September
- **48 Hour Film Project - August**
- Barbecue on the River & Old Market Days - September
- **River's Edge International Film Festival - November**

Paducah hosts a growing number of festivals that celebrate the arts and cultural diversity throughout the year. The two bolded events are headquartered right here at Maiden Alley Cinema.

Artist Relocation Program

National model for using the arts for economic development

- Introduced March 2000
- 50 Artists living, working & creating in the LowerTown Arts District



Paducah's creative economy has been enhanced by the award-winning Artist Relocation Program which began ten years ago. This innovative concept utilized art as the catalyst for redeveloping a blighted neighborhood. The Relocation Program offers artists incentives to renovate declining structures or construct new ones, and set up studios and galleries in the historic neighborhood known as LowerTown. The LowerTown Arts District features 50 artists living, creating, and conducting workshops in this 26-square block area listed on the National Register of Historic Places. Over \$30 million dollars have been invested in the District since the programs inception.

Paducah School of Art

363 traditional and non-traditional students taking introductory art classes in painting, sculpture, drawing, ceramics and other media



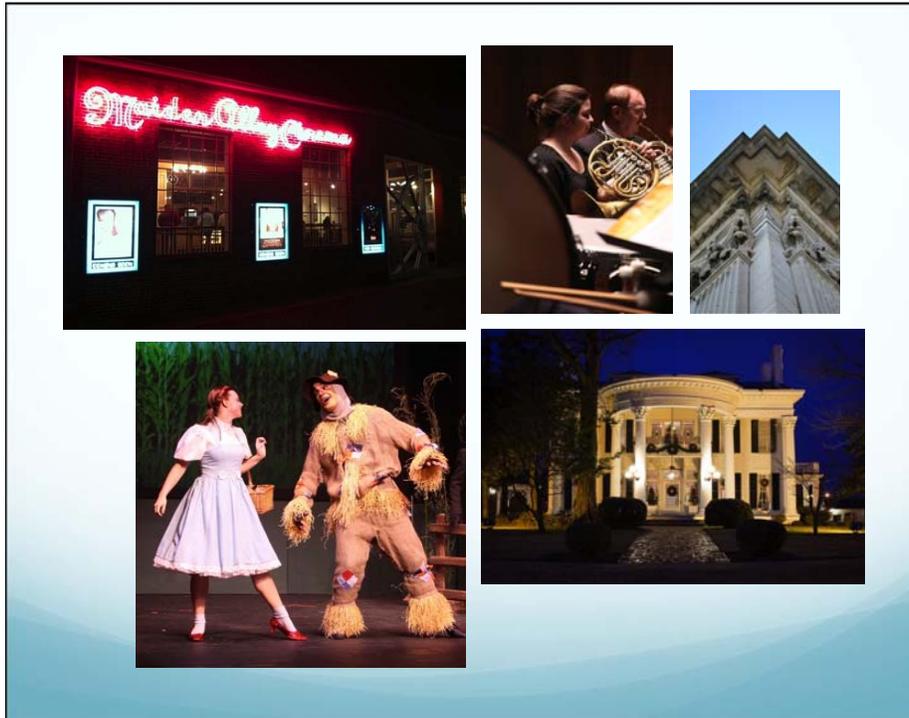
Community leaders agreed that an art school was pivotal in growing Paducah's cultural environment. The Paducah School of Art opened in 2008. To date, attendance numbers have surpassed expectations. The Three Phase expansion includes additional coursework, an artist in residence program, and demonstrations and workshops conducted by visiting master artists.

Carson Center for the Performing Arts

Home to the Paducah Symphony Orchestra



Performing arts are in full bloom here too. The Luther F. Carson Four Rivers Center has become a landmark. Paducah's own symphony orchestra calls it home. The Center brings Broadway to us and has hosted legendary names like Bill Cosby, B.B. King, and even Kid Rock.



Paducah's creativity and heritage can be found in every corner. For a town of its size, to support its own independent movie theater, its own symphony orchestra, its own nationally recognized community theater, and maintain its character of old is a testament to the heart of the people who live here.



Others have recognized this. Paducah was selected as one of the National Trust for Historic Preservation's Dozen Distinctive Destinations for 2011. The 12 year old program recognizes cities and towns that offer an authentic visitor experience by combining dynamic downtowns with cultural diversity, attractive architecture and a strong commitment to historic preservation, sustainability and revitalization.

Simply put, Paducah has kept a strong sense of place.

Paducah benefited from this designation immediately with an increase in media attention and cultural travelers looking for the creative experience; and also opened the door for dialogue and partnerships with like-minded destinations.

Award Winning Team Paducah

- 2010 Great American Main Street Award
(NTHP)
- 2011 Five Most Romantic Main Streets
(NTHP)
- 2011 Chamber of the Year
(COC Executive's Association)
- WKCTC named as one of the Top 5
community colleges in the nation
(Aspen Institute)

2010 and 2011 have been good to Paducah in terms of recognition.

Paducah's Unique Characteristics and Identity:

- High-quality diverse art forms
- Both elegant and casual sophistication
- River town on the move (progressive)

If you had to put it into words, you could define who Paducah is this way.....In Paducah you can experience high quality diverse art-forms staged within the elegant sophistication of a vibrant river town. Whew, that's a mouthful! Thank goodness for images, logos and brands. They speak louder than words and.....



...they scream, not speak, identity. Some of these brands convey the world's most recognized identities. They might engage you in an emotion, or put you in touch with a memory or a desire. When the world thinks of Kentucky, they usually think of a horse. So if Paducah applied who the world thinks it is....



...it might be represented by an image like this. The letters in the word “Paducah” are both fluid and historic. The four stylized lines represent what has given us character from the beginning - the four rivers. One line doubles as an icon for the “creative” arts culture you’ve just seen. And the tag line on the bottom?

You’ve already gotten a head-start on experiencing Paducah’s “Distinctively Creative” environment just by being here...in this unique stadium-seated independent cinema, next to an alley named for the ladies of the night who once graced it, in a downtown where buildings tell stories, in a city whose name is fun to say & rhymes with bazooka, in a region where the inland waterways are a lifeblood.

A destination should take you somewhere that cannot be found on any map – a state of being. It’s my hope you can take the chance to enjoy who you are and where you are while you’re here with us. Welcome to Paducah!