

HISTORIC BETHEL BAPTIST CHURCH UNESCO WORLD HERITAGE NOMINEE

U.S. Civil Rights Movement Sites World Heritage Serial Nomination
Georgia State University World Heritage Initiative

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- ▶ Georgia State University World Heritage Initiative



HISTORIC BETHEL BAPTIST CHURCH NOMINATED
FOR WORLD HERITAGE RECOGNITION

► What is World Heritage?



United Nations
Educational, Scientific and
Cultural Organization



World Heritage
Convention

UNIVERSAL WORLD VALUE



HISTORIC BETHEL BAPTIST CHURCH COLLEGEVILLE



REV. FRED L. SHUTTLESWORTH



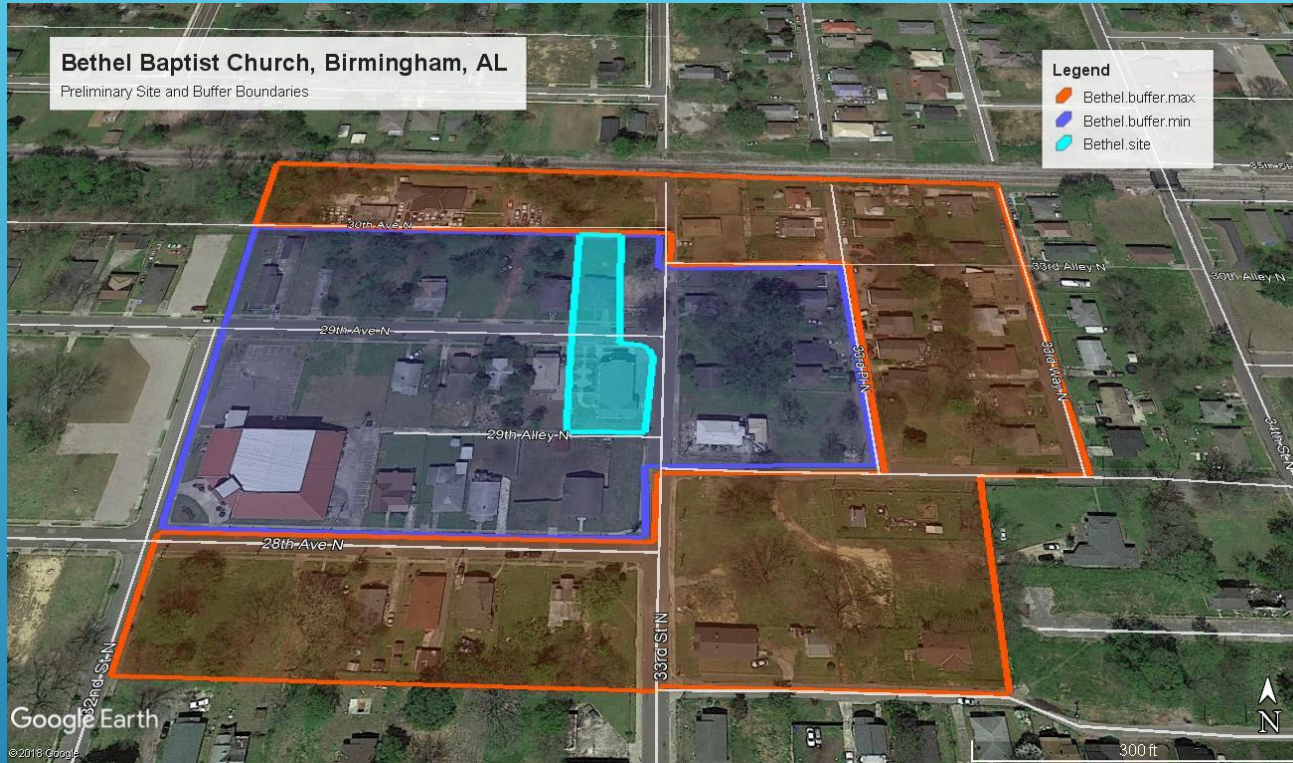


HISTORIC BETHEL BAPTIST



United Nations
Educational, Scientific and
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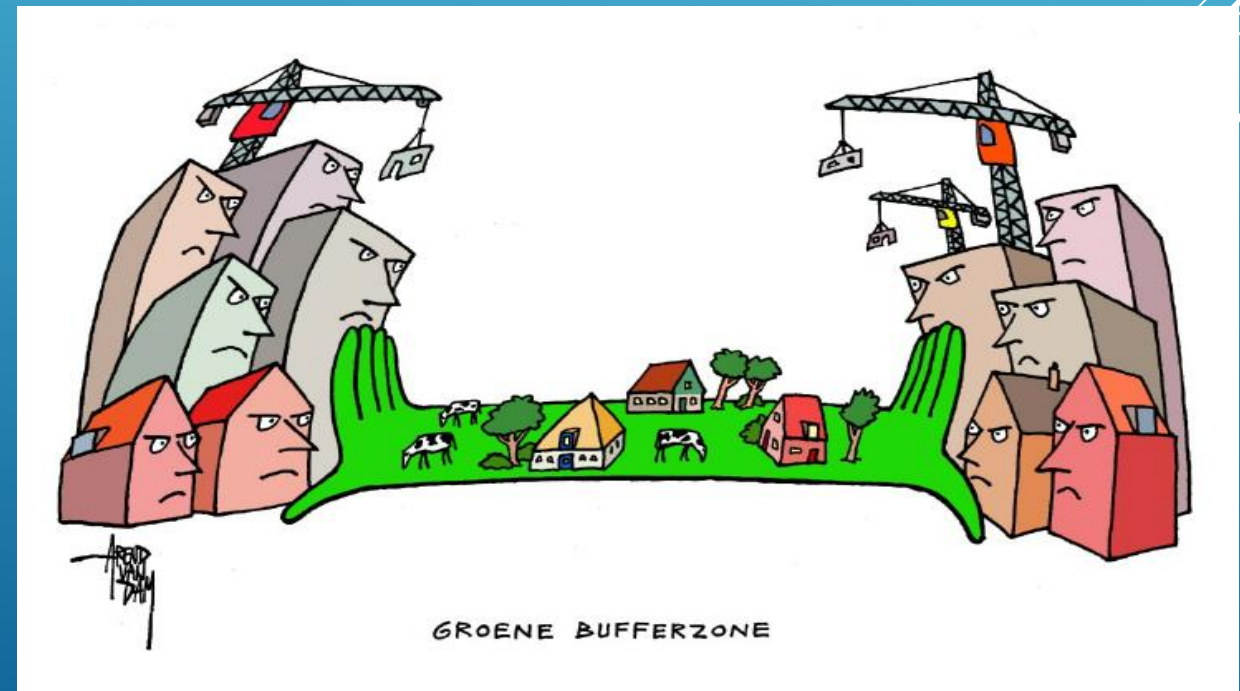


PROPOSED BETHEL BUFFER ZONE

Management Plan Buffer Zone

- An area surrounding the nominated property which has complementary legal and/or customary restrictions placed on its use and development to give an added layer of protection to the property. This should include the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection.

PROTECTION IS KEY!



Heritage recognized and protected

- ▶ Bethel Baptist Church's role in the American Civil Rights Movement is now officially recognized as being of global significance and impact.
- ▶ World Heritage status celebrates and maintains the uniqueness and authenticity of Bethel Baptist Church.
- ▶ Bethel Baptist Church and its history are protected in perpetuity for generations to experience.

WHY IS THIS IMPORTANT?

► **Spreading the Story!**


- World Heritage is a big deal with international tourists. Communities with a World Heritage site can use it as a springboard to tell the full story of the African American Civil Rights Movement in their area.

WHY IS THIS IMPORTANT?

► **Why is this important?**

- The more you put in, the more you get out. Economic Impact Studies show that the effect of World Heritage inscription increases significantly with the amount of effort put into marketing its World Heritage status.
- Where you start from makes a difference in impact and added value.
- Focus on uniqueness, authenticity, rich sense of place, global importance.

ECONOMIC IMPACT!

- ▶ Management Plan Stewardship and Protection
 - ▶ World Heritage
 - ▶ The purpose of a management system is to ensure the condition and effective protection of the nominated property for present and future generations.
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Management Plan World Heritage Requirements:

- ▶ All properties inscribed on the World Heritage List must have adequate long-term legislative, regulatory, institutional and/or traditional protection and management to ensure their safeguarding.
- ▶ This protection should include adequately delineated boundaries.

MANAGEMENT PLAN

Issues addressed by a management plan can include:

- Protection
- Conservation & Documentation
- Maintenance & Repairs
- Monitoring & Reporting
- Financial Sustainability
- Interpretation & Education
- Visitation/tourism
- Threats & Disasters
- Partners & Stakeholders
- Resources – financial, staff, community

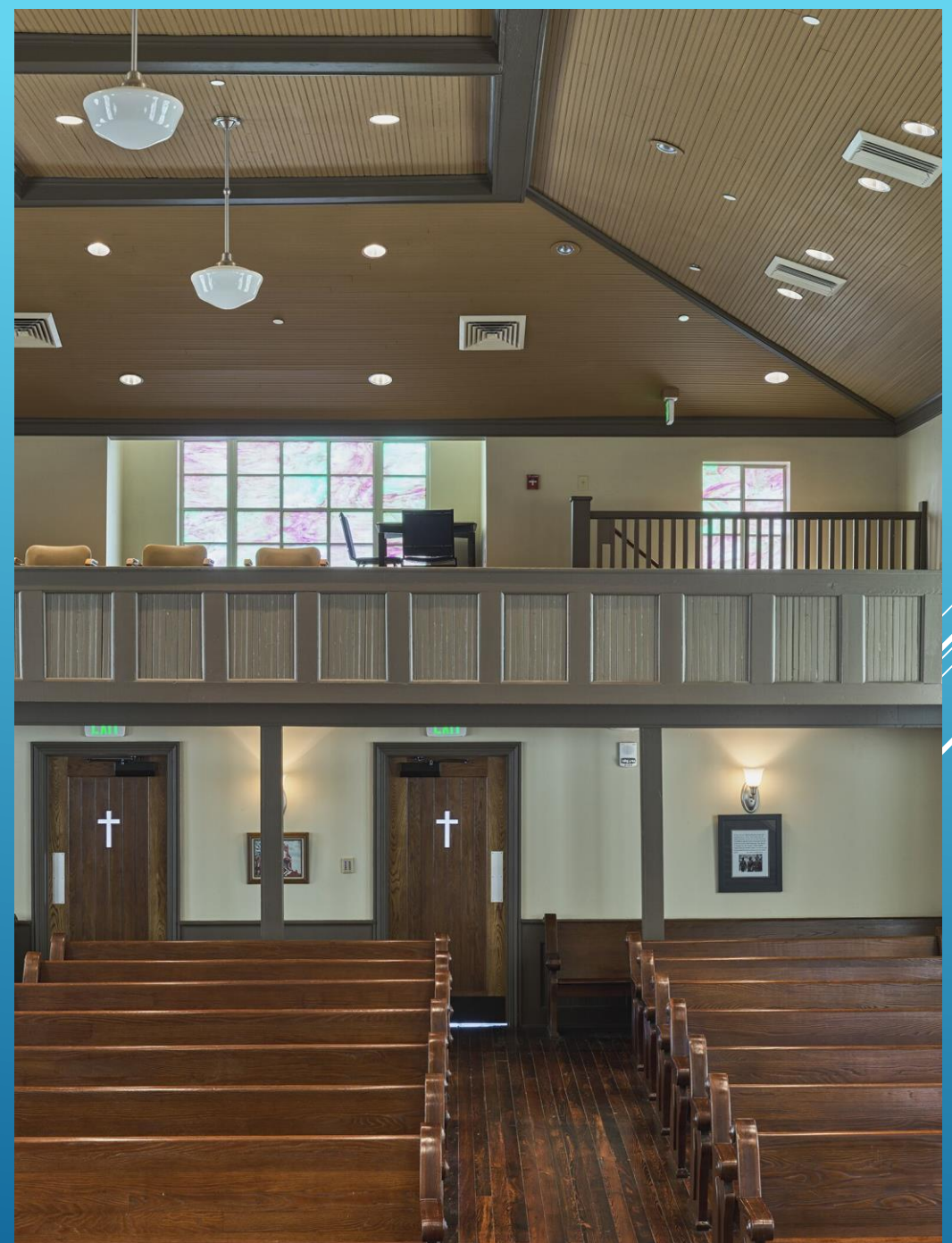
COMPONENTS OF A WORLD HERITAGE MANAGEMENT PLAN

- ▶ National and Global Recognition Bethel Baptist Church
- ▶ Bethel Baptist Church is part of the Birmingham Civil Rights National Monument District – the highest-level national designation possible.
- ▶ Bethel Baptist Church is proposed to become a World Heritage Site – the highest-level global designation possible.

WHY THIS IS IMPORTANT:



BETHEL SANCTUARY





BETHEL SANCTUARY



► Bethel

PULPIT AT HISTORIC BETHEL

