

## CALL FOR CHEF AMBASSADORS TO REPRESENT SAN ANTONIO UNESCO CREATIVE CITY OF GASTRONOMY

**ANNUAL CALL DATES:** May 3, 2021

**VIRTUAL INFO SESSION:** May 10, 2021 @ 10:00 am

**DEADLINE:** June 11, 2021 closes at 4:00 pm CST

**TO SUBMIT YOUR APPLICATION VISIT:**

<https://whosa.gosmart.org/>

### **Background:**

On October 31, 2017, San Antonio was accepted into the United Nations Educational, Scientific and Cultural Organization (UNESCO) Creative Cities Network, as a Creative City of Gastronomy. The UNESCO Creative Cities Network was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.

The UNESCO Creative Cities Network highlights its members' creativity within seven fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. Currently there are 246 cities in this network committed to sharing best practices, developing partnerships that promote creativity, strengthening participation in cultural life and integrating culture in urban development plans.

As a UNESCO Creative City of Gastronomy San Antonio is now an active representative of the Network. San Antonio's mission is to strengthen the city's culinary legacy as a confluence of cultures, as an opportunity to spur innovation, create new traditions and foster sustainable practices of food production and distribution.

### **CALL SUMMARY**

For this reason, the World Heritage Office is seeking chefs interested in representing San Antonio as a UNESCO Creative City of Gastronomy, in local and international activities, festival and events that will take place during the next two years (24 months from when the selection is made public). The goal is to develop a roster of chefs reflective of the unique heritage, people, and culture of San Antonio.

Since 2017, San Antonio City of Gastronomy has been featured in local, national, and international events, programs, or festivals. The ultimate purpose of this call is to develop a roster of local chefs interested in representing San Antonio as a UNESCO Creative City. It is important to highlight that being selected as part of this call, does not guarantee a trip. The international requests received each year are variable and participation depends on alignment of mutual goals and, funding provided by the requestor for transportation and accommodations. Any ancillary costs incurred are subject to the office's policies and funding availability.

San Antonio Creative City of Gastronomy will create a pre-qualified list of up to twelve (12) chefs that will be considered for potential opportunities within the UNESCO Creative Cities Network. Participation in this call does not guarantee representation of San Antonio within the UCCN. Chefs chosen to participate will be determined by the World Heritage Office based on their expertise and the criteria outlined in the invitation received, as well as availability of chef for specific event or travel dates. Chefs selected as part of this call that have not participated in a UCCN event, will remain on the roster for the next selection period. Chefs chosen to participate will reflect the unique heritage, people and culture of San Antonio, and to be able to meet the requirements of the specific invitation.

## I. ELIGIBILITY REQUIREMENTS

- Ambassador Chefs will be required to attend an orientation session at the World Heritage Office and agree to the *International Delegates Requirements* established by the City of San Antonio prior to participating in a UCCN event or travel.
- Working or operating chefs within the San Antonio Metropolitan Statistical Area are eligible to apply, however depending on area of expertise; preference will be given to San Antonio based chefs.
- Ambassador Chefs must be practicing professionals (not necessary to have an academic culinary training) and they have to be able to host visiting chefs at their business or institution.
- Ambassador Chefs must have the ability to demonstrate and present local and regional cuisine featuring San Antonio's unique gastronomy (if selected for further evaluation a cooking demonstration will be required).
- Ambassador Chefs must demonstrate excellent presentation skills and possess academically accurate knowledge of San Antonio's Culinary Heritage (if selected for further evaluation a presentation will be required).
- Ambassador Chefs have to submit a complete application, as per the instructions in this document.
- In order to participate, ambassador chefs must have a passport valid 6 months beyond the dates of travel; or being in the process of getting one.

## II. SELECTION PROCESS

- An Evaluation Committee made up of members of the San Antonio UNESCO Creative City of Gastronomy Advisory Group and City of San Antonio staff will be responsible for reviewing and evaluating proposals in accordance with the stated selection criteria as well as the San Antonio UNESCO Creative City of Gastronomy Guiding Principles.
- After an initial evaluation and preliminary selection process, short listed chefs will be contacted.
- The Evaluation Committee will select up to twelve (12) chefs at the end of the selection process.
- Once selected to be an Ambassador Chef, the World Heritage Office will contact the chef for further details.
- Preference will be given to chefs that have not participated yet in any UNESCO International Events. Selected chefs can participate only in one international event every two years (24 months).

## III. SELECTION CRITERIA

The selection of Ambassador Chefs will be based on application's alignment with the San Antonio UNESCO Creative City of Gastronomy Mission, Vision and Guiding Principles<sup>1</sup>, professionalism and quality of the proposal, presentation skills, and applicant's experience and qualifications.

The World Heritage Office will make the final decision regarding who will be selected for each invitation received.

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<sup>1</sup> San Antonio UNESCO Creative City of Gastronomy Mission, Vision and Guiding Principles can be found annexed to this Call.

The information listed below identifies the criteria that will be used by the evaluation committee when reviewing applications:

### **50% - Professional Merit, Experience and Qualifications**

- Applicant Chef Experience
- Applicant Chef Qualifications and Professional Merit
- Applicant Chef has provided a quality application and sufficient information regarding their ability to do a cooking demonstration and a public presentation.

### **25% - Social Responsibility and Community Involvement**

- Applicant Chefs demonstrated knowledge of San Antonio traditional gastronomy and culinary culture.
- Applicant Chef's demonstrated commitment to sustainable programs of food production, equitable food distribution, sustainable culinary practices, and responsible waste recycling and diversion in San Antonio, or other community development related practices.
- Applicant Chef's contribution to the economic development of our community through strategic partnerships and culinary investments.

### **25% - Alignment with the UNESCO Creative City Guiding Principles and Sustainable Development Goals**

- Applicant Chef fosters sustainable development and best practices.
- Applicant Chef participates in local initiatives that support the UNESCO Sustainable Development Goals and contribute to global initiatives.
- Applicant Chef cooperates and innovates both locally and globally.
- Applicant Chef practices diversity and inclusion in its processes and activities.

### **City of San Antonio Selection Values**

The City of San Antonio believes that every resident deserves to be treated with dignity and respect and provided fair access to opportunities. Applicants to this call are protected from being discriminated against on the basis of their race, color, religion, sex, sexual orientation, gender identity, veteran status, disability, familial status, national origin or age.

## **IV. HOW TO APPLY**

All proposals and supporting documents must be submitted via the Online Application available at <https://whosa.gosmart.org/> no later than June 11, 2021 at 4:00 P.M. Central Standard Time; late submissions will automatically be disqualified. Therefore, applicants should strive for early submission to avoid the possibility of rejection for late arrival.

The online application form will take you through the following questions:

1. **Contact Information:** Provide information for applicant chef including demographic information and work related contact information.
2. **Resume or curriculum vitae:** (limit to 800 words or less, including academic background, formal and informal training, professional experience, previous awards and/or recognitions, etc.).

3. **Biographical information** (limit to 400 words or less, including your motivations to become a chef, your relationship with San Antonio’s culinary traditions and your life experiences as a chef).
4. **Nominee’s community involvement**, engagement with the public, and/or social issues (limit to 800 words or less, including your work related or volunteer activities to benefit your community and/or promote sustainable and eco-friendly practices).
5. **One (1) video (from 3 to 6 minutes long)** where the candidate answers the following questionnaire:
  - 1) Please explain why you should be selected as a Chef Ambassador to represent San Antonio.
  - 2) What makes San Antonio’s gastronomy unique?
  - 3) Please describe or demonstrate a dish or culinary practice that exemplifies San Antonio’s gastronomy and heritage. Please tell us why you picked this dish and how it relates to San Antonio’s Creative City of Gastronomy designation?
  - 4) Please describe two or three culinary trends and their impact on the future cuisine of San Antonio.
  - 5) Please pick a guiding principle (you can find the list at the end of this document) and tell us how you have used this past or present work and what work you will do to move San Antonio forward as a Creative City of Gastronomy.

*IMPORTANT NOTE: Panelist will evaluate contents included in the video; production quality will not be judged.*

**6. One photograph of chef applicant.**

**7. One recommendation letter.**

If you have any questions about the application or require technical assistance, send an email to: [World.Heritage@sanantonio.gov](mailto:World.Heritage@sanantonio.gov) including in the subject line: **Call for Chef Ambassadors**

For applicant resources and answers to Frequently Asked Questions, visit <https://www.sanantonio.gov/worldheritage>

**V. RESTRICTIONS ON COMMUNICATION**

During the Open Call and Selection Process, applicants are prohibited from communicating with:

- 1) Members of the Evaluation Committee
- 2) Members of the Creative City of Gastronomy Advisory Group in regards with the application for Chef Ambassadors.
- 3) City employees from the participating departments or political representatives of the City, from the time this Annual Call is issued until the selection is made.

These restrictions extend to “thank you” letters, phone calls, emails and any contact that results in the direct or indirect discussion of the Annual Call or documentation submitted by the applicant. Violation of this provision by applicant may lead to disqualification.

Exceptions to the Restrictions on Communication with City employees include:

- 1.- Applicants may ask questions concerning this Annual call at the **Virtual Info Session on May 10, 2021.**

2.- Applicants may submit written questions concerning this call for Chef Ambassadors to [WorldHeritage@sanantonio.gov](mailto:WorldHeritage@sanantonio.gov) until **June 4, 2021 4:00 P.M. CST**. Questions received after the stated deadline will not be answered. It is suggested that all questions be sent by email to:

[World.Heritage@sanantonio.gov](mailto:World.Heritage@sanantonio.gov) including in the subject line: **Call for Chef Ambassadors**  
Questions submitted and the City's responses will be posted in the form of an Addendum to the City's web site at [http:// https://www.sanantonio.gov/WorldHeritage](http://https://www.sanantonio.gov/WorldHeritage)

## VI. SCHEDULE OF EVENTS

Following is a list of **projected dates/times** with respect to this Annual Call:

Annual Call Release Date	May 3, 2021
Virtual Info Session for applicants	May 10, 2021 @ 10:00 am CST
Final Questions Accepted	June 4, 2021 @ 4:00 pm CST
Annual Call Closes	June 11, 2021 @ 4:00 pm CST
Selected Ambassador Chefs are notified.	June 25, 2021

## CHECKLIST OF DOCUMENTS TO SUBMIT

<input type="checkbox"/>	Contact Information
<input type="checkbox"/>	Resume or Curriculum Vitae
<input type="checkbox"/>	Biographical information
<input type="checkbox"/>	Community involvement
<input type="checkbox"/>	Video
<input type="checkbox"/>	Photograph
<input type="checkbox"/>	Recommendation Letter

## San Antonio UNESCO Creative City of Gastronomy Guiding Principles:

- Foster sustainable development and best practices
- Develop local initiatives that support the UNESCO Sustainable Development Goals and contribute to global initiatives
- Cooperate and innovate both locally and globally
- Practice diversity and inclusion in our processes and activities
- Preserve and celebrate our authentic culinary heritages
- Contribute to the economic development of our community through strategic partnerships and culinary investments
- Acknowledge and promote sustainable programs of food production, equitable food distribution, sustainable culinary practices, and responsible waste recycling and diversion