

PRESENTED: March 24, 2015

RESOLUTION NO. 2015-_____

ADOPTED: March 24, 2015

A RESOLUTION: TOWN COUNCIL SUPPORT OF THE MAYORS' MAKER CHALLENGE SPONSORED BY THE MANUFACTURING ALLIANCE OF COMMUNITIES.

WHEREAS, the Manufacturing Alliance of Communities is a national coalition of local government officials seeking to promote the growth of U.S. manufacturing and innovation in ways that will strengthen communities; and

WHEREAS, this organization has encouraged Mayors from all over the Nation to take the Mayors' Maker Challenge to support the efforts of inventors, educators, businesses, and entrepreneurs in their efforts to further the Maker Movement; and

WHEREAS, the Town of Leesburg recognizes that support of manufacturing, both large and small is good for the Town's economic prosperity; and

WHEREAS, the Town of Leesburg supports the initiatives of the Manufacturing Alliance of Communities and their efforts to promote opportunities for expanded manufacturing.

THEREFORE, RESOLVED by the Council of the Town of Leesburg in Virginia that the Mayor is encouraged to join Mayors from around the Nation in taking the Mayor's Maker Challenge in support of the Maker Movement in the Leesburg community: and

BE IT FURTHER RESOLVED that the Town will designate a staff member as a *Maker Liaison* to support the Town's efforts in the Maker Movement.

PASSED this 24th day of March, 2015.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council

Take the “Mayors Maker Challenge”

Ladies and Gentlemen Mayors:

We write to challenge you to become a “Maker Mayor” and to promote the emerging Maker Movement, as part of a larger strategy to boost American manufacturing, give students the opportunity for hands-on STEM learning, and support more entrepreneurship in local communities. With this letter, we are launching the “Mayors Maker Challenge”, and seeking to recruit dozens of Maker Mayors by June 12, 2014. We commence this Challenge by writing you, because you and your community are already recognized for innovation in manufacturing and support for the Maker Movement.

Manufacturing is making a comeback in communities across America, and innovation is helping drive our economy. Part of the momentum in manufacturing is the “Maker Movement,” which promotes locally-driven efforts to convene inventors with innovative technology tools to drive progress in manufacturing, engineering, industrial design, hardware technology, and education. In recent years, communities across the country have benefitted from the democratization of the tools needed to design and make just about anything. More Americans have access to 21st century tools such as 3D printers and scanners, computer-aided design software, laser cutters, and computer-numerically controlled machine tools. Hundreds of thousands of entrepreneurs, students and families are participating in Maker Faires, and expert Makers and a variety of organizations are promoting new innovations. Companies, libraries, museums, universities, schools, philanthropists and community-based organizations are investing in for-profit and non-profit makerspaces. Labor unions are creating apprenticeship programs in digital manufacturing. Expert Makers are “passing it on” by serving as mentors for young Makers. These grassroots efforts are empowering Americans – young and old – to become the producers of things, not just consumers of things.

As mayors, you can be a part of this exciting Maker Movement, which has the potential to provide great benefits to your communities. *Cities need makers*, because manufacturing and technological innovation are driving economic growth, creating jobs, promoting new collaborations, inspiring youth and reinvigorating STEM education. Cities that seek to thrive in the advanced manufacturing economy of the 21st century need to harness these opportunities.

Likewise, *makers need cities* and the leadership of mayors, to convene stakeholders to support maker innovation, provide makerspaces, tailor education and job training to support makers, support maker approaches in local incubators and accelerators, provide sites for promising technologies to grow into businesses, and help small businesses understand how they can harness local/state/federal/other resources to support growth of their technological and manufacturing enterprises.

Leaders at all levels are noticing the potential of the Maker Movement. In mid-June 2014, the White House is holding its first-ever “White House Maker Faire” to highlight the power of this movement and how it can contribute to advancing American manufacturing, education and entrepreneurship. See www.whitehouse.gov/blog/2014/02/03/announcing-first-white-house-maker-faire. The White House has also put out a call for inventions, projects and products that potentially could be part of the White House Maker Faire. We invite you to reach out to your Maker community to submit their ideas at www.whitehouse.gov/webform/white-house-makerfaire-interest-form.

But we know that there is much more we can do – and that is why we have joined together to launch the “Mayors Maker Challenge”, which seeks to recruit mayors across America like you, to help build the Maker Movement in your own communities and beyond. Between now and June 12, 2014, we will conduct a one-month campaign to recruit a powerful coalition of mayors to take this challenge and become “Maker Mayors”. To take the Challenge, you must make a public pledge to take one or more of the actions below during 2014 aimed at boosting and supporting the Maker Movement; submit that maker pledge to the Manufacturing Alliance of Communities by June 12; be willing to let us publicize your participation; and work with us to provide a short note on your progress at the end of 2014, so that we can issue a national report on the actions mayors and communities are taking to fulfill their pledges. To take the Challenge, simply fill in the short Mayor’s Maker Pledge online at www.ManufacturingAlliance.us/Challenge.

Here are key “Maker Moves” that you can take in 2014 to be part of the Mayors Maker Challenge:

- 1.) ***Maker Roundtable:*** Host a roundtable in your community that convenes partners and helps catalyze public and private commitments that will strengthen the local Maker movement.
- 2.) ***Maker Faire:*** Help celebrate the ingenuity and creativity of local Makers by holding or participating in a Maker Faire event, which convenes stakeholders to promote innovative technology ideas. See www.MakerFaire.com.
- 3.) ***Maker Liaison:*** Designate a Maker liaison in the mayor’s office or economic development department.
- 4.) ***Makerspaces:*** Host or help in the creation or growth of maker spaces in local incubators, accelerators, educational institutions, under-utilized buildings, and/or design-production districts, which can broaden access to tools needed for design, prototyping, manufacturing, and the growth of small business enterprises that are building new manufacturing and innovation technologies.
- 5.) ***Maker Manual:*** Issue a “Maker Manual” to explain the importance of the Maker Movement in your community, and to identify resources and incentives at local, regional, state and national levels that can support makers and small businesses seeking to grow their technology and manufacturing innovations.
- 6.) ***Make a Strategy for Education, Training & Workforce Development:*** Commit to working with your school district, libraries, museums, after-school providers, community colleges and universities, workforce investment boards, and job training organizations to give more students access to age-appropriate makerspaces and mentorship, and focus more education and training programs on the emerging fields of advanced manufacturing and technology innovation.
- 7.) ***Maker Business Development:*** Upgrade your economic and business development programs, incentives and services to provide support to manufacturing entrepreneurs and small businesses.
- 8.) ***Maker Best Practices:*** Lead or participate in local efforts to identify, document and share “promising practices” in manufacturing and technological innovation so that others in your community and beyond can learn from local experimentation.
- 9.) ***Maker Support in Struggling Neighborhoods:*** Support initiatives to engage and support students, entrepreneurs and small businesses in under-served neighborhoods.
- 10.) ***Make It Even Better:*** Your community may have even more innovative strategies for promoting the Maker Movement. Make that part of your Challenge pledge and share the strategy with others!

The White House will host a national conference call of mayors from across America on Monday, May 19 at 2PM Eastern to explain the Mayors Maker Challenge and encourage you to be a part of this endeavor. To participate in that conference call, send an email with your contact information to [Randy J Paris@ostp.eop.gov](mailto:Randy_J_Paris@ostp.eop.gov).

American cities have tremendous opportunity now to boost the expansion of manufacturing, technological innovation, education, job creation, and community revitalization. One great way to do that is to support the emerging Maker Movement in your own community and beyond. We challenge you to become a “Maker Mayor” in the coming month.

Please contact Matt Ward at Challenge@StrategiesDC.com with any questions. On behalf of all of the undersigned mayors below, thank you for your leadership on these issues and for rising to the challenge.

Sincerely,



Dayne Walling
Flint, MI
Chair, Manufacturing Alliance of Communities

On behalf of

Tom Beehan
Oak Ridge, TN

Denny Doyle
Beaverton, OR

Sly James
Kansas City, MO

Bill Peduto
Pittsburgh, PA

Virg Bernero
Lansing, MI

Mike Duggan
Detroit, MI

Frank Janakovic
Johnstown, PA

Jean Quan
Oakland, CA

Holly Brinda
Elyria, OH

Greg Fischer
Louisville, KY

Edwin Lee
San Francisco, CA

Mike Rawlings
Dallas, TX

Roy Buol
Dubuque, IA

Eric Garcetti
Los Angeles, CA

Nancy McFarlane
Raleigh, NC

Madeline Rogero
Knoxville, TN

Thomas J. Coyne
Brook Park, OH

Vincent Gray
Washington, DC

Larry Morrissey
Rockford, IL

Jennifer Selin
Morgantown, WV

John Cranley
Cincinnati, OH

Charlie Hales
Portland, OR

Mark Olson
Fayetteville, NY

Marty Walsh
Boston, MA