

The Next Maker Cities

An Exploration of Urban Resilience by



and





What is a Maker City?

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An aerial photograph of a city skyline, likely New York City, with a dark, overcast sky. The image is used as a background for the text.

“We are headed for the death of cities” [due to the continued growth of personal computing and distributed organizations advances]

“Cities are leftover baggage from the industrial era.”

George Gilder (1995)

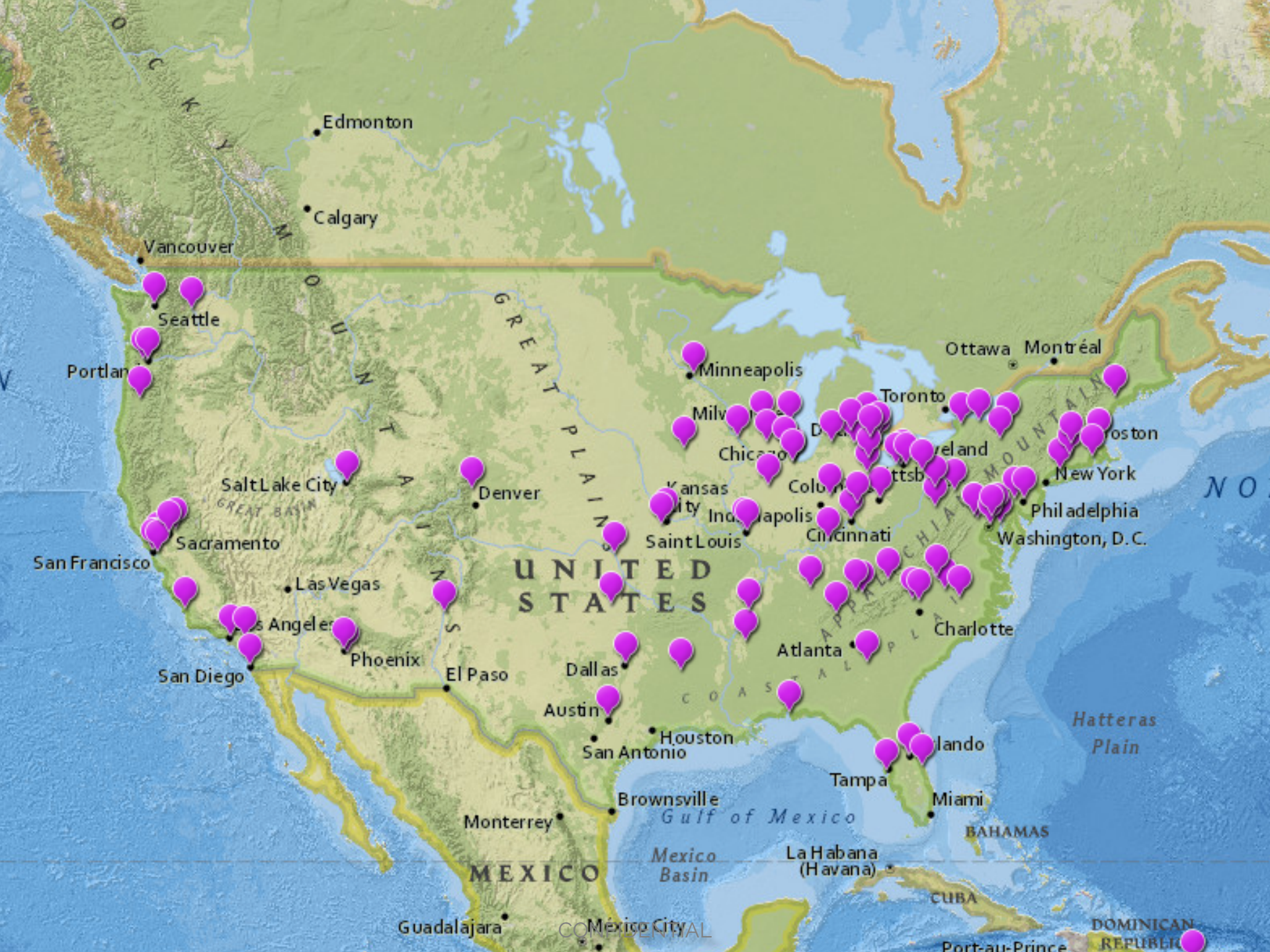


Density → Innovation

Cloud Reduces Cost

Open Innovation

Big Learns from Small



Maker Economy

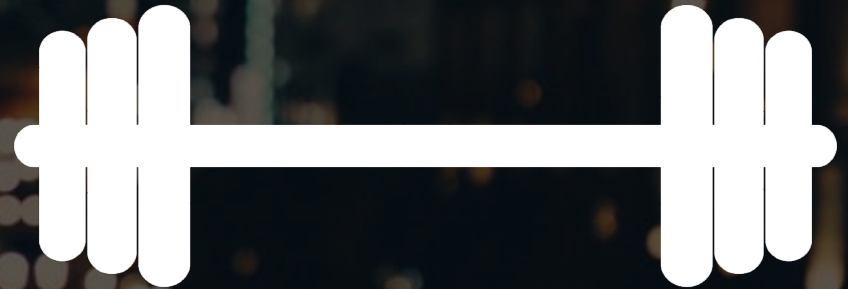
- Local/Artisanal
- Prototyping
- Industry as a Service/Supply Chain
- New Process/Mass Customization

Focus on Jobs in the Middle

Jobs in the middle aren't blue collar jobs, nor are they jobs for knowledge workers or high-level decision makers. They're something in the middle and a pathway to the middle class.

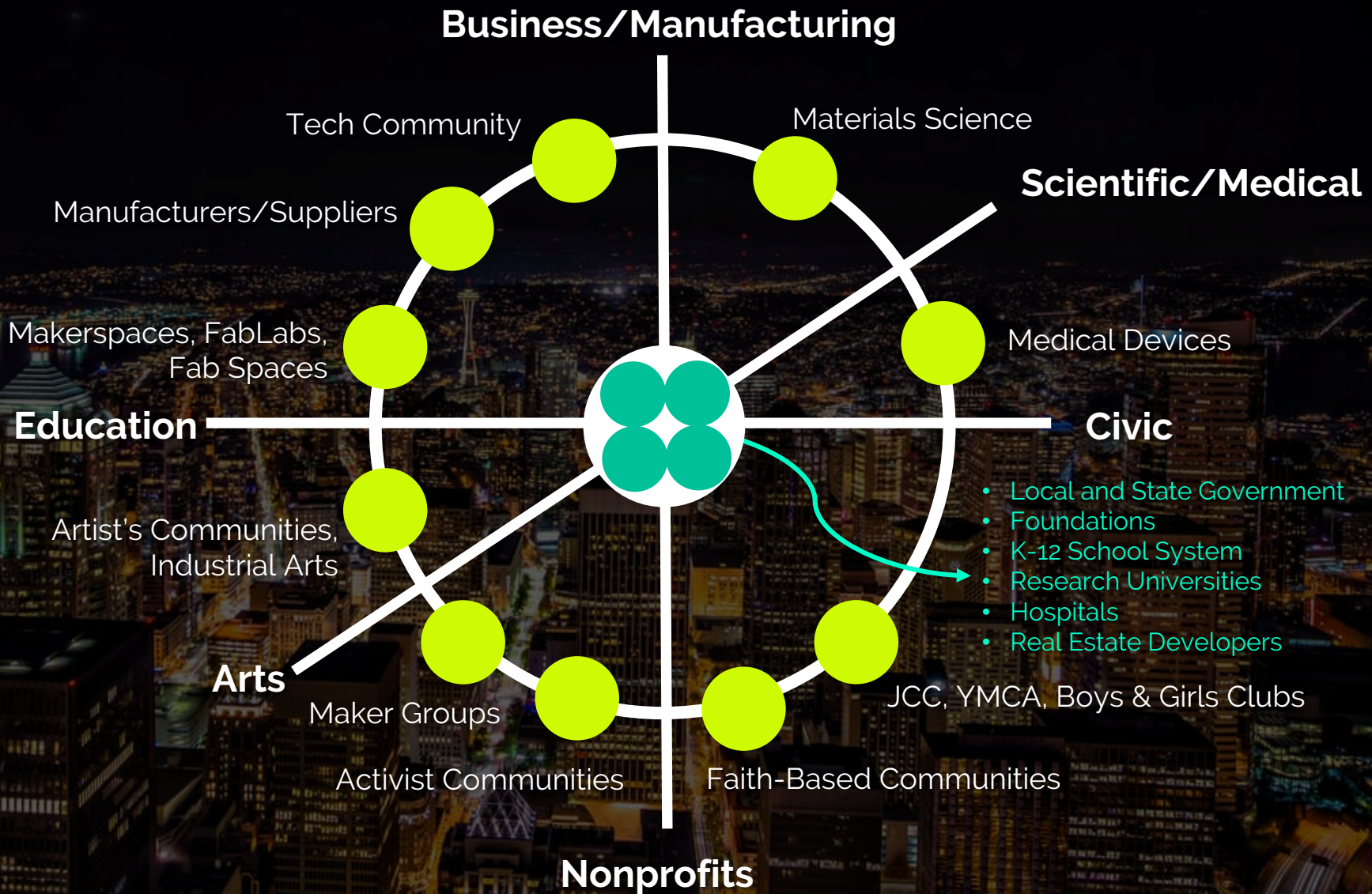
Jobs in the middle used to include jobs in health care, jobs in construction, and clerical jobs (*Urban Institute, 2007*). More recently, researchers at the Brookings Institute have focused on jobs in the middle in urban manufacturing, the skilled crafts and trades, as well as health care services and devices.

We know from Brookings and others that these jobs in the middle account for perhaps as much as 50% of job vacancies inside our cities (Hozler & Lerman, Brookings, 2009).



BLUE COLLAR | 50%+ OF JOBS ARE HERE | DECISION MAKERS

The Maker Ecosystem



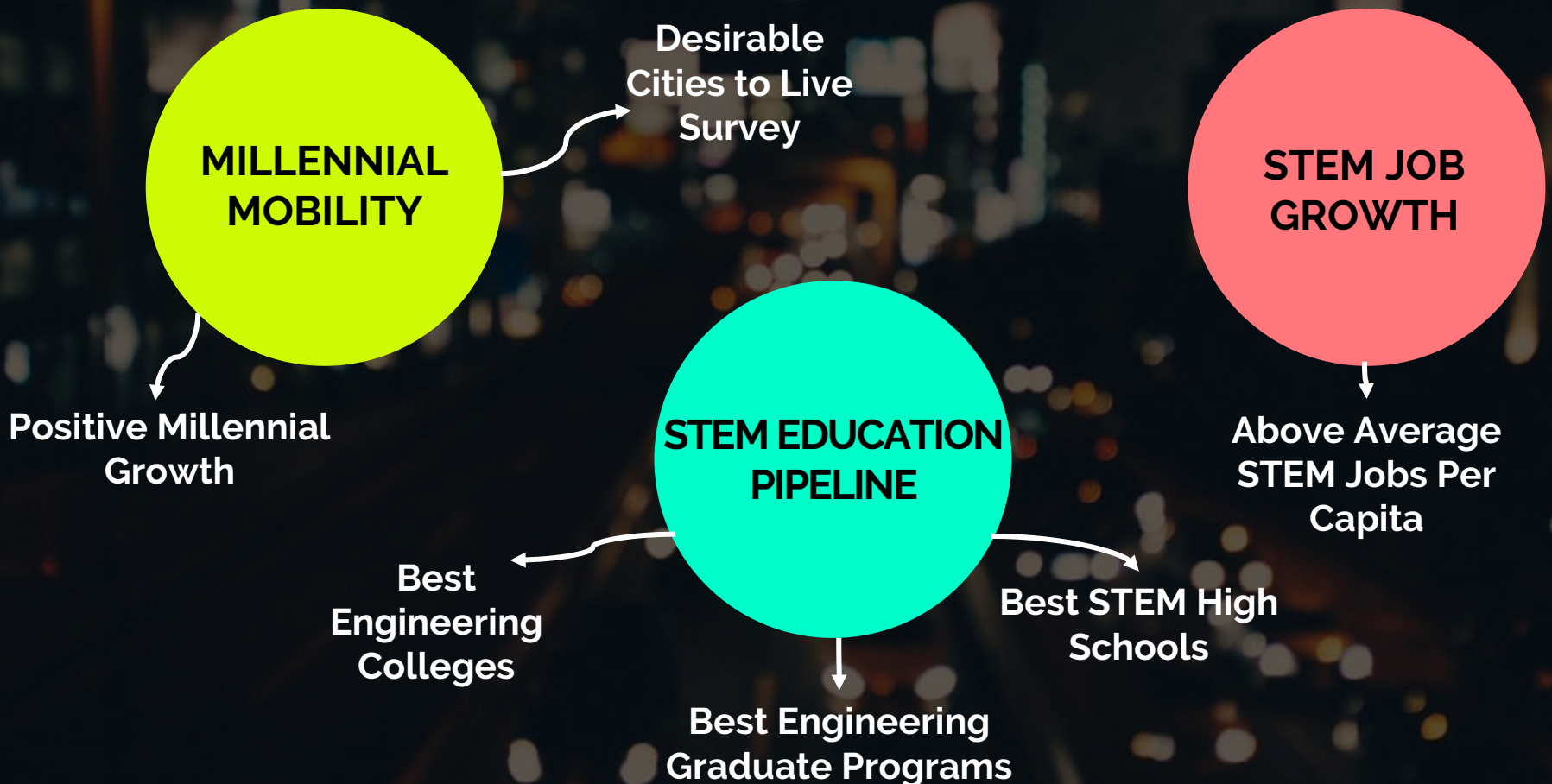
10 Signs a City Will Succeed

1. Divisive national politics seem a distant concern.
2. People know the local change makers.
3. Public private partnerships are real.
4. People know the civic story.
5. They have a down town.
6. They are near a research university.
7. They care about their community college.
8. They have unusual schools.
9. They make themselves open.
10. They have big plans

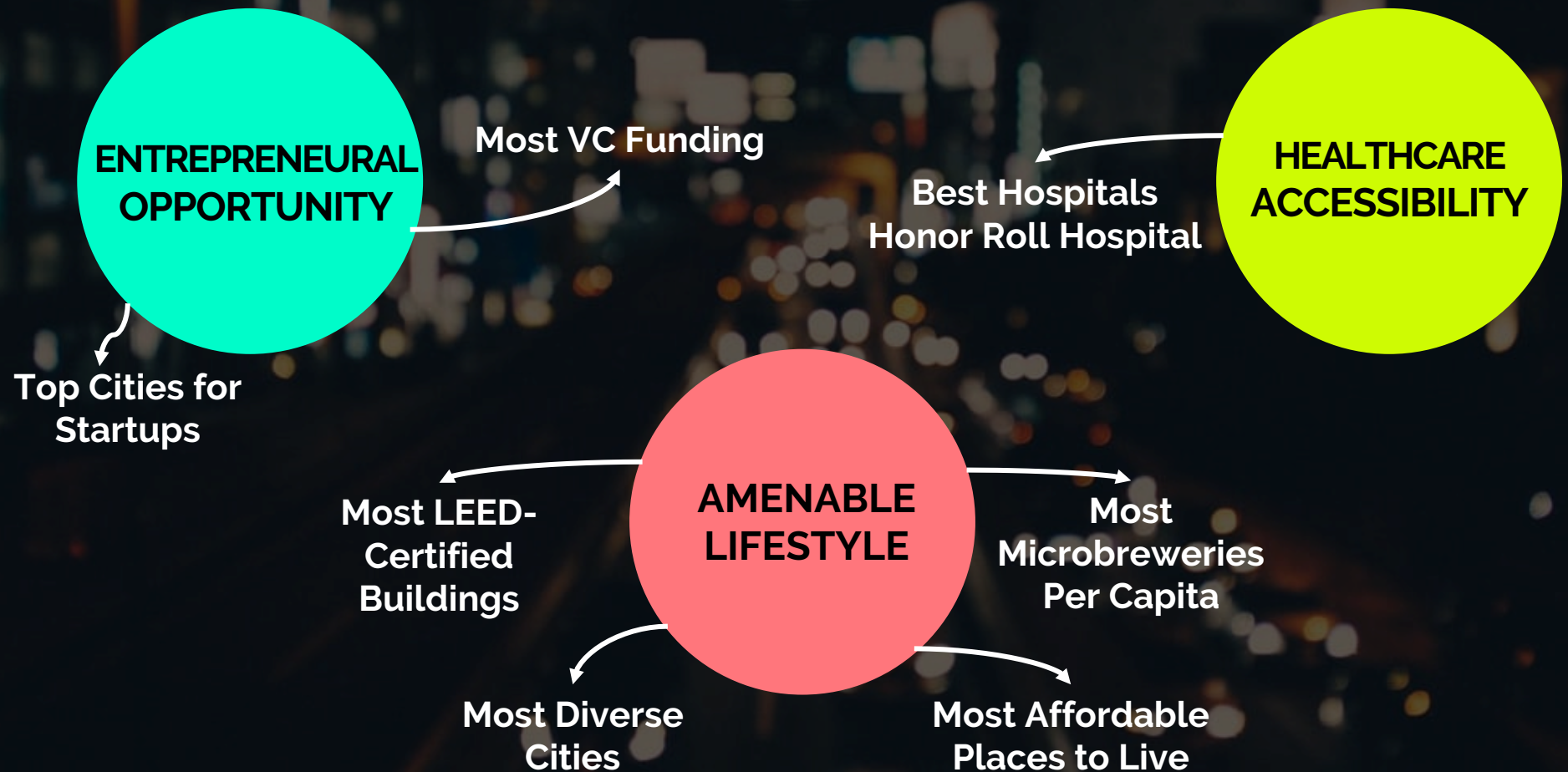


**U.S. News benchmarks
progress in communities
across the country.**

Analyzing Maker Cities Across Key U.S. News Rankings Factors




Analyzing Maker Cities Across Key U.S. News Rankings Factors



Maker Cities by U.S. News Factors

Meets Standard: ■ Yes ■ No

Maker City	Attracts Millennials	Jobs in Tech/Science /Manufacturing	STEM Education	Amenable Lifestyle	Opportunity	Healthcare?
Austin, TX	Yes	Yes	Yes	Yes	Yes	No
Baltimore, MD	Yes	Yes	Yes	Yes	Yes	Yes
Boulder, CO	Yes	Yes	Yes	Yes	Yes	No
Boston, MA	Yes	Yes	Yes	Yes	Yes	Yes
Brooklyn, NY	Yes	Yes	Yes	Yes	Yes	Yes
Chattanooga, TN	No	Yes	No	No	Yes	No
Cleveland, OH	Yes	Yes	Yes	No	Yes	Yes
Dallas, TX	Yes	Yes	Yes	Yes	Yes	No
Denver, CO	Yes	Yes	Yes	Yes	Yes	Yes
Detroit, MI	Yes	Yes	No	No	Yes	Yes
Elyria, OH	No	Yes	Yes	No	Yes	No
Fremont, CA	Yes	Yes	Yes	Yes	Yes	Yes
Ithaca, NY	No	Yes	Yes	No	No	No
Kansas City, MO	Yes	Yes	No	Yes	Yes	No
Lewisburg, PA	No	No	Yes	No	Yes	Yes
Los Angeles, CA	Yes	Yes	Yes	Yes	Yes	Yes
Louisville, KY	No	No	Yes	Yes	Yes	No
Macon, GA	No	No	Yes	No	Yes	Yes
Minneapolis, MN	No	Yes	Yes	Yes	Yes	Yes
New York City, NY	Yes	Yes	Yes	Yes	Yes	Yes
Pittsburgh, PA	Yes	Yes	Yes	Yes	Yes	Yes
Providence, RI	No	No	Yes	No	Yes	No
Portland, OR	Yes	Yes	No	Yes	Yes	No
Raleigh, NC	Yes	Yes	Yes	No	Yes	Yes
San Diego, CA	Yes	Yes	Yes	Yes	Yes	No
San Francisco, CA	Yes	Yes	Yes	Yes	Yes	Yes
Seattle, WA	Yes	Yes	Yes	Yes	Yes	No
Wenatchee, WA	No	Yes	No	Yes	No	No
Washington, DC	Yes	Yes	Yes	Yes	Yes	No



The Formula Works

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Spotlight: Brooklyn, NY

#2



MOST DESIRABLE CITY TO LIVE FOR MILLENNIALS



ABOVE NATIONAL AVERAGE
TECHNOLOGY JOBS PER
1,000 JOBS



U.S. NEWS HONOR ROLL
HOSPITALS (NYU-LANGONE,
MOUNT SINAI, NEW YORK
PRESBYTERIAN)

BUILDS OFF TOP NYC INSTITUTIONS:
NYU, COLUMBIA, ETC.

BROOKLYN
TECHNICAL HIGH
SCHOOL (RANKED IN
BEST STEM HIGH SCHOOLS
IN THE U.S.)



Brooklyn

#4



CITY WITH MOST VC
FUNDING

Spotlight: Pittsburgh, PA



ABOVE NATIONAL AVERAGE IN
ENGINEERING, TECHNOLOGY, AND
SCIENCE JOBS PER 1,000 JOBS



+2%
GROWTH IN MILLENNIAL
POPULATION



TOP 5 ENGINEERING UNDERGRAD &
GRAD PROGRAMS AT CARNEGIE
MELLON



U.S. NEWS HONOR ROLL
HOSPITAL (UPMC PRESBYTERIAN
SHADYSIDE, PITTSBURGH)

#11
MOST AFFORDABLE CITY



Spotlight: Pittsburgh, PA



DREAM FACTORY

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Spotlight: Raleigh, NC



ABOVE NATIONAL AVERAGE IN
ENGINEERING, TECHNOLOGY, AND
SCIENCE JOBS PER 1,000 JOBS



+3.03%

GROWTH IN MILLENNIAL
POPULATION



STRONG STEM UNDERGRAD & GRAD
SCHOOLS: DUKE, UNC CHAPEL HILL



RALEIGH CHARTER HIGH SCHOOL
(#7 BEST STEM HIGH SCHOOL IN
THE U.S.)



MOST VC FUNDING
(TOP 30 CITY)

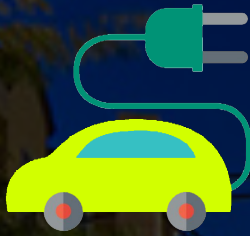


U.S. NEWS HONOR ROLL
HOSPITAL (DUKE UNIVERSITY
MEDICAL CENTER)

Spotlight: Fremont, CA

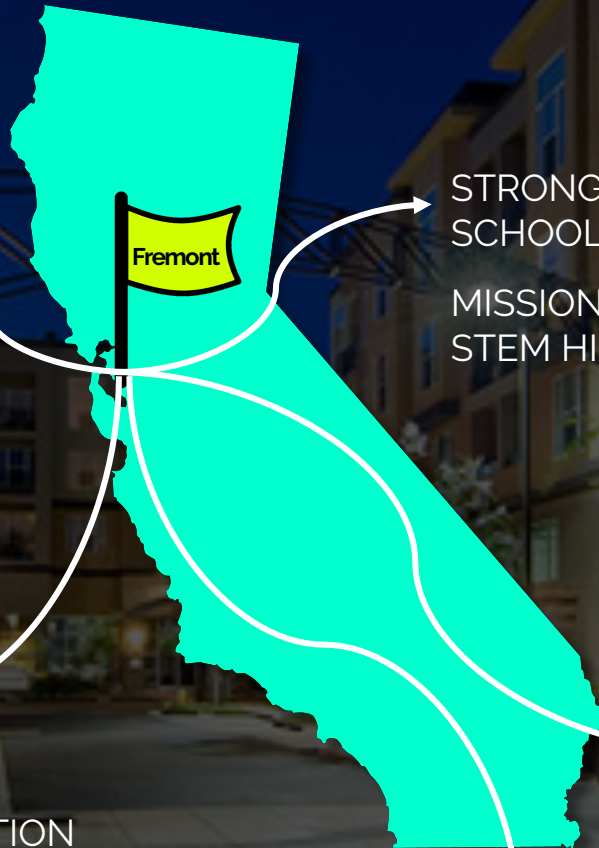
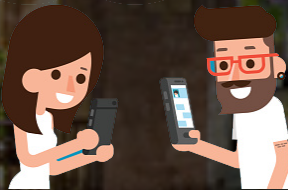
2.72x

NATIONAL
AVERAGE TECH JOBS
PER 1,000 JOBS



+1.81%

GROWTH IN MILLENNIAL POPULATION



U.S. NEWS HONOR ROLL
HOSPITAL (STANFORD HEALTH
CENTER, STANFORD HOSPITAL)

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STRONG STEM UNDERGRAD & GRAD
SCHOOLS: STANFORD, CAL BERKELEY, ETC.
MISSION SAN JOSE HIGH SCHOOL (#21 BEST
STEM HIGH SCHOOL IN THE U.S.)

#7

STATE WITH THE
MOST LEED-
CERTIFIED BUILDINGS



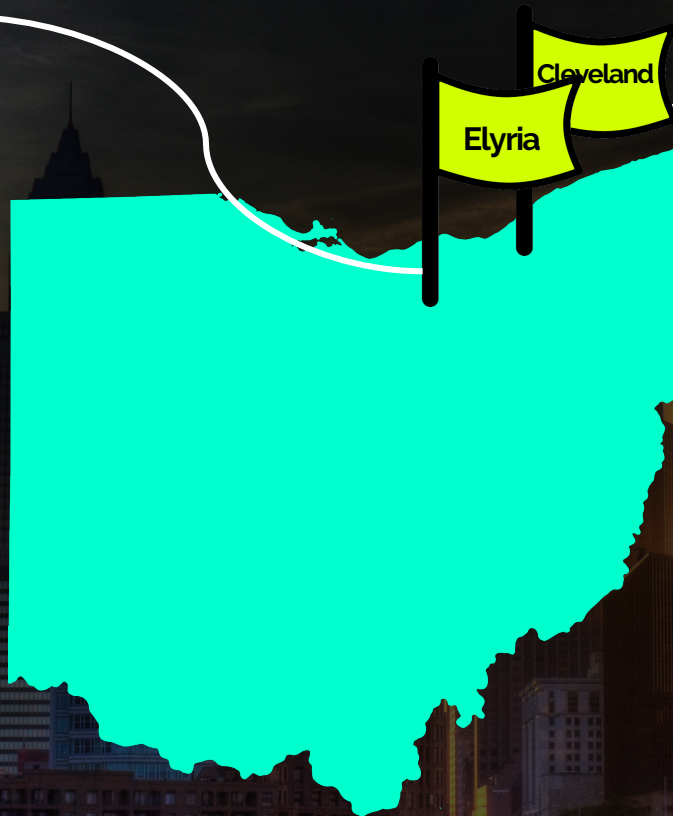


Cities to Watch

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Spotlight: Elyria, OH


Invested in STEM Education,
Has strong VC Funding,
-0.72% Millennial Growth



Invested in STEM Education,
Has strong VC Funding,
1.2% Millennial Growth

think[box], Case Western Reserve

- More than 60,000 visits from students and members of the Northeast Ohio community since Dec. 2012.
- 25 percent of users are from the surrounding region, including art institute students, area high schools, garage tinkers, industry representatives and more.
- Projects created in think[box] have moved beyond the physical object, toward business ideas.



In this moment of national and global transition, it is clear that change will come locally from cities and towns.

This is a great time for brands to insert themselves into the conversation and capture the positive energy and momentum of Urban Resilience.

Leverage Data, Rankings, and Storytelling To Benchmark and Scale Maker Cities



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