

Urban Manufacturing Alliance 2019 Milwaukee Gathering



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Urban
Manufacturing
Alliance

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Introduction

Where the Milwaukee River connects with Lake Michigan, shoreline disappears and the water touches the horizon.

One way to catch that sight is a waterborne journey past the Menomonee Valley and the Harbor District, which are undergoing similarly magical transformations.

In the Menomonee Valley, city stakeholders are bringing bike paths and walking trails to the Menomonee River's edge.

Brewers and other businesses are moving in alongside thriving manufacturing companies that have been there for generations.

Artists are hosting exhibitions and talks a stone's throw from old industrial buildings that mark the area's heritage.

Just downstream, the Harbor District is on a similar mission: they're renovating shore and river assets with community support. "We wanted to think about redeveloping the harbor from an economic perspective," said Lilith Fowler, executive director of the



Harbor District, a business improvement district (BID) close by the Menomonee Valley.

UMA Gathering attendees peered towards the shore and its landmarks as she narrated their small cruise.

By “economic perspective” Fowler was mostly referring to new jobs, “but also bringing people back, creating community here, giving people some reason to care about what happens here so that we have stakeholders that advocate for it in the future.”

Milwaukee was once the “Machine Shop of the World”. Then the local manufacturing sector shrank in the later 20th century. Those companies wrought environmental and, when they left, economic abrasion along Milwaukee’s rivers.

Today the Harbor District and Menomonee Valley Partners—two members of the UMA Milwaukee Gathering’s Host Committee—are working to correct that history through revitalization.

They’re turning the waterfront into public space; manufacturing underwater structures and naturalizing the banks to revive native fish habitat; and driving economic development in the area with fabrication jobs front-of-mind.

The same thing is happening in neighborhoods across the city—from Sherman Park and the 30th Street Industrial Corridor to Granville and the South Side.

More than 120 practitioners from throughout the country and region came to Milwaukee to meet the minds behind this resurgence and see it for themselves during



the Urban Manufacturing Alliance's 2019 Milwaukee Gathering.

New campaigns to breathe life into the city's industrial economy were a perfect backdrop for the year's Gathering theme: "Building New Narratives for Manufacturing".

During the event, practitioners presented their own stories about how they're driving workforce and redevelopment initiatives that benefit the manufacturing businesses where they live. They also worked with design-thinking experts to create storytelling strategies that are already helping them reach wider audiences.

Leading these interactions was Elmer Moore, founder of Milwaukee Denim and executive director of Scale Up Milwaukee. He's one of many of the Cream City's manufacturing sector champions.

Moore is leading his own storytelling campaign for Milwaukee by helping launch local entrepreneurs and manufacturing jeans in the city. "I want to 're-present' Milwaukee to the world," he told the Gathering's audience.

He's not alone in that effort. Read below to find out more about Moore, and what practitioners are doing in Wisconsin and elsewhere to build new narratives for manufacturing.

In solidarity,
The Urban Manufacturing Alliance





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“For me, it was transformational. The Gathering was very informing, engaging, and interactive. It really allowed attendants to get acquainted with urban manufacturing in a very practical and educational way.”

—Art Hall, Buffalo Urban Development Corporation, Buffalo, NY.

Hall is using the storytelling strategies he learned during the Milwaukee Gathering to create narratives on the renaissance of advanced urban manufacturing in Buffalo, and how the industry can be a catalyst for transforming neighborhoods into healthy, sustainable places. His intent is to attract manufacturing businesses to Buffalo’s Northland Workforce Training Center that can usher in positive transformation.

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Corey Zetts Menomonee Valley Partners

It was a wild rice marsh that became a manufacturing core that then became an eyesore.

That's how Milwaukee remembers the sequence of past lives of the Menomonee Valley, a stretch of waterway and industrial buildings of varying age in the heart of the city.

Menomonee Valley Partners was created 20 years ago to give the area its next life. They're driving economic redevelopment initiatives there that will attract pedestrians and entrepreneurs alike to the Valley's river banks.

They say manufacturing is just as important to the area's future as its past—largely because of the good careers that can come from the sector. “We heard



really loudly and clearly from the communities around it that they wanted good, family-supporting jobs,” said Menomonee Valley Partners executive director Corey Zetts.

Bringing the UMA Gathering to Milwaukee may have helped them along in that pursuit. Zetts and her team were UMA’s co-hosts. They helped coalesce the event’s strong turn-out and designed its impactful programming.

Zetts said they’re already seeing the fruits of that labor.

Because of the UMA 2019 Milwaukee Gathering, the city government has committed to updating a nearly 15-year-old industrial study. They’ll bring up to date their list of industrial assets and plan out a new industrial strategy.

Industrial districts and city government are also researching what they need to launch a “Made In” program, which would promote local manufacturers.

To get started, they’re reading UMA’s [“How to Develop A Locally-Made Brand Platform” toolkit](#), which has helped stakeholders in Baltimore, Nashville, Montreal, Los Angeles, and beyond launch their own “Made In” programs.

And manufacturing stakeholders in the city are talking with local colleges about new efforts to connect manufacturing employees with career ladders. They want to give those employees the chance to gain education credits simply by showing up to work.

“A week before the event, there was a time when we said, even if the event got cancelled for some reason [like the weather], the process of planning the UMA Gathering would have been totally worth it because it got so many of us to work together, to realize how much work there was happening in some separate silos separating urban manufacturing, and to connect across those,” said Zetts. Zetts brought together six other Industrial BIDs to form the UMA Milwaukee Gathering Host Committee—a move which galvanized these conversations.

“I’m hopeful that this will keep growing and more will come from it,” she added.

We’ll keep you posted as we hear more about how these exciting initiatives unfold. Until then, check out Menomonee Valley Partners’ work over at thevalleymke.org.

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“We found [the Gathering] to be very beneficial. It helped us think about our corridor development work in a broader way.”

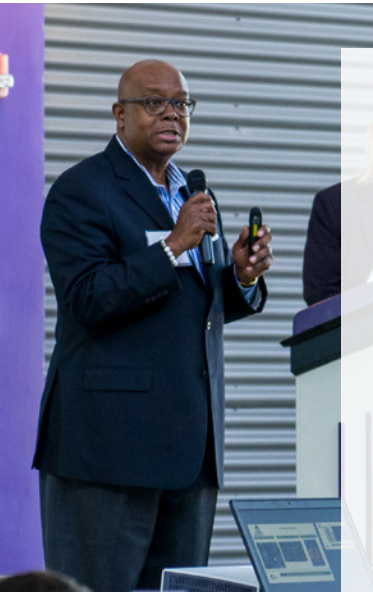
—Nedra Fears, Greater Chatham Initiative, Chicago, IL.

Because of the Gathering, Fears and her team are looking at metal artisans and other small-scale manufacturers as vital economic development actors in their corridor development work focused on urban industrial businesses.

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RAPID SHARES

LOCAL RAPID SHARES



Dr. Keenan D. Grenell.

President, The 30th Street Industrial Corridor Corporation, Milwaukee, WI.

The 30th Street Industrial Corridor once carried one of the highest standards of living for African-American communities in the United States with firms like A. O. Smith Corporation anchoring the neighborhood, according to Grenell. Manufacturing played a big part in that until industrial activity moved elsewhere; now Grenell and his team are trying to bring it back, in a new, more community-oriented and sustainable way. “We believe that the young children that are in that corridor right now have the opportunity to be some of the first major industrial giants to come out of Milwaukee since the 1950s,” said Grenell. They’re working to attract new manufacturing business owners (particularly those of color) to the area, with the hope that the corridor becomes the U.S. capital of black-owned manufacturing.



Kelsey Otero.

Board Member, Fund Milwaukee, Milwaukee, WI.

Described as a “group of loosely connected friends and family that come together,” Fund Milwaukee is a local network of non-accredited impact investors that pool funds to support entrepreneurs. They provide low-interest loans up to \$2,500, and purchase equity stakes in companies up to \$50,000. Nearly \$3 million has been invested into local businesses to date, which has in turn created 309 jobs in the Milwaukee area. “It’d be really easy to invest in the stock market and see our dollars go outside of our community and our neighborhood, but programs like Fund Milwaukee were created to disrupt that,” said Otero.



Lilith Fowler.

Executive Director, Harbor District, Milwaukee, WI.

So much dredging and filling made Milwaukee’s rivers ready for industry—but at an extreme ecological cost, according to Fowler. The Harbor District is trying to reverse that by installing baskets of underwater flora, manufactured by Bradley Technology and Trade School students, along the river banks of their district. Fowler envisions them as places “for fish to get a little food and hang out.” The project has also united an array of local stakeholders—like industrial property owners and students at the University of Wisconsin-Milwaukee’s School of Freshwater Sciences—that likely would have never had a reason to collaborate, according to Fowler.



Mary Hoehne and Sam Leichtling.

Executive Director, Granville Business Improvement District; Long Range Planning Manager, City of Milwaukee, Milwaukee, WI.

Hoehne and Leichtling are turning empty strip malls into opportunities. In Granville there are some 1.5 million square feet of vacant real estate space, and they're hoping to fill some of that up with manufacturers. It's part tackling-vacant-space, part smart-economic-development: the average Granville retail worker makes \$21,000 a year while the average Granville manufacturing worker makes \$36,000 a year. Manufacturers benefit just as well because it gives them greater real estate options. "If you've got a manufacturer that wants to expand, this is the most creative way" to provide them more square footage without constructing more space, said Hoehne.



The Urban Manufacturing Alliance is looking to explore this phenomenon in Granville and across the country. Get in touch if you know of other examples in which manufacturing is filling up vacant retail space: info@urbanmfg.org.



John Anderson.

Programs and Partnerships Manager, WRTP/Big Step, Milwaukee, WI.

Anderson said the most effective way to develop a workforce is to organize local partners into a single recognized pipeline that industry sees as a go-to for their needs. “Manufacturers and employers don’t want to be solicited by 50 different organizations,” said Anderson. “It is much more efficient to have one centralized point of focus where individuals can be assessed, trained, prepared, and connected to these opportunities in a strategic and efficient way.” WRTP/Big Step has assessed 3,333 individuals and helped place 850 of them in jobs they’re suited for across some 250 employers. The average starting wage for individuals they help land jobs in manufacturing has been over \$16.00 an hour.

NATIONAL RAPID SHARES



Debby Combs.

Director of Industry Partnerships, Partners for a Competitive Workforce, Cincinnati, OH.

Partners for a Competitive Workforce is based around three pillars, according to Combs: talent pipeline, education skills collaborative, and industry commitment. They get the word out about manufacturing jobs and opportunities for high school-aged youth, while working to fill seats in advanced manufacturing classes throughout the Southern Indiana-Northern Kentucky-Ohio region. Industry partners connect to the program, ensuring that graduates have a place to try out and hone their new skills. “We went from 100 members to over 300 members and they keep coming because we’re seeing results,” said Combs. They don’t accept just any industry partner, however. “It can’t be all manufacturers. It has to be the right manufacturers that have living wage jobs.”



Megan McNally.

Executive Director and Co-Founder, The Foundry, Buffalo, NY.

The Foundry is a makerspace that's more community asset than workshop. It serves 235 youth every year and is home to a shifting range of 20 to 40 businesses. Their four labs—tech, textile, woodworking, and metalworking—are used to build out local projects like planters, benches for gardens, and other goods that benefit neighborhoods. They're also focused on making sure their membership ratio is reflective of where they live. "The policies really need to support the work that you're doing," said McNally. "If there's 52 percent women in the City of Buffalo, there should be 52 percent women who are operating businesses in this space." McNally said they've also designed their building to be inclusive and ADA compliant, which in turn has made it easier for their team to transport projects and machinery from area to area.



Nisha Blackwell.

Knotzland Bowtie Co. founder; Equity and Inclusivity Specialist at the Craft Business Accelerator; Pittsburgh, PA.

Knotzland Bowtie Co.'s bowties are made with recycled fabrics and materials. They're also part-time economic engines for women who are trained to work on the products at home. "We provide flexible working opportunities for women [...] from all over Pittsburgh," said Blackwell, founder of the company. She came across Bridgeway Capital's Craft Business Accelerator after passing through a few other business support programs, and realized that the Craft Business Accelerator "felt like home." "Nothing really felt quite like it was honing in on the maker side of it, the craft business side of it," said Blackwell, referring to other business support programs. With Blackwell now on the Craft Business Accelerator's team, they're pushing to set more black-owned businesses on the path to growth.

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“I knew we had a bunch of makers in our facilities but I wasn’t sure if that aligned with manufacturing [...]. When I came to the conference it really cleared it up. A manufacturer is that sole proprietor, that creator, that maker, that entrepreneur—but these groups aren’t identifying themselves [to us] as manufacturers. So it’s about us trying to tell that story, that they are part of the manufacturing world and we can support them.”

—Kate Bartlett, Riverworks Business Improvement District, Milwaukee, WI.

Bartlett said Wolf-Powers and Schrock’s presentation on UMA’s *State of Urban Manufacturing* research led her to re-think her own approach to tracking data. Because of the Gathering, she is now creating an online survey for the businesses in her BID to ask them about employment levels, barriers to growth, and other vital areas to help assess the health of Riverwork’s fabrication ecosystem. She also said she’s considering creating a resource guide for businesses in collaboration with her workforce development staff.

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Keynote Speakers

There's not a lot of great data out there on the breadth and diversity of makers and manufacturers. So the Urban Manufacturing Alliance decided to collect our own.

The [*State of Urban Manufacturing*](#) is our flagship research. It collected survey and interview data for nearly 600 manufacturers in six cities across the United States.

A lot of these firms were sole proprietors, meaning they aren't usually picked up by large data sets like those of the federal government.

"Our main takeaway from the research for policymakers and planners was to understand the diversity of these businesses," said Dr. Greg Schrock of Portland State University, during the keynote talk he gave with Dr. Laura Wolf-Powers of the City University of New York's Hunter College on the *State of Urban Manufacturing*



report series. “They come from different places and each has different types of contributions to make, and requires different kinds of support.”

Schrock and Wolf-Powers previously joined forces to research maker economies for a report titled “The Maker Economy in Action”. For UMA they guided the *State of Urban Manufacturing* research in Portland, Ore. and other cities.

From city agencies and local community organizations to universities and workforce development experts, each *State of Urban Manufacturing* report was driven by the people and organizations that make manufacturing a possibility in their locale.

“The *State of Urban Manufacturing* approach was both quantitative and qualitative, but also it was an engaged process,” said Schrock. By bringing stakeholders together, they were “using the process of doing research to build and strengthen relationships—to connect with the businesses themselves but also the network of service providers in these communities.”



The research uncovered new data that these stakeholders can use to build out roadmaps for programs or initiatives geared towards helping manufacturers. In Detroit, for example, the *State of Urban Manufacturing* found that African-American manufacturing entrepreneurs were underrepresented in seven out of eight forms of capital. Not one African-American manufacturer surveyed for the research had accessed a bank loan.

UMA's *State of Urban Manufacturing* partners in Detroit are now looking at creating new capital funds that will help put funding into the hands of under-represented makers and manufacturers.

This research series “shapes the narrative of having production as part of the urban economy, and the ways that it is worth it to take some risks in order to make sure that happens,” said Wolf-Powers.

Since it was launched, the *State of Urban Manufacturing* has had a significant impact across the country. It has inspired local conferences, government outreach initiatives, new partnerships, and burgeoning programs to support small-batch producers in the cities we were invited into and beyond.

One stellar example that credits the *State of Urban Manufacturing* as an influence is the IDEALAB conference on small-scale manufacturing, which took place in Cincinnati in 2019.

Houston, Texas was not part of the *State of Urban Manufacturing*'s original cohort of cities, but stakeholders there are [now coming together to create their own research initiative](#) into the needs of small

urban manufacturers in their city. They cite the *State of Urban Manufacturing* and other UMA initiatives as influences.

“It’s really a wonderful thing to be engaged in research that has such immediate applications,” said Wolf-Powers. “And to see those applications play out pretty much right away in the communities that UMA chose to be a part of the *State of Urban Manufacturing*.”



PROFILE:

ELMER MOORE

When Elmer Moore moved to Milwaukee from New York, he started an office job at a shoe manufacturer known for fancy styles.

The products were elegant, but what really caught his eye was the factory floor.

Every time he crossed the office and stepped into the fabrication space, he said he saw a depiction of the American dream. The people crafting the shoes were proud of their work and respected every sole.

“Beyond being education for me, it was just so exciting,” said Moore. His job was to bring tours and media through the facility to show outsiders how shoes were made. “Really celebrating the fact that it wasn’t just beautiful shoes, but there are people who are making these things.”

Ever since then, Moore has channeled that same ethos and energy through local efforts to lift up Milwaukee entrepreneurs. You met him as the talented emcee at

UMA's Milwaukee Gathering, but Moore's day-to-day is spent leading the entrepreneurial support organization Scale Up Milwaukee, and his own business Milwaukee Denim Co.

"I really feel like everything I'm doing is just building on an existing legacy of beautiful things being made in this place," said Moore, referring to Milwaukee.

Scale Up Milwaukee is a linchpin for the city's business ecosystem. Their accelerator programs have graduated more than 150 businesses that have created over 1,000 jobs. They're also launching a new program, called Rising Tide, with support from the Surdna Foundation that will help business owners from minority communities build wealth.

When he launched Milwaukee Denim, his goal was to create a product and brand that are "champions of Milwaukee cool." Denim, like Milwaukee, is modest, blue-collar, and beautiful, in the eyes of Moore.

Since its start Milwaukee Denim has moved into a 1,300-square-foot production space and launched a pilot series of designer jeans. But now they're at an inflection point: Moore said they need to raise over \$200,000 in capital or they may close shop.

Part of that has to do with his goal of employing more people. He wants to scale so he can provide family-sustaining careers for those who drive his production line. "It's not meant to be a business that has part-time workers who are scrambling multiple different jobs to be able to thrive," said Moore.

Moore's challenges accessing capital are reflective of what UMA found in other cities during its *State of Urban Manufacturing* research. Capital access is a perennial hurdle for small-scale fabricators, and particularly for business owners of color.

"It is not unimportant that I'm an African-American doing this," said Moore, noting that people of color are "abysmally" under-represented among manufacturing business owners.

If Milwaukee Denim secures the capital they need, they'll move that much closer to achieving the three goals of Moore's vision for local entrepreneurialism: create beautiful things, provide good-paying careers, and lift up the enterprising spirit of Milwaukee.

"It's one of the things that we know and that we do well in Milwaukee: we make exquisite examples of often very simple things."

A group of people are gathered around a table in a meeting room, looking at documents. The scene is dimly lit with a blue tint. A large white quote is overlaid on the image.

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**“Hearing what other cities are doing,
seeing what other cities are doing
[...] It’s empowering.”**

**—Debby Combs, Partners for a Competitive
Workforce, Cincinnati, OH.**

During a previous UMA Gathering, Combs met the Cincinnati-based group CoMADE. They’re now working on manufacturing projects in Cincinnati’s urban core.

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Sewn Trades Collective Meeting

The UMA Sewn Trades Collective has convened at every Gathering since our 2017 event in Seattle.

The Milwaukee Gathering continued that tradition. Sewn trades practitioners from around the country came together with UMA staff to converse about what it is they need to keep advancing the resurgence of small-scale American textile companies.

Practitioners dig into new themes every time they unite. In Seattle, they pointed out the need for deeper investments in technology and affordable real estate space.



At the 2018 UMA Pittsburgh Gathering, they brainstormed what they could do to better track their impact, and how to create a survey of peers to find out what programs are out there, where they are, and what they're doing.

In Milwaukee, they examined their work through the lens of the 2019 Gathering theme: "Building New Narratives for Manufacturing".

How do you educate consumers on the importance of American textile producers, so that they buy national products instead of opting for ones that might be cheaper but made overseas?

And how do you create new storylines around textiles manufacturing that show unemployed or under-employed jobseekers the opportunity this field has?

It's a question Deborah Vandermar, director of workforce development at the Industrial Sewing and Innovation Center, has long had on her mind. "I've been in the sewn trades all my life," said Vandermar. "And I have a sense of the dignity of work, that I don't think other people share when they come in from outside fields."

Attracting workforce was a central topic in the storytelling discussion. Vandermar and others discussed the long-running belief in U.S. culture that a college degree is the only way to the middle class.

But manufacturing jobs on the whole still provide better-paying jobs than their peers in the retail and service sector. With the right type of outside support ecosystems and on-the-job technical training, textile

firms embracing new technologies have a chance of providing sewers with 21st-century career ladders.

Getting more funders on board was another issue at stake. Lisa Elstun, co-founder of the Denver Design Incubator, asked attendees how they make their sewn trades training programs stand out to funders when other sectors are also competing for their attention. “In Colorado we have a huge population of funders but they only want to fund technology,” she said.

Elstun wants to pitch the creation of an advanced technology center for the sewn trades. Lauren Calderera of Projects-Matter talked about a local community college in Houston that is creating a sewn trades program solely focused on new textile technologies. “You have to find something that fits their world,” said Calderera, referring to funders.

Challenges aside, attendees came up with some next steps. They discussed tapping into UMA’s network to create a consortium of sewn trades practitioners and “Made In” organizations that can educate consumers about the benefits of buying nationally-made clothing.

Practitioners in attendance are now gathering for monthly meetings to build off of these timely conversations.

If you’re a practitioner who’s interested in chiming in on some of these issues, the Collective wants to hear your voice: info@urbanmfg.org.



Design Thinking Storytelling Process

Why would over 100 people from across the country and Great Lakes region, most of whom have never met before, gather in a high school hall on a Thursday afternoon in Milwaukee?

Because their story brought them there. Coe Douglas and Kim Beckmann's job was to help them identify how to best tell it.

"The universe is made of stories," said Douglas, addressing the audience. "It's how we connect. It's how we engage with our world."

With that in mind, Beckmann and Douglas led UMA Gathering attendees through a design-thinking

workshop to draft narratives around their work. Guided by the human-centered design process from Stanford University's d.school, they relied on a "solutions-based, problems-solving" process that lead attendees to listen, learn, and collaborate through storytelling.

"One of the most important things for storytelling and effective storytelling is to be an empathetic practitioner," she said. "We're thinking about who are we speaking to, what are their challenges, what are their obstacles, and how we can help them."

Attendees drafted their stories in the classic story format: a hero comes up against a major challenge and has to find a way to vanquish it. Who were the heroes in the case of the manufacturing practitioners in Milwaukee, or those visiting from out of town? What was their biggest challenge, and what was at stake if they didn't overcome it?

One group proposed "a tale of two communities"—a story in which the narrator switches between two communities that chose different development paths for a hypothetical makerspace. One embraced neighborhood input; the other didn't, and suffered poor outcomes as a result.

Another group envisioned a commercial that would show K-12 counselors the benefit of educating students about manufacturing careers.

It starts with a student who goes on a manufacturing tour as part of a school trip. They connect with someone from their community that explains the possibilities of a manufacturing career. After thinking it through the student pursues a manufacturing

apprenticeship after high school and watches their adult life bloom: buying their first car, buying their first house—and even meeting their significant other, all through work.

“Our goal is to convince people from minority communities and their families to look again at manufacturing and construction as good careers,” said Andy Stettner, senior fellow at the Century Foundation and a member of the table that came up with this idea.

The session’s goal was to drive participants to send their message out beyond those like-minded peers who showed up at Bradley Technology and Trade School for the Gathering.

“What we’re doing is resonating with the audience we’re trying to speak to,” said Beckmann. “We’re telling stories to impact how people think about what we do.”

One of the best ways to gain insight into user behavior is to conduct some form of prototyping. Prototyping involves producing an early, inexpensive version of the product or service in order to reveal design flaws, test the feasibility of the design, and to involve users think and feel about the product or service.

When are prototypes used?
In the final phase of the Design Thinking process.

Why prototype?
To determine how users behave with a prototype.
To reveal new solutions to problems, or to find out whether or not the implemented solutions are successful.

What is done with what is learned?
The results of the tests are used to reveal problems established in the early stages. To build a stronger understanding of the user by interacting with the prototype.

» Using the prototype of brainstorming not like

Conclusion

We want to end this report by saying how grateful we are for your presence—whether you visited from across the street, across the country, or were there in spirit.

By supporting our Gatherings, you're helping UMA set the stage for our programming and research for the following year and beyond.

Many of the case studies, webinars, and research projects that we run through our Communities of Practice have been inspired by the feedback we get from our Gatherings.

Our Gatherings have also inspired some fantastic collaborations, including the launch of new local branding organizations; intra-city manufacturing district tours; and collaborations between port authorities, to name just a few. The impact from these events is still playing out and will do so for years to come.

We hope you use our event in Milwaukee as a starting point to deepen your stories and build awareness around manufacturing and your work in your city.

Acknowledgements

UMA would like to thank the following partners:

- Bradley Technology and Trade School for allowing us to take over the entry hall of their building to host our Gathering.
- Automation Arts for welcoming our Sewn Trades Collective meeting, and The Twisted Fisherman for hosting our opening reception.
- To Elmer Moore, our excellent Gathering emcee whose warmth and enthusiasm brought the room together.
- To Coe Douglas and Kim Beckmann, who guided a storytelling workshop that helped each of us start to recast narratives around manufacturing.
- To all of the makers who participated in our Gathering Makers Market, which was generously hosted by the Foamation Original Cheesehead Factory.
- To Menomonee Valley Partners, our local partner for this event, whose guidance, knowledge, and support made this Gathering an overwhelming success.
- And to The Corridor, Harbor District, Havenwoods Economic Development Corporation, The Gateway, Granville Business Improvement District, and Riverworks Center—Milwaukee’s business improvement districts that dedicated time to the UMA Milwaukee Gathering Host Committee. Thank you for introducing us to the people behind so many great ideas in Milwaukee, and providing us with the local expertise needed to guarantee an inspiring event.
- To all of our generous sponsors. Your support made this event, and all of UMA’s work, possible.



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