



2023 YEAR IN REVIEW

THE MAKER CITY

MAKE TODAY. IMPACT TOMORROW.



THE MAYOR'S MAKER COUNCIL

vision

To build a sustainable creative community.

mission

To promote equity in our creative economy by fostering relationships between makers and consumers, by building networks of public, technological, and financial resources, and by creating educational opportunities and partners.

values

Accessibility
Community
Inclusion
Inspiration
Sustainability

2022 – 23 MAYOR'S MAKER COUNCIL

Mary Thom Adams, SPARK

Jonathan Clark, ART.Official Intelligence

Hannah Houser, HH Creative

Tuyen Ho, HexCode

Alex Jaynes, A. Jaynes Woodworks

Laurie Kay, Monsters Made with Love

Jasmine Newton, Javon Renee Portraits

Sean Simoneau, KnoxMakers

Kelly Sullivan, Knoxville Arts Center

Saray Taylor-Roman, Taylor-Roman Portrait

Victoria Walsh, Craft Appalachia

William Wright, PopFizz

Joseph Woods, Black Atticus

Ty Murray, Ty's Eye

Bailey Foster, Real Good Kitchen

Ashley Garner, Nest

MAYOR'S MAKER COUNCIL SUPPORT TEAM

Courtney Hendricks, Director of Maker Initiatives

Jim Biggs, Knoxville Entrepreneur Center

Kelsi Walker, Knoxville Entrepreneur Center

Chris McAdoo, Knoxville Entrepreneur Center

Jennifer Searle, City of Knoxville

Carter Hall, City of Knoxville

Carol Z. Shane, Content Producer

Holly Rainey, Social Media Manager

SUPPORT PROVIDED BY





Mayor's Maker Council at The 2023 Maker City Summit



Mayor's Maker Council Retreat

“Makers are creating positive economic and cultural change at the local level throughout the world.”

— Maker City, A Practical Guide For Reinventing Our Cities

MAKER IMPACT IN 2023

communities benefit when small businesses thrive

2023 has been focused on creativity, collaboration, and community building. From the heart of monthly programming, which saw an attendance of over 850 makers, to standout events like The Maker City Summit with 249 registered attendees and 54 combined hours of mentorship from 24 experts, the year unfolded as a celebration of the diverse talents within our maker community. Educational initiatives and the ongoing promotion of community events, underscored a commitment to empowering makers, fostering a rich creative culture, and providing essential resources.

Media coverage played a pivotal role in spotlighting over 300 makers through various channels. From bi-weekly segments on WATE for Maker Monday to specialty group segments on WVLT, WBIR, Teknovation, and monthly articles in local publications, the narrative of The Maker City resonated far and wide. As digital footprints grew with an Instagram following of 11.2k and over 20k site visits to themakercity.org, the organization's commitment to expanding its reach and impact became increasingly evident. This year encapsulates The Maker City's dedication to nurturing a thriving creative ecosystem, reinforcing the importance of supporting maker businesses for cultural enrichment and sustainable economic development. **When we make today, we impact tomorrow.**

BY THE NUMBERS

PROGRAM PARTICIPATION

56

Etsy Entrepreneurship
Program Participants

200+

Summit
Registrations

850+

Registered Event
Attendees

143

Maker Features
in Gift Guides

550

Second Harvest
Meals Donated

400+

Maker Directory
Members

DIGITAL ENGAGEMENT

Website Visits	20,000+
Summit Website Visits	8,000+
Newsletter Subscribers	3,024
Instagram Followers	11.2K
Facebook Followers	4.2K
#TheMakerCity Uses	30.2K

DIGITAL ENHANCEMENTS

- ✦ Markets Page added to TMC Site
- ✦ Knoxville Creative Resource Page Developed
- ✦ New Maker City Summit Website

COMMUNITY IMPACT

- ✦ Maker Partnerships (noted on next page)
- ✦ Consultation on Ukrainian Makers Association
- ✦ Etsy Course Updates
- ✦ Techstars Maker City Tour
- ✦ City Council Dinner, July 2023
- ✦ Second Annual Council Retreat
- ✦ 54 Secret Santa Participants
- ✦ Resource Fair, 20 Organizations, 209 Registered
- ✦ Presented to Knoxville Association of Women Executives

THE MAKER CITY SUMMIT

Held at Maker Exchange in September 2023, The Maker City Summit was a full weekend of workshops, powerful presentations, and meaningful networking. Designed to to educate, inspire, and bring our creative community closer together, The Summit is a chance to learn, grow, and connect with fellow makers and founders.

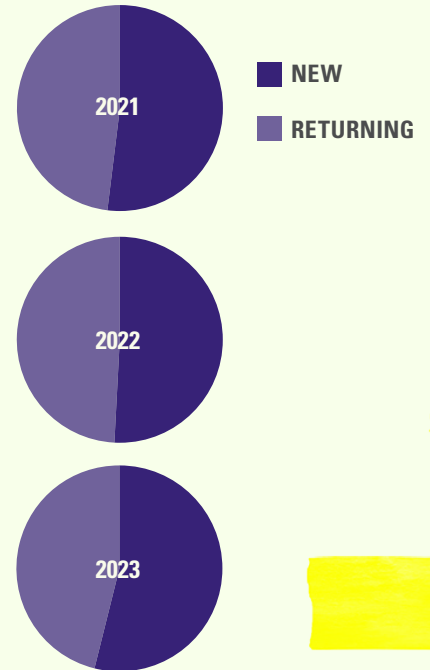
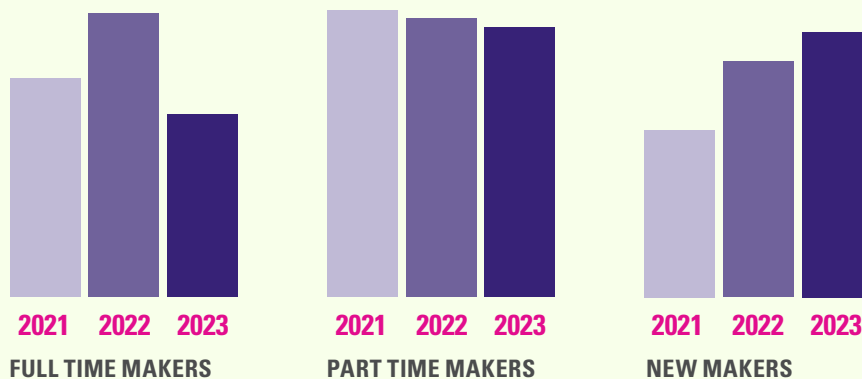
ATTENDEES: **249**

SPEAKERS: **28**

EXPERT MENTORS: **24**

HOURS OF OUTSIDE MENTORSHIP: **55+**

ATTENDEE MAKEUP
(ACCORDING TO SURVEY)



This Summit is designed for makers of all types who are looking for maker business education and creative inspiration. By attending the Summit, makers have access to practical know-how and dialogue about growing a successful maker business. Our goal is that attendees leave ready to accomplish their next business milestone.

“

What I got from the Summit was valuable information to help me make some choices in my business but wasn't sure how to make. I didn't just get a taste of what they had to offer, I got a full meal! It did not feel like a sacrifice of my weekend at all, but instead was beneficial to my business growth and ultimate success! My brain is full and I am blown away!

It helped me focus on myself and my business without distraction and gave me some tools to move my business forward. I actually came back from it and drafted a resignation letter for my full-time job.

Incredible!!!! After over 30 years in Knoxville, I have finally found my people.

Great info - real world information that has already been helpful for my business and craft - I didn't expect to get leads and was constantly being asked for my card and have had numerous opportunities since.

This was an over-the-top great experience. For me, it was an effective combination of joyful fellowship, education, and great business connections. You really hit the mark. I left inspired and looking forward to next year!

”



SUMMIT SPEAKERS

Keynote: Thomas "Detour" Evans
 Artist, I am Detour
 Keynote: Natalie Franke
 Author of *Built to Belong*, CoFounder of Rising Tide, Chief Evangelist at HoneyBook
 Chair: Jasmine Newton, Javon Renee Portraits
 Vice-Chair: Jonathan Clark, ART.Official Intelligence
Panelists & Speakers, listed alphabetically
 Adrienne Webster: Enrolled Agent, AOW Tax & Accounting
 Brent Thompson, Spearheader Creative
 Casey Fox, Big Ears Festival
 Chris McAdoo, Knoxville Entrepreneur Center
 Damon Rawls: Founder, Innovation Digital Agency
 Frances King, Owner & Editor, The Scout Guide Knoxville
 Frog Greishaw, Frog Juice Kombucha
 Georgia Vogel, Honeymouth
 Gina Lisenby: Owner, Revelation Road Coaching & Consulting
 Hannah Houser, HH Creative

Haseeb Qureshi: CEO & Founder, Forthlaw PLLC
 Jade Adams, Founder, Oglewood Ave
 Jessica & Wes Breitenbach, Crown Upholstery
 Jessica Carr, Girls Gotta Eat Good Asian Bakery
 Jose "Jackie" Calabres, Calabres Gallery of Arts
 Judith Rosenberg, Director of Client Engagement, The Thought Bureau
 Kristen Combs, Author of *100 Things to Do in Knoxville Before You Die*, and Director of Communications & Social Strategies at Visit Knoxville
 Liza Zenni, Arts & Culture Alliance
 Ryan Lee, Sr. Manager, Strategy & Account Planning, Design-sensory
 Samantha Lane, Time Management Consultant + Speaker, Creator of Origami Day
 Shanna Browning, First Century Bank
 Tanika Harper, Harper's Naturals and Shora Foundation
 Taryn Ferro, Aw, Snap Photography
 Victoria Walsh, Craft Appalachia

19

Scavenger Hunt
Locations

4

Scavenger Hunt
Prizes

18

Topics to Grow & Inspire
Maker Business Business

1

Mini
Pony

SCAVENGER HUNT LOCATIONS

Visit Knoxville
 Arts and Culture Alliance
 Pretentious Glass Co
 Maker Exchange
 Nothing Too Fancy
 Knox Brew Hub
 Paris Woodhull
 Union Ave Books
 Rala
 Lox Salon

Marble City Market
 Knoxville Soap & Candle
 Knoxville Fine Violins
 Knoxville Entrepreneur Center
 Spice & Tea Exchange
 French Fried Vintage
 Boyd's, Jig & Reel
 Downtown Wine & Spirits

2023 PROGRAMMING

The Maker City is supported by volunteers

Sales Tax & Tax Sessions : Elliott Advisory Group
Artisit statements and bios: Kelly Hider, Arrowmont
Wellness: Jamie Cahrd Kowarick, Fado Made
Social Media: Holly Rainey
Markets: Ashley Garner, Nest
Ecommerce: David Harman, Native Maps
Resource Fair: Arrowmont, Black Business Directory,
Dogwood Arts, Knox Makers, Knoxville Community Media,
Knoxville Entrepreneur Center, Let Her Speak, Maker Exchange, Oak Hill Audio, Pathway Lending,
Pitchwire, Real Good Kitchen, SCORE, Shora Foundation - Roots Collective, Tennessee Craft,
Tennessee Small Business Development Center, The Arts & Culture Alliance, The Bottom, The
Knoxville Chamber, The Maker City - Mayor's Maker Council

80+
Volunteers

Mingles at Maker Spaces: Crown Upholstery, A New Hue, Old City Performing Arts Center, Able Trade
2023 Beer Sponsor for Mingles: Albright Grove Brewing Company
Summit Additional Volunteers: Stacy Monday, Katie Mahalic, Kristin Webber, Lora Williams, Tiara Lady
Wilson, Jackie Osborne, Banks Osborne, Greer Miceli, Laura Moll, Kara Hudgens
Summit Video: Cole Lyles : Summit Headshots: Aaron Ingram : Summit Photographer: Shawn Poynter
Summit Food Vendors: Amy Treats, Happy Days Catering, Manis & Co. Catering, Cooks, Silver Queen
Kitchen, Appethai, Tarik's, Hong's, Irvey's, Mama Bear Sweet Treats Frog's Juice Kombucha

THE MAKER CITY SUMMIT PLANNING COMMITTEE

Jasmine Newton, Javon Renee Portraits
Jonathan Clark, ART.Official Intelligence
Becky O'Hatnick, The Fainting Goat Press
Drocella Mugorewera
Emily Curran, Dogwood Arts
Raquel Leal-Alvarez, Latinas Time

Diahn Ott, Diahn Ott Studio
Zachary Townesmith, Seven Springs Retreats
Aaron Ingram, Aaron Ingram Photography
Ashley Garner, Nest
Sunny & Phil Tune, East TN Soap Works
Tod Shely, Tod Shely Photo

EXPERTS PARTICIPATING IN ONE-ON-ONE SESSIONS POST SUMMIT

Marcus Williamson, University of Tennessee
Nikki Elliott, Elliott Advisory Group
Shawn Poynter, Poynter Photo Co
Amy Fierro, Etsy
Mal Alder, Alder & Co
Adrienne Webster, AOW Accounting & Tax Services
Halee Sprinkle, Czech Yourself Marketing
Catherine Porth, Let Her Speak & KEC
Courtney DeLaura, Fresh Tri
Kenneth Herring, River and Rail Theatre Co
Bailey Foster, Real Good Kitchen
Holly Rainey, KEC & The Maker City

Joseph Woods (Black Atticus), Park City Printing
Rabbi Alon Ferency, Eclectic Cleric
Ashley Garner, Nest
Colby McLemore, Colby's Photo & Video
David Harman, Native Maps
Jonathan Halley, Big Slate Media
Mel Mullins, Knox Girl Soap
Rachel Milford, Cattywampus Puppet Council
Ron & Kate McKnight, Arkae
Susan Worthington, The Southern Market
Terrence Carter, Knoxville Area Urban League
Tricia Bateman, Tricia Bateman Design

COLLABORATIONS & PARTNERSHIPS

- Collaboration with Big Ears Festival, resource booth. 13 makers represented through attendance and 9 demonstrations. March 2023
- Collaboration with Dogwood Arts for the DAF, resource booth. 15 makers represented through attendance and 8 demonstrations. April 2023
- Presented at District Learning Days for Knox County Schools. Continued communication around 865 Academies. November 2023
- Connections formed with with Create Appalachia, Makers USA, TCAT, Tennessee Craft
- Collaboration in progress with Dogwood Arts to get artists into schools
- Collaboration with Dogwood Arts to bring a Maker Experience to the Dogwood Arts Festival in 2024
- Continued communication with contact in the Ukraine to consult on set up and event planning for the Ukrainian Makers Association
- Resource Fair with Knoxville's Arts & Creative Business Organizations. Collaboration with ACA
- Grant awarded through the Arts & Culture Alliance to update & create digital assets - directory, website, and resources
- Local designers, Greer Miceli and Nkem Warner featured through design of event graphics





MEDIA OPPORTUNITIES

- Bi-weekly coordination of makers sent to WATE for Maker Monday segment, 30+ featured
- WVLT specialty group segments for gift guides, 12 featured
- WBIR Maker Segments, 5+ makers featured
- Monthly articles in Knox Biz, Knox News, and Visit Knoxville, 50+ makers featured
- Two page article in the Knoxville Visitors Guide
- Multiple Teknovation articles, as well as 11 featured maker segments leading up to the holidays.
- Articles in Focus, Shopper, Blank, Compass, Inside of Knoxville, VIP Knoxville, City View, 200+ makers featured
- WJHL Johnson City - media surrounding the Summit, 6 makers featured
- Features in VIP Knoxville, Cityview, The Ledger, and Knoxville New Sentinel
- USA Today named Knoxville the #4 Arts district in the Country

350+
Featured Makers

"It was a blast to do. I've had a ton of traffic, and I think it definitely messaged the right concept for me in the marketplace. I had to turn my watch off during the second segment, because I was getting nonstop website notifications."

"Thank you so much for all y'all do and for thinking of me for the opportunity!" – Maker featured on WATE



"I do not think there is any thrill that can go through the human heart like that felt by the inventor as he sees some creation of the brain unfolding to success."

– Nikola Tesla

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GiNa MAKER STUDIO



Aaron Ingram
PHOTOGRAPHY



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