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## Warsaw MakerSpace Executive Summary

The **Warsaw MakerSpace** project is an exciting, robust, and evolving project that will create and sustain a location where community members can engage individually or in teams on creative projects. **Warsaw MakerSpace** incorporates the concept of STEAM (Science, Technology, Engineering, Art, and Mathematics) and integrated projects into its mission. **Warsaw MakerSpace** is built to provide the location, tools, techniques, support, and encouragement for innovative work throughout our community.

Our vision is to have centralized collaborative facility space equipped with a variety of tools, materials, machines, computers and other resources where individuals can design, build, work and think freely using available technology. The residents of Kosciusko County will have access to resources they would not have otherwise. Kosciusko County is a community of creative-minded people who currently make all kinds of items. This space would be used to foster the brainstorming, envisioning, problem solving, designing, prototyping, fabricating and repairing that is taking place in inadequate spaces currently. This space would also be used for classes and workshops for both members and visitors in a wide variety of subjects.

After meeting with key leaders in the community, we have found that classes could be led both by members and guest teachers who have knowledge of skills, trades and other technologies. This could include classes such as robotics, machining, trade skills, artistic expressions in a wide array of show casings as well as technological advances. If it is creative, it can happen in this space! The space we have initially identified as a potential location for **Warsaw MakerSpace** is the Gatke building. This appears to be an ideal site due to its location to Warsaw and Winona Lake.

The main operating costs of this facility are rent, insurance and utilities. Our plan is to have these costs fully funded by membership payments and space rentals. Discounted memberships are available for law enforcement, fireman, and students. Scholarships will be available for those with limited financial resources as there are community members that desire to see people of all economic levels learn and become part of the creative culture and member of society. All members would have "24-7" access through the use of the facility as well as equipment available for use by authorized individuals who have had the proper training.

Through the generosity of local businesses, available resources will include 3D printers, laser etchers and cutters, CNC mills, and more traditional tools, such as drill presses and a variety of saws for metal and wood working. There would also be computer workstations for all types of design, whether that be music or machine. We also have contacts for specialized equipment and software. These businesses have a strong desire to give back to the community and have expressed interest in helping get this member funded community facility moving forward, growing and bringing many creative ideas to our area and beyond.

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## What is a “maker space?”

We live in an innovative, daydreaming, and entrepreneurial era that is unlike any other. Many individuals are motivated to create something they can call their own. In fact, over 135 million U.S. adults are considered makers by trade, a number that is steadily increasing.<sup>1</sup> This maker movement has been growing steadily here in the United States. An argument could even be made that the United States was founded on maker principals. What was coined as this “maker movement,” actually started in 2005 with the launch of *MAKE Magazine*.<sup>2</sup> The purpose of this movement was to refocus on creativity and innovation in skilled labor.

Today, over 57 percent of the work force age 18 and up is employed for skilled labor crafts such as making clothing, baked goods, or art.<sup>3</sup> This is an astonishing number that contributes over \$29 billion to the economy. Kosciusko County too, has shown growth as a maker community. From engineers with a motivation to create something that will revolutionize their industry, to artisans creating a product where a percentage of sales is donated to third-world countries, our community is surrounded by makers. However, the potential talent in our community right now is not being developed to its full potential because of the difficulty in finding the space, tools, and education needed an individuals to follow his or her instinct and develop something that may truly change the world.

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<sup>1</sup> <http://time.com/104210/maker-faire-maker-movement/>

<sup>2</sup> <http://makerfaire.com/maker-movement/>

<sup>3</sup> <http://www.usatoday.com/story/money/business/2013/10/14/martha-stewart-column-meet-the-makers/2980701/>

## Why does Warsaw need a maker space?

Our project, **Warsaw MakerSpace**, is to organize a venue for all makers in the community to join together and collaborate, to share ideas, and develop them into full working projects. This maker space project is an exciting, robust, and evolving project that will create and sustain an exciting location where students, faculty, staff, and community members can engage individually or in teams to develop STEAM (Science, Technology, Engineering, Art, and Mathematics) related and integrated projects. **Warsaw MakerSpace** is to provide the location, tools, education, support, and encouragement for innovative and creative work. Whether it is a place to develop a new idea for a medical implant for the orthopedic industry or a home for an artisan to make handmade crafts, our maker space will provide a home in the community for like minded individuals to make and create together.

Other cities have led the way with similar projects. The Columbus Idea Foundry, a 65,000 square foot facility, boasts a booming maker community and has already expanded to open a second floor.<sup>4</sup> Nearby South Bend's Make South Bend just started its third year of business and will soon have expanded from 2,000 to 3,000 square feet. These are just two examples of many facilities fostering development of maker talent, with nearly 1,400 other maker spaces worldwide.<sup>5</sup>

To insure that we develop the project correctly, we will have a group of community leaders to help this project move from a goal to something sustainable for our community for years to come. The list of people that will feed ideas on the ground floor of this project are as follows:

- John Mishler – Old Bag Factory in Goshen
- Greg Cobb – Our Fathers House – beginning location
- Brad Bishop & Sheryl Conley – Orthoworx – to meet broad needs of Orthopedic Industry
- Jeremy Skinner – City of Warsaw – facility development
- Dr. David Hoffert – Warsaw Schools – Donation of equipment and connection with students

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<sup>4</sup> <http://www.columbusalive.com/entertainment/20170301/arts-news-idea-foundry-opens-second-floor-space>

<sup>5</sup> <http://www.popsci.com/rise-makerspace-by-numbers>

- Luke Wright – MudLove
- Jim LeMasters – Potential General Manager
- Mayor Joe Thallemer

### **Where would a maker space start?**

One of the most important aspects to this project is location. Initially, our project will need to start in a smaller location, paying rent in order to keep costs as low as possible. Greg Cobb of Our Fathers House has generously offered us a start-up location to start in. We will need roughly a 2,000-square foot empty location to house the initial tools and machinery to help keep the costs low. As the needs of our maker community grow, our long term plan is to expand into the Gatke Building.

The Gatke building is a 20,000-square foot building that has become an eye-sore for the area just outside of the Village of Winona. We are pursuing this building for two reasons. One, we will be expanding on the Village of Winona; and two, the City of Warsaw has already considered the Gatke building as a potential MakerSpace location in the 2016 application for the Steller Communities project. According to Jeremy Skinner, Warsaw City Planner the entire facility will cost roughly \$4.5 million to completely renovate and clean. However, our plan is to grow slowly into that facility. Our plan is to complete an initial clean up and partial renovation, while partitioning off the rest of the facility for future growth opportunities. Jeremy Skinner estimated this initial clean up and partial renovation to cost roughly \$1 million, which includes a ground clean up, exterior building remodel, partial interior remodel, and creation of a parking lot. We plan on partnering with the Greenway to continue the path in front of the Gatke Building, which will provide community members using the Greenway a much safer avenue towards the Market Street Expansion the city completed in 2016. This will also provide our facility with constant exposure to those using the path from the Villages of Winona through to the Market Street path.

### How would this project be paid for?

When a group such as ours begins seeking funds it can be difficult at best, because investors, charitable or otherwise, will have no guarantee of return. However, we would begin with the creation a funding action plan that detailed the benefit to the community of creating a maker space here in Warsaw. This funding plan would lead into to a long-term business plan that would outline sustainable objectives that would eventually yield a profit for possible investors.

Profit for an investor can be divided into two categories; one, actual return on investment, and two intrinsic value. Actual return on investment is expressed as a percentage that is earned on principal. However, intrinsic value is the benefit that if one believes their donation has on the organization or community they have donated their hard-earned money too. We are planning to be a not-for-profit organization; therefore, we recognize that it will be an essential aspect of our funding plan to emphasize the benefit of a Maker Space to the community when we start seeking funding. We would start by looking for community members who had an interest in the creation of a maker space. We assume we would initially have to use our own time and energy to network and our own funds to start a small advertising campaign to help brand our message. We would then need to start inviting the people and entities we identified as having an interest in a maker space to our first maker location to gage their actual interest.

The next line of funding would be to apply for grants, from Kosciusko County, the state of Indiana, the federal government and then local foundations, charitable organizations and trusts. Ultimately local

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governments and foundations would be our most likely source of funding but, just a quick search of the internet brings up literally hundreds of possibilities.

In order to be sustainable, the facility must develop consistent funding sources. Our goal is to have long-term tenants like these to pay rent to the facility to fund basic ongoing expenses. We have had

discussions with Luke Wright of MudLove as a potential partner by allowing Mudlove's products to be manufactured in the facility as a permanent relocation. With the recent explosion of small craft breweries in the United States, we are looking for a restaurant/brewery to open up on the premises as a long-term tenant so MakerSpace patrons have access to on-site food and beverage, as well as a place for the community to gather socially. We have spoken to Second City Trolley, based out of Chicago, regarding the start-up process of a centralized hub for community transportation and city tours in Warsaw. Additionally, we have spoken with Indianapolis-based The Pickled Pedaler Inc. about their pedal cart business that allows members of the community people traveling in from out of town have access to pedal carts to explore the area.

We will also charge admission to consumers using the facility as a membership fee, as well as a per hour fee on larger pieces of equipment. Finally, we will have an annual "Yard Sale" where members and artisans of the MakerSpace can showcase and sell their artisan crafts to community members, from which the facility would collect a portion of the profit.

### **What organizations would be interested in using this space?**

One important area of target for this space is educational institutions. We have reached out to Grace College with aspirations of partnering with their idea to develop an engineering program. Our facility would be able to house the equipment needed for their future engineering students to use, and if our space was located in the Gatke Building, it would also be in close proximity to Grace College's campus. We have already spoken with Ariel Ross of Grace College to ask that she consider including the **Warsaw MakerSpace** as part of Grace College's overall master plan, and Drew Flamm to see if the college would help in fundraising.



Warsaw Community School Corporation superintendent Dr. Hoffert has indicated the school system could help by donating used equipment that is currently in storage. These pieces of equipment will be the initial tools we offer to the maker community. In talking with Dr. Hoffert, he requested that the school system would have access to the facility to expand upon what they are currently doing within their schools. This is advantageous for both parties, because the school would have access more machinery and tools, and our MakerSpace would have increased foot traffic and more exposure to the students' parents. This involvement of the school system indicated to our community that this is something that should be valued in Kosciusko County.

Zimmer Biomet will be approached requesting old machinery in hopes that we can offer tools that most would have difficulty owning on their own. We plan to request funds from Zimmer Biomet and DePuy to help fund the initial startup costs. Ivy Tech is also an important community staple. Similar to the Orthopedic and Advanced Manufacturing Training Center, offering a location the college can use for the advancement of other fields of education will extend the Ivy Tech campus reach and exposure.

The Warsaw Community Public Library is currently in the infant stages of developing a maker community of individuals. They currently have a 3-D printer that they plan to charge for use of to students and community members. The library currently offers courses for kids and adults ranging from Lego building to hobby craft classes. After speaking with Ann Zydek, the Library Director, and other library department heads, we are developing a plan to collaborate and develop their maker participants. The library's largest issue is that there is limited space in their current facility. We plan to work with the library to allow the Library to develop their maker projects within our facility, allowing their classes to grow beyond their current typical 8-10 student class size. Furthermore, we would have space for the

library staff to develop new ideas and offer new classes, wherein they otherwise would not have had space for in their current facility.

### How could this space be used?

Our facility will offer a location for any kind of maker to come and develop their ideas, so we plan to offer much more than just machinery and tools. We will offer an opportunity for like-minded individuals of our community a place collaborate. It will be a place for local schools and educators to bring their students to apply the ideas they have learned.

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We have also discussed with Ivy Tech to idea of offering a Culinary Arts education being housed in our facility. The goal would be to offer an industrial kitchen/classroom for students who wish to pursue the culinary arts, to have access to a facility that they might only have access to in a larger city. There has also been a recent growth of new restaurants and eateries within our community. Recognizing this growth and consequential opportunities for people interested in the culinary arts, we would be helping our community social atmosphere grow around restaurants and eateries. As our community attempts to attract younger employees to the area from larger cities, having more options for food and beverage in our area will be a big selling point.

If this industrial kitchen setting is successful, then not only are individuals with aspirations of the arts be able to utilize the **Warsaw MakerSpace**, but individuals that wish to showcase their cooking ability as well. We will open our doors to people that wish to cook and sell their food in a city market setting.

We have spoken with Indianapolis City Market Executive Director, Stevi Stoesz, in regards to developing our own spin on what The Indianapolis City Market is doing currently. The Indianapolis City

Market is set up to allow small startup culinary and artisans to have a place of business with far less overhead by charging them rent on an annual contract. By partnering with both Ivy Tech for a culinary art program and the Indianapolis City Market, we will be a space for culinary graduates to start their dream business and sell their products without being burdened by the high cost of owning a facility themselves.

Furthermore, we hope to offer a one-stop shop for makers to come and use our tools and space to develop their artwork, ideas, skills, and education. For instance, we have discussed with Gary Neiter in offering pottery classes where we would provide the needed products and tools for individuals to come empty handed and learn to develop a new hobby or skill. We also envision tenants such as Mudlove being able to offer classes for the community on their equipment after business hours. This is the easiest way for people to start into the maker movement, provides more exposure for the businesses involved, and potentially even provides them future employees.

There are also possible future uses for the facility. We believe this facility will be able to act as a host for music, weddings, and other social gatherings with some limitations on facility access for the protection of artisan projects. Furthermore, the building is equipped for an upper mezzanine level around the inside of the building. This allows for more space to fill our needs as well as a location for community members and patrons to socialize and collaborate on ideas.

### **What would be the next steps after raising funds?**

In order to be sustainable, ongoing knowledge and development is key for the **Warsaw MakerSpace**. We have compiled a list of several specific community leaders and individuals to be part of this project after it is up and running. We would develop a Board of Directors that would include:

- A Warsaw School official
- A City of Warsaw official

- An Orthopedic industry official
- A technical trades representative
- A representative from Ivy Tech
- A representative from Grace College
- A general manager

These officials and the general manager will be asked to help develop ideas and grow the facility.

Since we will not be offering every aspect as described previously, we will need to develop this project over time, offering tools, machinery, space, and classes and the community demand for such aspects of the **Warsaw MakerSpace** to be developed. This group will be in charge of measuring those demands and making decisions as to the direction of this maker space.

Once we have established a location, with equipment, tools and other maker essentials and raised the required funds, we then would need then need to asses our staffing needs. The first questions we would need to consider is: What jobs do we need filled? A consideration in the creation of a maker space would be a membership wherein the members could be contractually bound to helping take care of the space. Once we established our staffing needs we would then need to make sure we hire individuals that valued the job, realizing our employees would be the foundation of the **Warsaw MakerSpace**.

We would ideally meet individuals in the process of branding and fundraising who have a passion for the creation of a maker space may also want to become our first employees. However, as the initial founders and stake holders we realize and want to be directly involved with the day-to-day operation of the **Warsaw MakerSpace**, and will most like be the first “employees.” In addition, with technology, it might even be possible to have different jobs such as fundraising and marketing work from home. Ultimately, anyone we hire would need to be flexible and willing to have multiple roles. For the right individuals, we could even give the incentive of ownership.

Marketing this space is essential to having a successful start-up. The need for community buy-in initially is essential. If our project were to win the \$1,000, we would first have a professional rendering put together of the Gatke building and our vision of what it would look like. Marketing is going to be an

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enormous piece of getting future funds, so having accurate designs to show our potential investors would allow us to better portray our proposal. Any funds left after these designs would go into our initial online marketing campaign, developing a website and social media presence through Facebook advertisements to generate a viral sensation that the Kosciusko area can get behind, because social media will be the most important avenue after “word of mouth” in the community. Another option for partnering with local colleges is having student interns run social media accounts and pages. After witnessing how well the Stellar Communities projects was promoted on Facebook, this avenue was identified as one of the main methods of mass communication residents of Kosciusko County prefer. Additionally, most younger generations who would have interest in artisan projects are on social media the most. However, given the fact that this will be a maker space, and not an internet start-up we may also find traction in traditional grass-roots marketing.

Imagine if the right tools, creative spaces, and opportunity were available to our community: a centralized facility allowing residents to foster creative thinking and innovative ideas. The **Warsaw MakerSpace** will allow users to design, build, work, and think freely in order to propel our community into a new, innovative age that we believe will further foster the economic success in Kosciusko County.