



## Maker Cities Grant Application 2019

Thank you for your interest in applying for the Maker Cities 2019 grant, powered by the Etsy Impact Fund and the Mastercard Impact Fund with support from Recast City. Applications should be submitted through [this portal](#) by a local 501(c)(3) nonprofit organization, and should include an endorsement letter from a local government official outlining how they plan to support this work.

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### Page 1: Assembling your Maker Cities Team

Location: City, State

#### **Primary Organization**

Organization:

Organization URL:

Full name of point of contact:

Current position at organization:

Email address:

#### **Etsy seller\***

Full name of Etsy seller:

Etsy shop name:

Etsy shop URL:

Email address:

Additional Etsy seller (if applicable)

Full name of Etsy seller:

Etsy shop name:

Etsy shop URL:

Email address:



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*\*By submitting this application, you acknowledge that Etsy will review the shops listed and verify that the shops and sellers adhere to Etsy's Terms of Use and related policies.*

**Supporting Organization** (service provider, local government official, library, etc.)

Organization:

Organization URL:

Full name of point of contact:

Current position at organization:

Email address:

**Local Government Endorsement\*\***

Full name of local government official providing endorsement letter:

Office / Department / Agency:

Current position / title:

Term (if applicable):

Email address:

Please upload a .pdf of your letter of endorsement:

*\*\*Please note that any direct personal connection (e.g. familial connections) between the sponsoring local government official or office and the primary or supporting organization, or to people on their boards, will be disqualified. The purpose of the letter is to help identify projects where the creative community has a positive working relationship with the local government, which will help improve the success of the effort over the course of the grant.*

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## Page 2: Tax-exempt Organization Information

Grants will be distributed through the primary nonprofit organization submitting the application. As such, please provide the information below.

Address where the organization was established:

Year established

Unique identifying number (e.g. Tax ID number):

Website:

Phone number:



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Stated mission of the organization:

Board Members:

Please upload the following files associated with your organization

1. Proof of 501(c)(3) tax exempt status
2. Most recent tax statement
3. Operating expense budget
4. Most recent annual report, if available

*By submitting this application, you affirm that the nonprofit organization is not controlled by the local government official submitting the endorsement letter, and that the official will not benefit financially from the receipt of this award by virtue of any position the official may have with the nonprofit.*

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## Page 3: Background information

Help us understand your community a bit more by summarizing each of the following in 250 words or less:

- What role does the creative economy (artisan entrepreneurs, small batch producers, craft fairs, pop up shops, etc.) play in your community, and what opportunities do you see to leverage or expand it for local economic development?
  - What population do you want to reach with this grant program, and why? Who will benefit from the project? Please be specific and include any pertinent information as it relates to geographic locations, socioeconomic status, race, ethnicity, gender, sexual orientation, age, physical ability, and any other relevant data points.
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## Page 4: Project Proposal

Please outline your project proposal by summarizing the following in 1,000 words or less:

- Clearly articulate the problem or challenge you are seeking to address in your community.



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- What is the stated goal of your program or project? What outcome do you want to achieve?
- How is the problem or challenge and goal of your work related to the purpose of the Etsy Maker Cities Initiative?
- Who are the stakeholders or partners working with you to achieve this outcome? How will they help you reach your target population and implement your goal?
- What strategies and tactics do you plan to use to achieve your goal? What are the potential challenges to implementation? What skills, expertise, and resources other than this grant funding and technical assistance are needed for successful implementation?
- How will you measure the effectiveness or success of the program or project? What are the specific metrics by which you will hold your Maker Cities Team accountable?
- How will the program or project be sustained after the grant period ends?

## Timeline, Budget and Staffing

In 300 words or less, please provide a rough timeline of execution, including specific milestones you hope to achieve during the one-year grant period. The timeline should help track your progress over the course of the grant. Assume the grantees will be announced after Labor Day 2019, and the five week training kicks off shortly after that.

We are planning to distribute grant awards of up to \$40,000. Please upload a spreadsheet with your estimated budget.

Are you applying for any additional funding sources? If so, please list your additional funding sources, along with projected amounts, and an indication of the status of each application.

Please indicate why each person, or organization, on the application team is best positioned to help lead this work, including relevant experience, previous accomplishments and community involvement.

[Review and Submit]

*Etsy and the Mastercard Center for Inclusive Growth will share the contact information of the primary organization and local government partner submitting the application with our technical assistance provider, Recast City.*



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The primary selection criteria are:

- **Interest in artisan entrepreneurs and community development (20 percent):** The community's application should demonstrate an understanding of the potential of artisan entrepreneurship to impact economic development and revitalization, interest in an inclusive creative economy, and show that the requested project is an appropriate way to pursue the community's goals—that it helps overcome barriers to implementing community solutions and equitable economic development.
- **Need for technical assistance (20 percent):** Etsy Maker Cities wants to work with communities that have a clear need for inclusive economic development projects that include manufacturing or maker businesses and sustainable community development strategies, but may need some additional help to define and move forward with local solutions. Preference will be given to applications with a defined project or initiative, clear outcomes to benefit the community, and an understanding of who will benefit from this work.
- **Partnership and engagement (20 percent):** Etsy Maker Cities is seeking a high level of engagement from partnerships willing and able to implement the target projects including make changes to local policies, regulations, and ordinances as needed. Partnerships with local stakeholders, including local government agencies, business, real estate, small-scale manufacturing, philanthropy, civic and community groups are highly encouraged. Additionally, there must be evidence of the commitment of resources in the form of senior staff from the lead organization available to work with the team, materials, and facilities.
- **Commitment to equity (20 percent):** The project conducted under this assistance should benefit underrepresented communities in which assistance could minimize displacement of current residents and businesses, and/or expand access to education, training, job centers, and small business infrastructure for low- and moderate-income households. The assistance should also serve under-represented populations in small-scale manufacturing, including people of color and women-owned businesses.
- **Strong leadership (20 percent):** A commitment of elected and appointed leaders to engage in the project, as represented by letter of commitment signed by the head of government (mayor, county commission chair, or comparable elected leader). Senior staff involved in the core team for the project should report to the head of government or the relevant agencies, such as the mayor's chief of staff, city manager, planning



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director, economic development director, etc.

Other considerations will include: 1) Geographic diversity—Etsy Maker Cities will choose communities from a variety of states, regions, and communities; and 2) Community diversity—Etsy Maker Cities will choose communities of different sizes, economic conditions, and populations.