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December 1, 2016

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City of Memphis

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Little Bird Innovation

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EPI Center

**Lisa Toro**  
City & State

**cc: The Honorable Jim Strickland**  
Mayor, City of Memphis

**DEAR MEMPHIS ACTION TEAM:**

I'm writing to congratulate you and the City of Memphis on your accomplishment of making your city an official Etsy Maker City! We are so inspired by your continued passion for empowering makers and micro-businesses and your commitment to investing in local creative economies.

We've learned so much from the opportunity to work with teams like yours, and appreciate the time you've given to bring your project plans to life. We're confident that pairing strong values-aligned municipalities with the creative and innovative spirit of the Etsy community will continue to spark ideas, bolster lasting relationships, and enable creative local economies—and the makers who power them—to thrive.

We were thrilled to welcome you and the Memphis Action Team to Brooklyn in May for the first ever Etsy Maker Cities Summit, and even more excited to see how, together, you executed your project plans with thoughtfulness and craftsmanship. Pairing your Action Team with the larger work of the Made By project, you conducted a quantitative and qualitative environmental scan and made recommendations to the City that will truly change the course of Memphis' strategic plans. By connecting the many Memphis makers across various sectors to the skill-building and technical resources provided by community and city partners, your engagement work has sparked new and innovative ideas for programming that will bolster the growing community of makers and micro-businesses. We're so excited to follow the developments of your financial literacy courses specifically designed for makers, which have the potential to serve as a model for future Maker Cities!

Congratulations on all of the accomplishments you've brought to life in Memphis! Your work to demonstrate the economic and social impact of makers in the Memphis community continues to inspire. Working collaboratively, you and your Action Team have proved that local governments, dedicated community organizations, and the Etsy community can thrive together. Memphis has a long and impressive history of a thriving music and arts scene, and is now leading the way in best practices to leverage the passion of micro-entrepreneurs, makers, and policymakers to actively support the creative economy. It is our hope that this recognition from Etsy merely builds on past accomplishments, and helps to inspire more to join the maker movement.

We are so proud to officially designate the City of Memphis as an Etsy Maker City, and we look forward to our continued partnership.

Sincerely,

Chad Dickerson  
CEO, President and Chair  
Etsy, Inc.