

# Welcome to the CEDAS Academy Economic Development Strategy Tapas Webinar Series



*ED Strategy Series is a web-based educational learning series developed by UConn Extension in collaboration with the Connecticut Economic Development Association and the Connecticut Economic Resource Center.*





Advancing the  
Practice of  
Economic  
Development in  
Connecticut



**Connecticut Economic Development Association, is a not-for-profit organization committed to advancing the practice of economic development within the state of Connecticut. CEDAS encourages communication among its members by providing a forum for discussion and information exchange.**



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# Activating Third Places: Maker and Coworking Spaces

A CEDAS Academy Webinar  
April 13 | 11:00 a.m. - 12:00 p.m. ET

*Hosted by Laura Brown, UConn-Extension Program in Community & Economic Development, and Rebecca Nolan President, CEDAS. This webinar is free and offered as a cooperative program of CEDAS and the University of Connecticut-Extension Program in Community & Economic Development.*





# Today's Presentation

This webinar is part of our TAPAS Series and we hope this presentation gives you a "taste" of:

- **What are co-working and makerspaces and how they may benefit communities**
- **Lessons learned from other communities in developing co-working and makerspaces**
- **When and why co-working and makerspaces might be the right fit for your community**



# Our Presenters



**Hannah Gant, Co-Founder SPARK Maker Space New London**

Hannah is one of the initiators of Spark, a community-run workshop and learning center in New London CT that features a makerspace, coworking space, artspace, and retail storefront. Spark is organized cooperatively with classes of members that also include organizations and anchor institutions. Hannah received an MBA in community economic development and finance after working in the food system managing farmers markets, making cheese, and farming in the Hartford area. She is also co-leading the effort to help New London & Groton achieve Innovation Place status in Connecticut.



**Marcella Kovac, Founder / Partner at The Bananaland; Co-Founder / Partner at B:Hive Bridgeport**

Marcella's obvious love of design and marketing has been undeniably influenced by her not-so-subtle wanderlust. A passion for experiencing new places and meeting new people, complemented by a deep appreciation for international art and commercial design, have resulted in a spin on the agency that mirrors top-notch hospitality, innovative thinking, and a memorable "stay." More often than not, you'll find her at the front desk of The Bananaland, charming clients with her genuine enthusiasm for delivering uniquely creative solutions, or going on about her favorite travel destination of all: Bridgeport.

# Overview

Shared spaces enable efficiencies & productivity

**Makerspace:** tools and equipment

**Coworking:** office and meeting space

Usually supported through a subscription model in which people pay monthly

- Mix of individuals and organizations

- Mix of for profit and nonprofit



# Overview

Coworking & makerspaces are part of the sharing economy and the "gig" economy

"Third places is a term coined by sociologist Ray Oldenburg and refers to places where people spend time between home ('first' place) and work ('second' place). They are locations where we exchange ideas, have a good time, and build relationships."\*

Brookings Institution. (2016). "Third Places as Community Builders." Accessed April 2017 at <https://www.brookings.edu/blog/up-front/2016/09/14/third-places-as-community-builders/>



# Characteristics of Makerspaces

"Makerspaces are comprised of participants of different ages and levels of experience who work with varied media, but a commonality is that these spaces all involve making—developing an idea and constructing it into some physical or digital form. "

Can be standalone, in schools, libraries, etc

They offer a diversity of learning arrangements- formal and informal

Learning happens in the process of making

They support making across disciplines that are traditionally separate which leads to sharing and innovation



# Characteristics of Coworking Spaces

Shared office, meeting space, wi-fi

Originated in San Francisco in 2005, emerged from Richard Florida's theory of creative class

A shared work environment with professional peers

Synergies created by sharing across professional boundaries

# Overview

Value proposition of aggregating so much

Structured / what people pay for:

- Affordable access
- Learning with classes and workshops
- Networking with events

Often unstructured

- Community / feeling of social cohesion
- Cross-pollination and opportunities to help or gig
- Increase civic engagement
- Active support of business development



# Spark Makerspace





# Spark Makerspace

## SPARK MAKERSPACE

86 Golden Street, 1st Floor



## SPARK ARTSPACE

86 Golden Street, 2nd Floor



## SPARK CO-WORKING

13 Golden Street



Membership includes access to all spaces, reduced rates on classes plus opportunities to make things happen.



# Artspace



# Woodshop





# Emporium

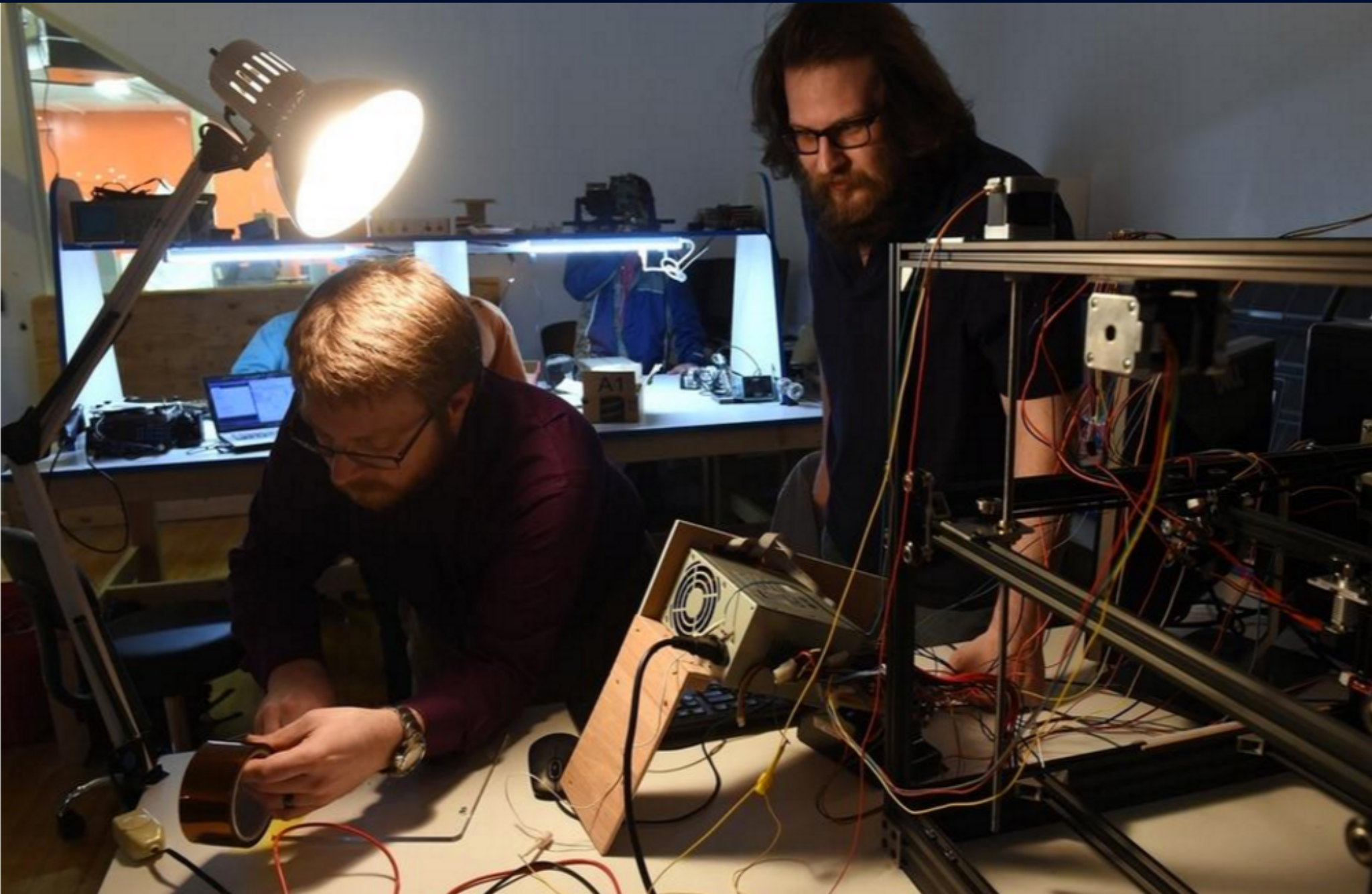


# Spark as an Innovation in the Space

- Expansive definition of making & making things happen plus cooperatively organized so members can organize new groups or develop new spaces
- Intentional design for collaboration & cross-pollination that helps people get into good-fit working roles to leverage talent and support business development
- Structuring as an “ecosystem” with membership for individuals AND organizations



# Spark at Work





# Spark's Unique Business Model

- Producing products through learning experiences or group activities that can generate revenue
- Performing services, like repairing stuff or printing t-shirts, particularly for Collaborative Members
- Members starting businesses together that become Collaborative Members of Spark

# Profitable Community Projects with No Labor Cost



## Valentine's Day Chocolate Strawberries





# Website [www.spark.coop](http://www.spark.coop)



Email address

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BLOG

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SPARK MAKERSPACE IS A COMMUNITY MAKERSPACE SERVING ALL OF  
SOUTHEASTERN CT AT THE HISTORIC EL N GEE BUILDING AT 86 GOLDEN  
ST.

**Spark Makerspace is a community-run workshop & learning center that is open to the general public in southeastern CT.**

Members pay monthly dues to access a full woodshop, commercial kitchen, 3D printers, CNC machine and laser cutter, robotics lab.



# Hannah Gant Contact



86 & 13 Golden St.

New London, CT

[www.spark.coop](http://www.spark.coop)

[hannah@spark.coop](mailto:hannah@spark.coop)

860.866.4834





The B:Hive was born from  
our passion for Bridgeport.



**Maggie**  
Queen Bee



**Marcella**  
Design



**Luke**  
Marketing



**Maddie**  
Interiors



**Jordan**  
Tech



## Community and Culture

The B:Hive space was designed with someone specific in mind: you. An open floorplan and varied desk-like options are meant to facilitate both collaboration and concentration. We created the space for members who are looking to work, to cowork, to network, and to build an inspiring community. Whether you have a small business or a big idea, B:Hive Bridgeport is designed to help it grow.



## Notable Amenities

Conference Room  
and Full Space Rentals

Welcome Kit and  
Member Perks

Bikes

24/7 Access

Storage and Mail



## AMENITIES AND PRICING

[bhivebridgeport.com](http://bhivebridgeport.com)

### WiFi

Fast wireless internet connection

### Flex Workspace

Grab a spot at the window bar, the lengthy shared coworking table, the elevated brain storm stations, etc.

### Security

The B:Hive uses Dropcam to keep track of you and the space 24/7. Members have access via key fob, or can be let in by a worker bee during public hours.

### Restroom

Spacious, private and unisex. Plenty of room to change into a powersuit for a client pitch, or some work out clothes for a walk to Seaside Park.

### Kitchen

You'll find our modest kitchenette stocked with all the essentials, including coffee, water, snacks, a refrigerator and a sink.

### Supplies

Paper, printer, scanner, copier, staples, pens, staple removers, whiteout. You get the gist. We've got you covered.

### Presenting

We've got a projector and equipment to help improve your "dog and pony."

### Lounge

We have a living room with shared library and board games.

### Music

We're sporting a Sonos system you can tap into and a 1960s turntable for your vinyl needs.

### Bikes

Ride them, store them. We like bikes.

### Perks\*

Every month, we organize something special for our members. From chair massages to juice deliveries to group lunches, we treat you right.

### Parking\*

If you drive to the Hive, you'll find our discounted monthly parking rate to be helpful! Garage located conveniently across the street.

### Mail\*

We collect and sort your parcels and post.

### Access\*

Monthly and annual members get 24/7 access. Day passers are welcome 9am to 2pm, Monday through Thursday.

### Storage\*

We have lockers for laptops and shoes and things.

### Conference\*

Our fully-enclosed conference rooms are available for your meeting and event needs. You can reserve hour blocks, or a full day. Free for members.



\*These amenities for monthly and annual members only.



## Membership Snapshot

Weekend

10

Monthly

25

Annual

11



## Member Soundbytes

“ I don’t work well in isolation and what B:Hive has done so well for both myself and my business is provide an atmosphere of collaboration and camaraderie.

– Christina, HK Consulting

“ I love that I get to work with a whole bunch of people that work on a whole bunch of things, it feels like I work at one really big diverse company.

– Britney, FaithActs for Education

“ I don’t think there’s any typical B:Hive member, other than a positive energy and enthusiasm for the work that they’re doing and meeting other people.

– Maggie, Queen Bee

“ It’s a real sense of community. B:Hive is like a little family and that’s really my favorite part.

– Jeremy, Dream See Do



## Beyond Coworking

“ It connects individuals who each have something to offer and the relationship becomes mutually beneficial.

– Callie, BPT GEN NOW





## The Future of B:Hive

Long-Term  
Sustainability

Growth: if yes,  
when and how?

Expansion:  
rentals, incubation,  
manufacturing

Innovation Place:  
part of a grand vision  
for Bridgeport





[illegible]

285

Thank You!

AT B-HIVE BRIDGEPORT

WHY B-Hive?

FOLLOW US

PARK CITY

285

Thank You!

OH, CASSIUS!

WHY B-Hive?

FOLLOW US

PARK CITY

# Co-Working and Makerspaces - Resources and Links

- SPARK New London [www.spark.coop](http://www.spark.coop)
- BHIVE Bridgeport - <http://bhivebridgeport.com/>
- <http://www.nationofmakers.us/>
- <https://www.facebook.com/groups/cowoworld/>
- <http://www.shareable.net/>
- <http://www.instructables.com/>
- <https://www.theatlantic.com/technology/archive/2015/04/makerspaces-are-remaking-local-economies/390807/>
- <https://www.fastcompany.com/3057349/how-the-maker-movement-is-revitalizing-industry-in-american-cities>



**Questions for our presenters?**

**What sparked your interest in  
today's presentation?**

**What resources or innovations  
would you like to share?**



**Register at: [www.cedas.org](http://www.cedas.org)**

**Thursday June 1, 2017 11am - 12 pm**

**Community Driven Business Retention & Expansion Programs**

- **SPEAKERS** Michael Darger Business Expansion Community Economics Specialist, Director, Business Retention & Expansion Program University of Minnesota Extension





*join us for the 2016-2017 CEDAS Academy*

# **ECONOMIC DEVELOPMENT STRATEGY** *Tapas Webinar Series*

*small plates dished up to inspire*

**Thank you!**

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