Made in Place + Discovering Your City’s Maker Economy
Meet our speakers

**Ryan Smith**
US Economic Development Administration

**Chris Zimmerman**
Smart Growth America

**Emily Robbins**
National League of Cities

**Ilana Preuss**
Recast City
Up first:

Ryan Smith
Program Analyst
Economic Development Administration
Ryan Smith, RNTA Coordinator
Performance and National Programs Division
EDA’s mission is to lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.

EDA’s strategic investments enhance the competitiveness of America’s communities, spur innovation, and create jobs. EDA’s flexible programs leverage private-public investments, support “bottom-up” strategies, and build 21st century infrastructure.
Defining Economic Development

- Economic Development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm and community potential.

- Economic Development is a sustained increase in prosperity and quality of life through innovation, lowered transaction costs, and the utilization of capabilities towards the responsible production and diffusion of goods and services.

- Economic development requires effective institutions grounded in norms of openness, tolerance for risk, appreciation for diversity, and confidence in the realization of mutual gain for the public and the private sector.

- Economic development is essential to creating the conditions for economic growth and ensuring our economic future.
So, Who Exactly Receives EDA Investments?

EDA provides competitive, merit-based grants and technical assistance to private-public partnerships, state and local governments, tribal organizations, universities, and non-profits in economically distressed communities.

- EDA does not provide investments to for-profit entities nor does it allow pass throughs to companies.

EDA is investing in long-term investments, such as infrastructure and high-risk innovation that has shown promise but is not yet attractive to private investment.

- EDA provides the “patient capital” to bring forward new innovations.

EDA’s grant investments require a significant match—as much as a 50% match.

EDA grantees must leverage private-sector investment.

EDA also has small programs for Research and Evaluation (R&E) as well as Technical Assistance for projects that have a National impact (NTA).
How this project was funded.

- EDA’s National Technical Assistance Program – This program supports technical assistance projects which are national in scope.

- EDA’s RNTA Program:

Up next:

Christopher Zimmerman
Vice President for Economic Development
Smart Growth America
Downtown revitalization

1. Walkability plus transportation options (transit, bikes, car sharing)
2. Creation of great public spaces
3. Leveraging unique local assets
4. Adding housing esp. multi-family, townhouse, and smaller-lot single family in or close to town center areas
5. Place management

#MadeInPlace
Economic development is increasingly a competition over placemaking.
Traditional Main Streets are back
“. . . looks at how six cities are using smart growth and placemaking strategies to gain a competitive edge.”

- Boise, ID
- Denver, CO
- Greenville, SC
- Minneapolis, MN
- Nashville, TN
- Pittsburgh, PA
Small-scale manufacturing has emerged as a way to tie opportunity to place, and can fill a key missing piece in local economic development.
Small business is key to not just local economic success, but national prosperity, accounting for **two out of three** net new jobs created in the U.S.
Small-scale manufacturing creates a resilient and inclusive small business environment.
Small-scale manufacturing creates a resilient and inclusive small business environment

A national survey of kitchen incubators revealed:

- 61% of tenants are women,
- 32% are an ethnic or racial minority,
- 28% come from low-income backgrounds.

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Categories of small-scale manufacturing

- Artisan industry
- Small production
- Small production and scaling
Place-making benefits of small-scale manufacturing:
- Stronger neighborhood centers
- Springboard for new investment
- Diverse tenant portfolio

#MadeInPlace
Spaces for small-scale manufacturing

- Small storefronts for retail and production space
- Shared kitchen
- Industrial co-work buildings
- Makerspaces
- Incubator or co-op for industry specific businesses
- Mixed-use production space
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Emily Robbins
Principal Associate
National League of Cities
The maker community has the potential to be inclusive and act as a key driver in achieving a city’s equity goals.
Local governments can serve a key role to connect and convene businesses to achieve these outcomes.
Supporting Local Maker Businesses and Manufacturers

City governments, local leaders and their partners serve critical roles in sustaining and expanding the local maker business community. These businesses, from maker businesses to microbusiness production to small-scale manufacturers, will benefit from these major areas of support:

1. Create a supportive business environment for makers and manufacturers
2. Drive demand for locally made and manufactured products
3. Provide access to affordable and safe production spaces for makers and manufacturers
4. Advocate for state policies that support makers and microbusinesses
Up next:

Ilana Preuss
Founder
Recast City LLC
Tools for Action

Ilana Preuss
President
Recast City is a boutique firm that partners with real estate developers, city officials and other civic leaders to help create great neighborhoods for small-scale manufacturing businesses, residents, and the entire community.

We bring the dynamic impact of small businesses together with real estate development and local government to reinvent, reposition, and revitalize neighborhoods for all.
Support local small manufacturing
• Identify at fairs, markets, and informal networking events
• Recruit to target retail locations & provide matchmaking services
• Connect to commercial shared kitchens or makerspaces
• Provide training and entrepreneurship programs
• Create a marketing brand for locally made products
• Establish a one-stop shop for services
1. Find & Connect
2. Create a supportive business environment

- Map & convene the existing community
- Connect entrepreneurs to support services
- Develop a one-stop shop
- Invest in maker-microbusiness incubators & accelerators
- Secure access to capital
- Provide broadband access
2. Create a supportive business environment
3. Drive demand for locally made products

- Establish a “Made Local” campaign
- Create a regional brand for small-scale manufacturing & microenterprises
- Create new B2B procurement
3. Drive demand for locally made products
4. Advocate for state policies that support makers & microbusinesses

• Consider a state or local sales tax exemption program

• Review regulations related to home-based businesses
4. Advocate for state policies that support makers & microbusinesses

Photo Credit: Recast City
Apply Land Use Tools
1. Provide access to affordable & safe space

- Identify micro-retail opportunities
- Create incentives for developers to create affordable workspace
- Sponsor local markets & festivals
1. Provide access to affordable & safe space
• Create a municipal revolving loan or leverage CDBG funds

• Build a network of local banks

• Initiate an entrepreneur loan fund for people of color and women-owned production businesses

• Provide Tax Increment Financing (TIF) or Payment in Lieu Of Taxes (PILOT) awards

• Connect CDFIs with small-scale manufacturers
2. Identify funding sources
3. Encourage small, light manufacturing in local development

- Ensure commercial zones & building codes allow artisan manufacturing
- Add artisan manufacturing definition to local land-use code
- Create incentive for minimum sqft of ground floor microenterprise space for small manufacturing businesses
- Redevelop surplus city-owned properties with a requirement to include a minimum sqft for small-scale manufacturing businesses
3. Encourage small, light manufacturing in local development
4. Create cross-sector partnerships

• Engage local NGOs to build an inclusive network and services

• Build partnerships with anchor institutions to buy local

• Convene local philanthropy and corporate investors to support makerspaces, apprenticeships, and workforce training programs

• Partner with community colleges to offer vocational training that includes industrial manufacturing & entrepreneurship programs for the trades

• Work with workforce development programs to help small-scale manufacturers find local hires
4. Create cross-sector partnerships
Take Action

• Who are your small-scale manufacturing businesses?

• What is your ideal outcome?

• What is your role to achieve that?

• Who do you need to work with to get there?
Ilana Preuss
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www.RecastCity.com

Reinvent | Reposition | Revitalize
And now:

Q & A
Thank you for joining us.