

Webinar  
*Small-Scale Manufacturing*  
December 7, 2017

# Made in Place + Discovering Your City's Maker Economy



**Smart Growth America**  
Improving lives by improving communities



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OF CITIES  
CITIES STRONG TOGETHER

# 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*



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**Ryan Smith, RNTA Coordinator**  
Performance and National Programs Division

INNOVATION. REGIONAL COLLABORATION. JOB CREATION.



## Setting the Stage for Long-Term Prosperity



*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:
- <https://www.eda.gov/pdf/about/Research-and-Evaluation-Program-1-Page1.pdf>





US Department of Commerce  
Economic Development Administration

## EDA Regions



EDA Regional Offices/University Centers

Atlanta Austin Chicago Denver Philadelphia Seattle



<http://www.eda.gov>

Up next:



# Christopher Zimmerman

*Vice President for Economic Development  
Smart Growth America*



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# Small-Scale Manufacturing & Place-Based Economic Development

December 7, 2017

Christopher Zimmerman  
Vice President for Economic Development



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[#MadeInPlace](https://twitter.com/MadeInPlace)



Smart Growth America  
Making Neighborhoods Great Together



**(Re)Building Downtown**  
A Guidebook for Revitalization



## 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



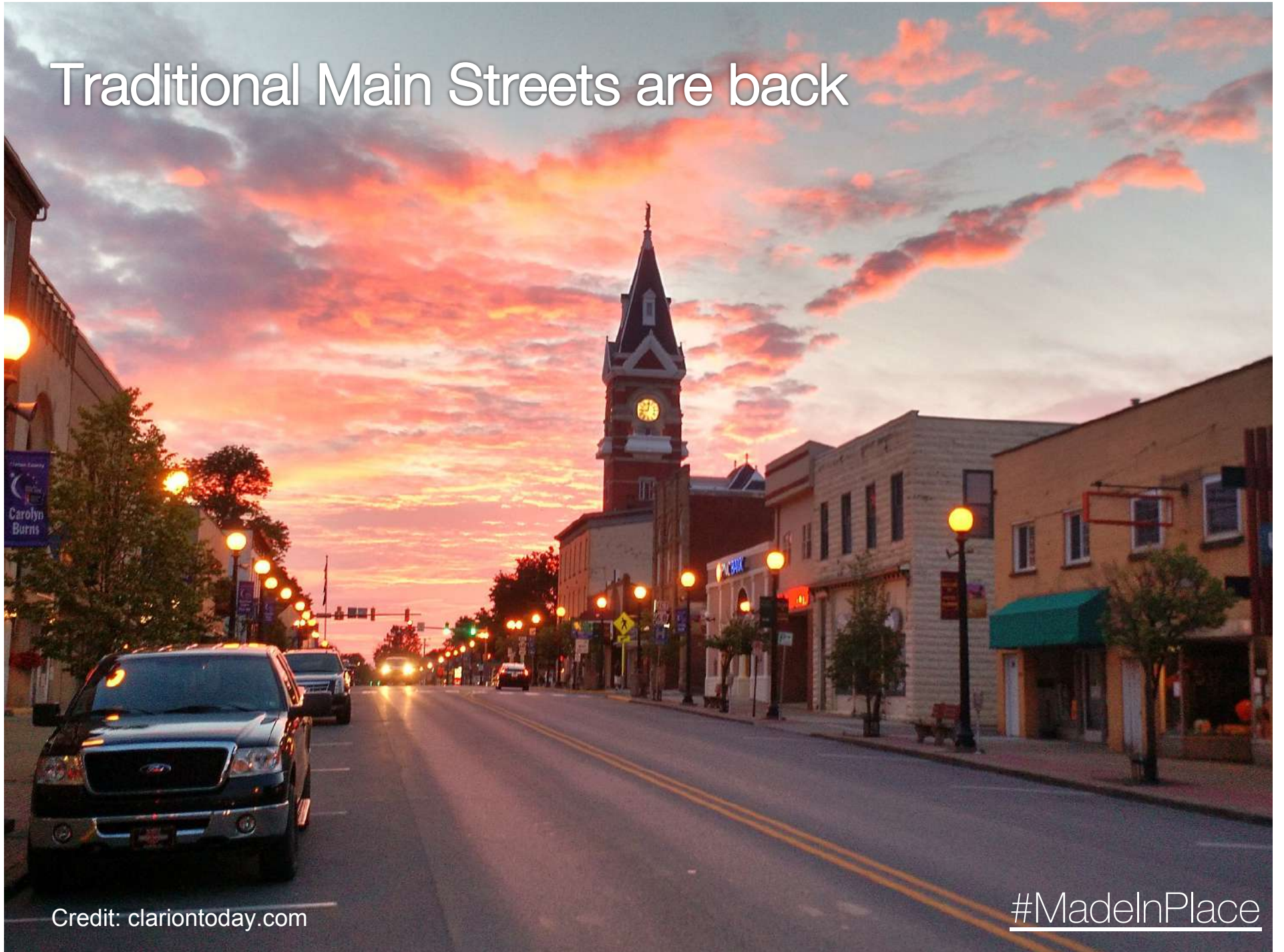
Economic development is increasingly a competition over placemaking.



[#MadeInPlace](#)



# Traditional Main Streets are back



Credit: clariontoday.com

#MadeInPlace



“ . . . 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

Smart Growth America  
Making Neighborhoods Great Together

## Amazing Place


Six Cities Using the New Recipe for Economic Development

JUNE 2016

KE KNIGHT FOUNDATION

#MadeInPlace

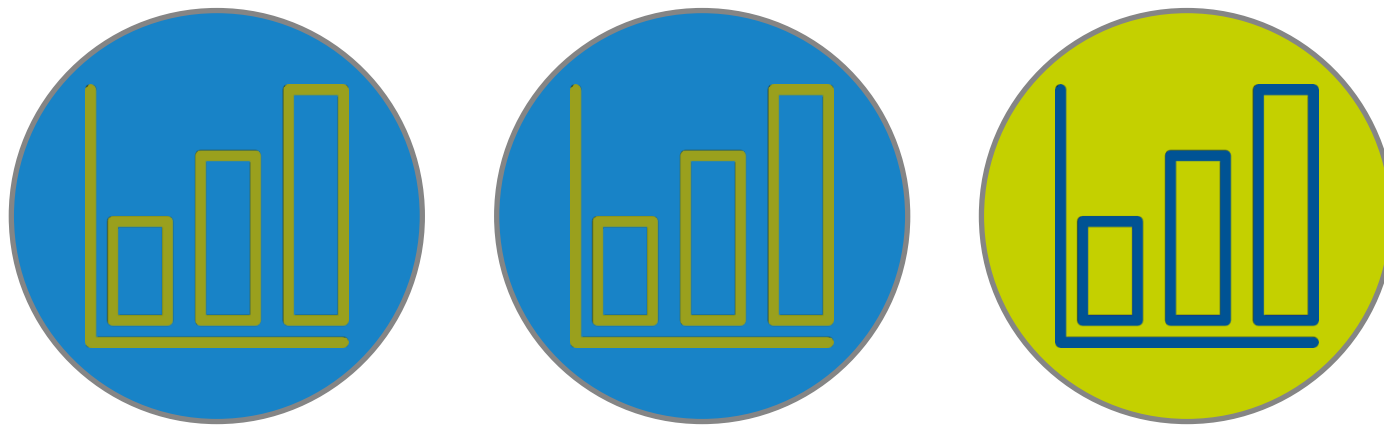


A photograph of a workshop or pottery studio. In the foreground, a large, dark wooden table is covered with numerous white ceramic plates and cutting boards. The plates are arranged in several rows, and there are three cutting boards with orange handles. In the background, there are shelves filled with more ceramic items, a wheel, and other workshop equipment. The lighting is natural, coming from windows in the background.

Small-scale manufacturing has emerged as a way to tie opportunity to place, and can fill a key missing piece in local economic development.

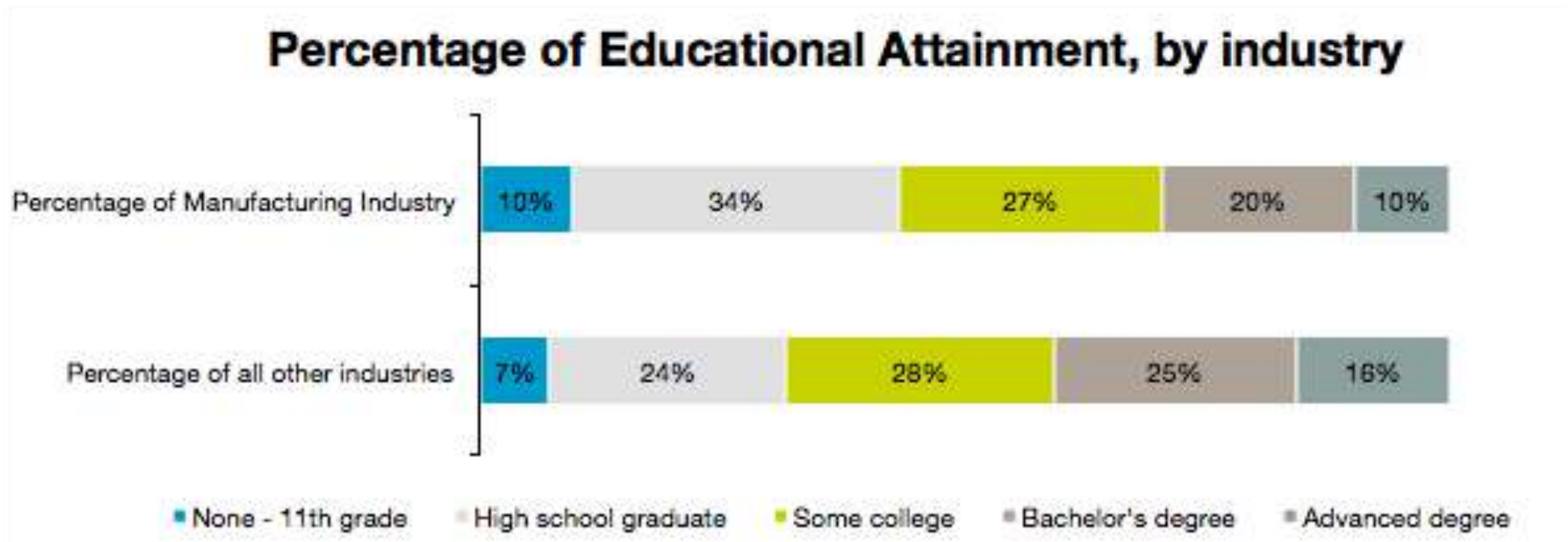
#MadeInPlace

# Small-scale manufacturing creates a resilient and inclusive small business environment

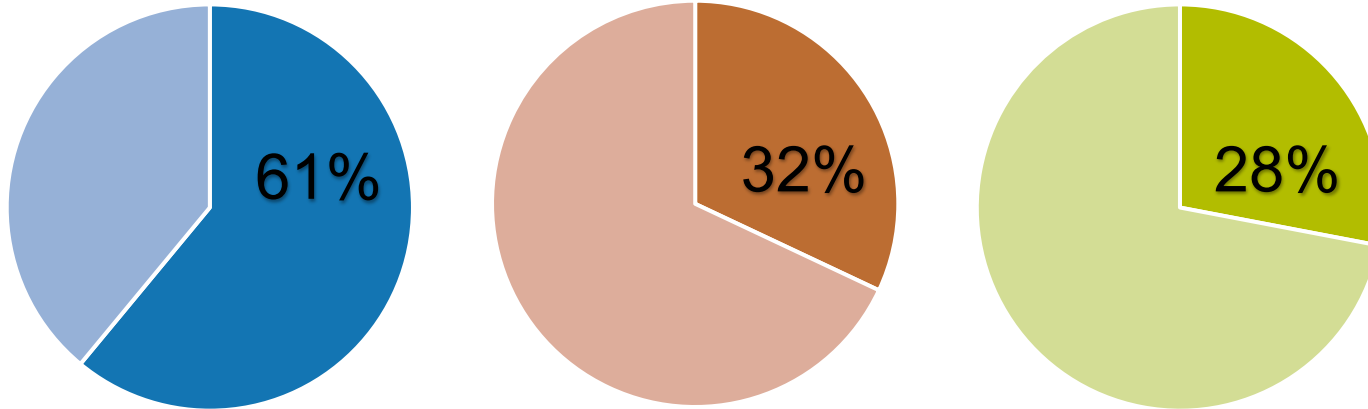


Small business is key to not just local economic success, but national prosperity, accounting for **two out of three** net new jobs created in the U.S.

# Small-scale manufacturing creates a resilient and inclusive small business environment



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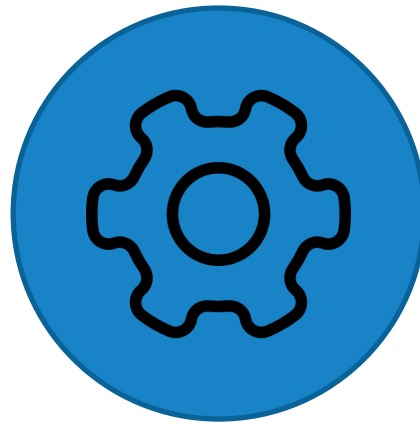


A national survey of kitchen incubators revealed **61% of tenants are women, 32% are an ethnic or racial minority, and 28% come from low-income backgrounds.**

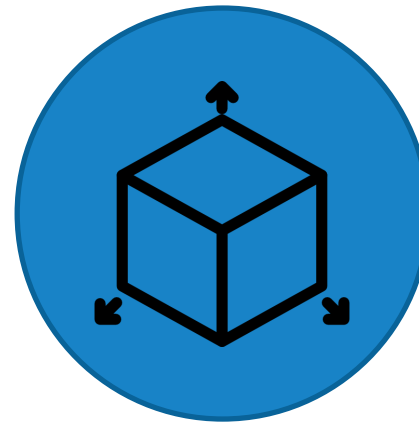
# Categories of small-scale manufacturing



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

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# 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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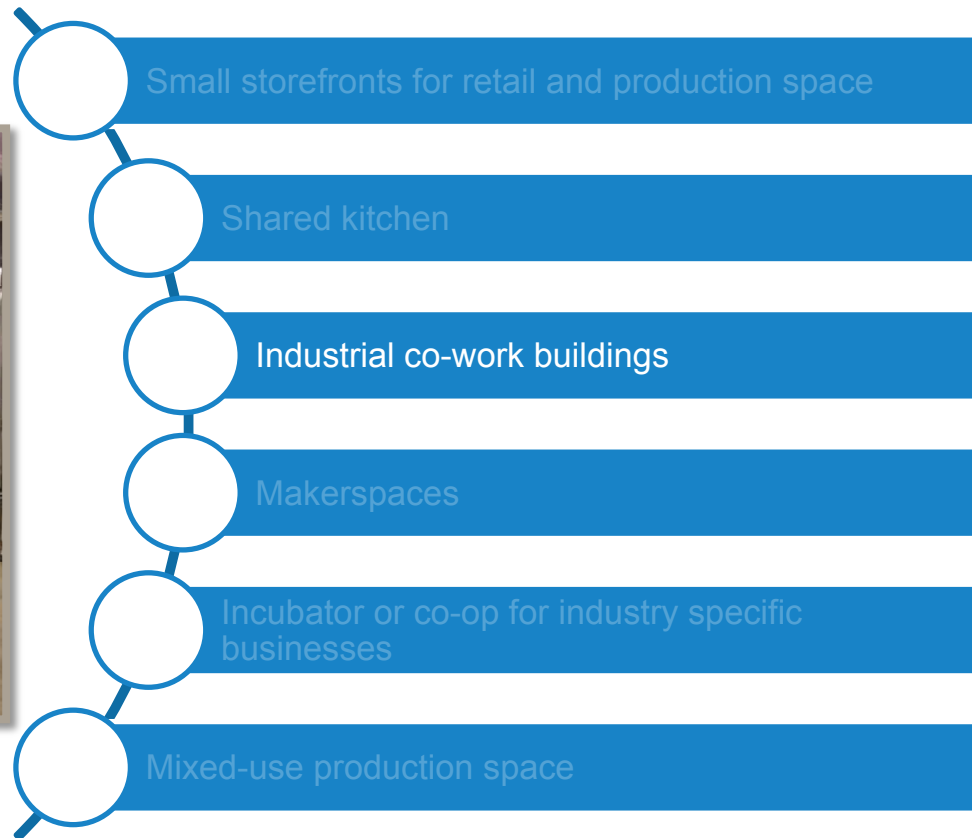


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Up next:



# Emily Robbins

*Principal Associate  
National League of Cities*



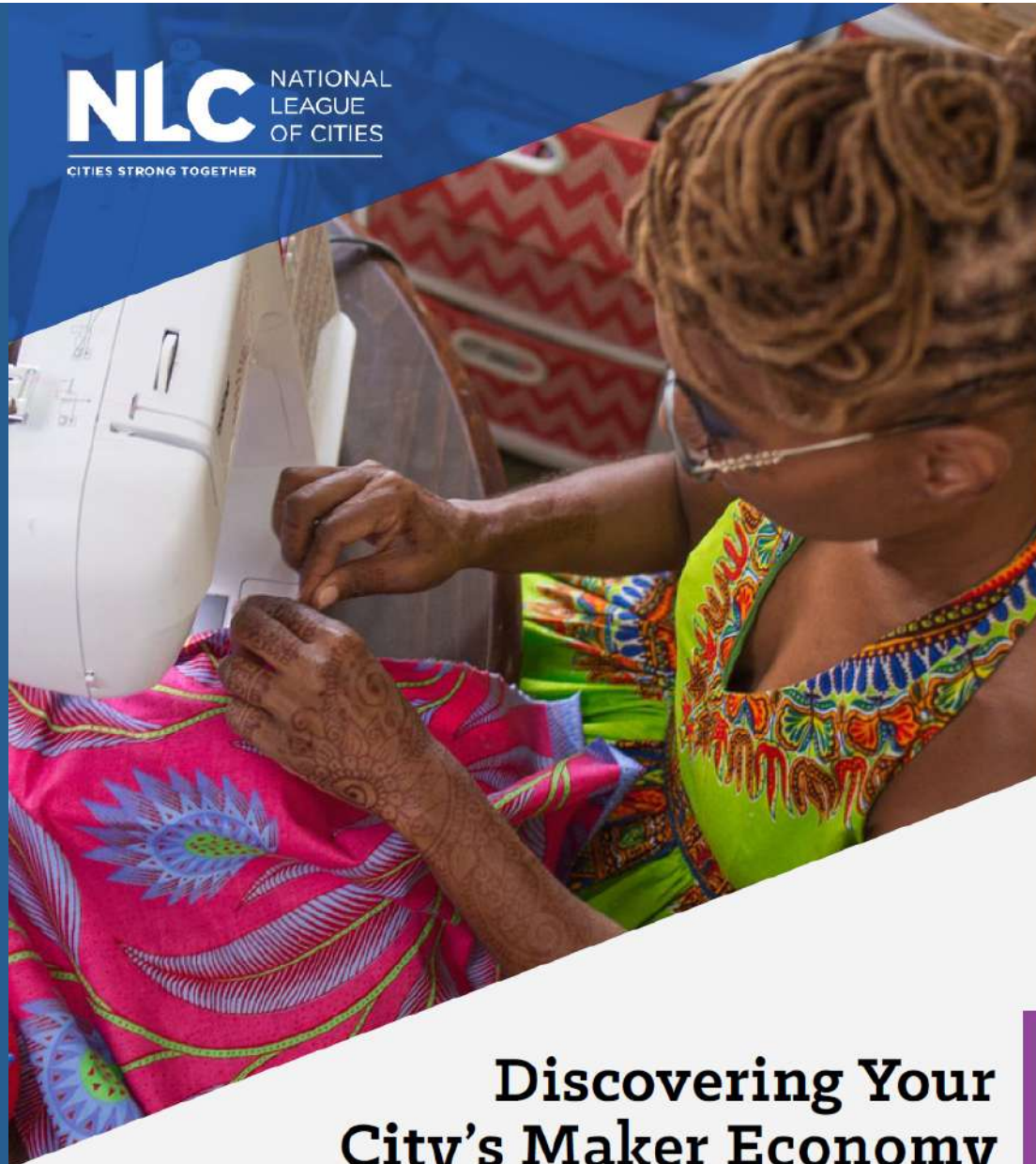
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## Discovering Your City's Maker Economy

BY THE NATIONAL LEAGUE OF CITIES, ETSY, RECAST CITY  
AND THE URBAN MANUFACTURING ALLIANCE

A photograph of a person smiling behind a counter, likely in a food or craft shop. In the background, a chalkboard menu lists items like 'SAFFRON', 'SHAKER LIDS AVAILABLE', and 'NEW Dill Pick SEASONING'. The image is overlaid with a blue tint and white text.

**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*



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# Tools for Action

Ilana Preuss  
President

A close-up photograph of several interlocking metal gears that are heavily rusted and weathered, with a dark, textured surface. The gears are arranged in a circular pattern, filling the bottom portion of the slide.

Reinvent | Reposition | Revitalize





# RC Recast City

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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

SILVER PAISLEY





- 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



## 2. Create a supportive business environment

- 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



### 3. Drive demand for locally made products





- 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



4. Advocate for state policies that support makers & microbusinesses



# Apply Land Use Tools







- Identify micro-retail opportunities
- Create incentives for developers to create affordable workspace
- Sponsor local markets & festivals

1. Provide access to affordable & safe space





# 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





## 2. Identify funding sources

- 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





### 3. Encourage small, light manufacturing in local development

- 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



#### 4. Create cross-sector partnerships





# Take Action

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- 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  
Founder  
ilana@recastcity.com  
@ilanapreuss

[www.RecastCity.com](http://www.RecastCity.com)

A close-up, artistic photograph of several interlocking metal gears. The gears are dark, possibly black or dark grey, with some areas showing a reddish-brown patina, suggesting they are made of cast iron or steel. The lighting is dramatic, highlighting the textures and shadows of the gear teeth.

Reinvent | Reposition | Revitalize

And now:

**Q & A**



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**Thank you for  
joining us.**



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