



GRANTS PASS, OREGON

A Workshop about 'Main Street' Revitalization with Small-Scale Manufacturing

Thursday, October 29 @ 6:00-8:00pm
Grants Pass City Council Chambers
101 NW 'A' Street, Grants Pass, OR

Rc We are pleased to welcome Ilana Preuss, Founder of Recast City LLC, to Grants Pass for this workshop!



For additional information, contact Tom Schauer at 541-450-6072 or tschauer@grantspassoregon.gov

or visit www.grantspassoregon.gov
Departments > Parks & Community Development >
'Made on Main Street' Workshop

You are invited! The workshop will kick-off with a presentation followed by a discussion with attendees

- ★ **Learn** about the 'Maker Movement': small-scale, low-impact manufacturers ('craft manufacturing', 'maker industries', or 'makers')
- ★ **Hear** about the national context and case studies of 'makers' and 'maker-spaces'
- ★ **Join the discussion** about the potential benefits and challenges of locating craft manufacturers with retail storefronts and 'maker-spaces' in a walkable, mixed-use downtown context
- ★ **Share information** to help us understand the needs of this business sector and whether local maker industries would benefit from specific support or community building initiatives
- ★ **Help** identify short-term and long-term steps to promote and support local maker industries

brought to you by:



GRANT-FUNDED BY



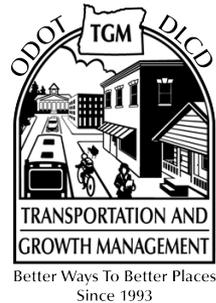


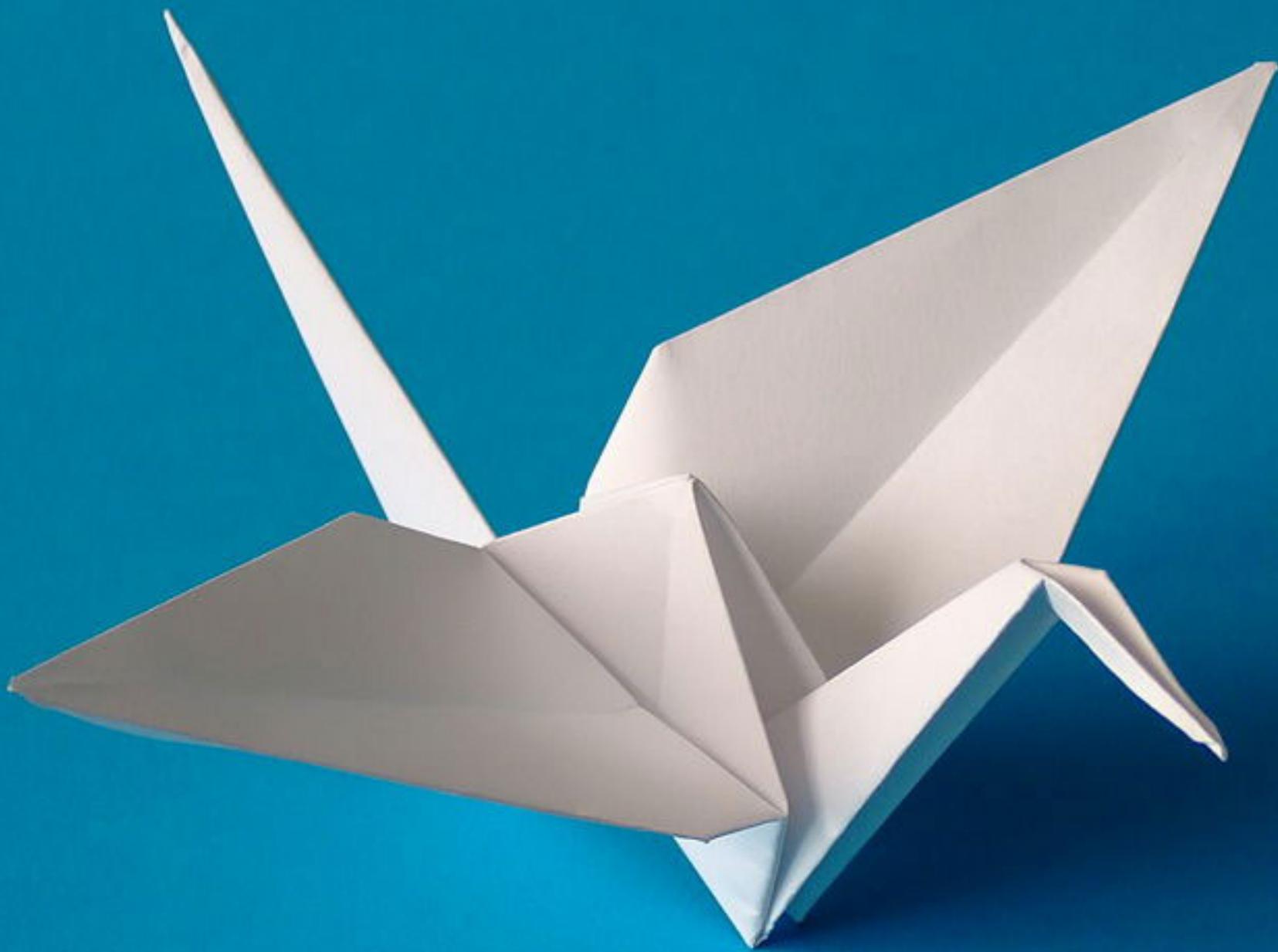
Main Street & Small-Scale Manufacturing

Grants Pass, OR

Ilana Preuss
Founder, Recast City
@ilanapreuss

Funded by:





@ilanapreuss



TOSHIBA

DEDRICH

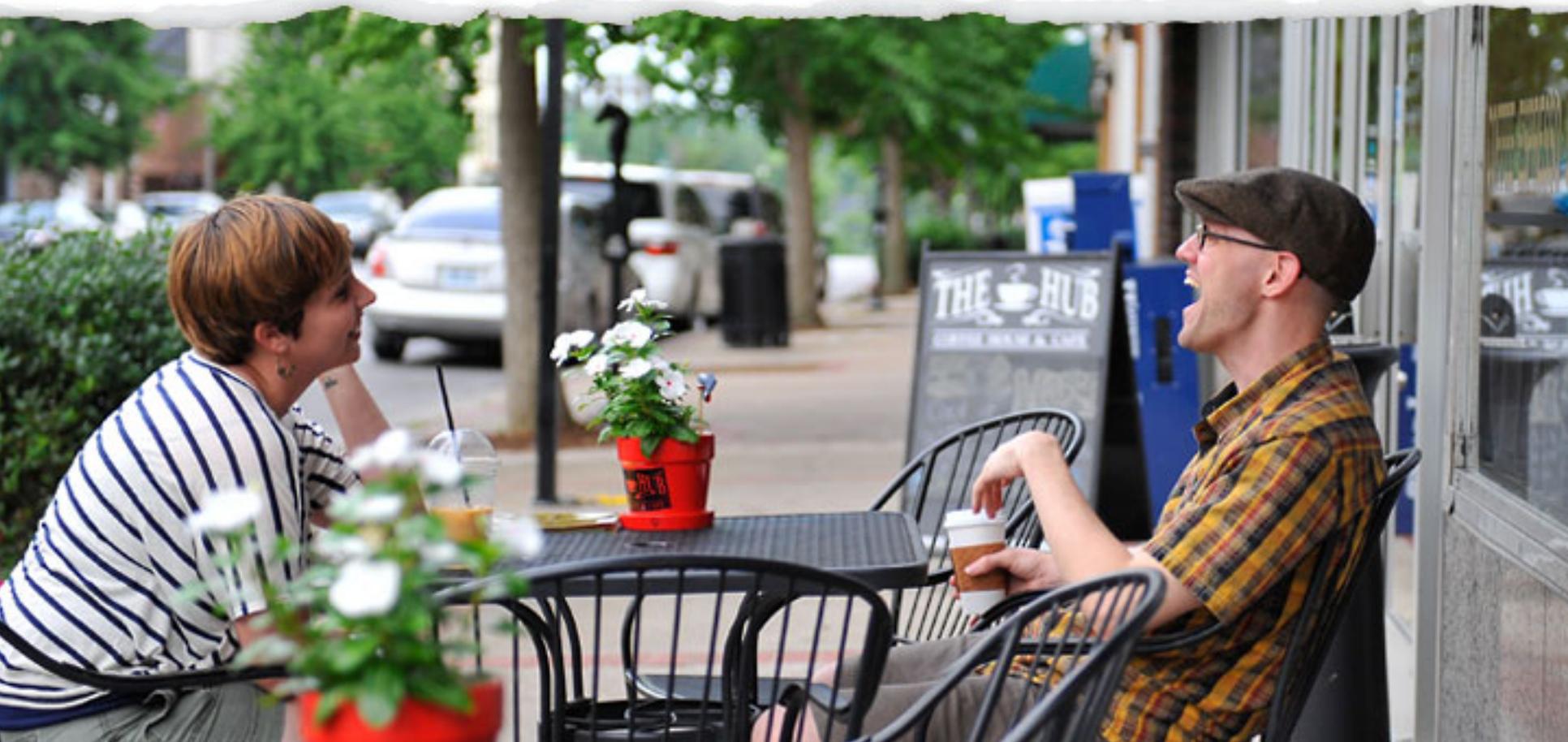


70% of manufacturing businesses have fewer than 20 employees nationally

Includes breweries, production + retail space, hardware fabricators, textile designers...



And it looks like this...



And it brings more people together for this...



And this...





Glass Forge
thank
you so much

831-15 E
THE UNIVERSITY OF THE STATE OF NEW YORK

Production is key to having a
strong economy with strong
neighborhoods

AND

Small-scale production is a key
part to a vibrant main street

Trends

Main Street

Community opportunity

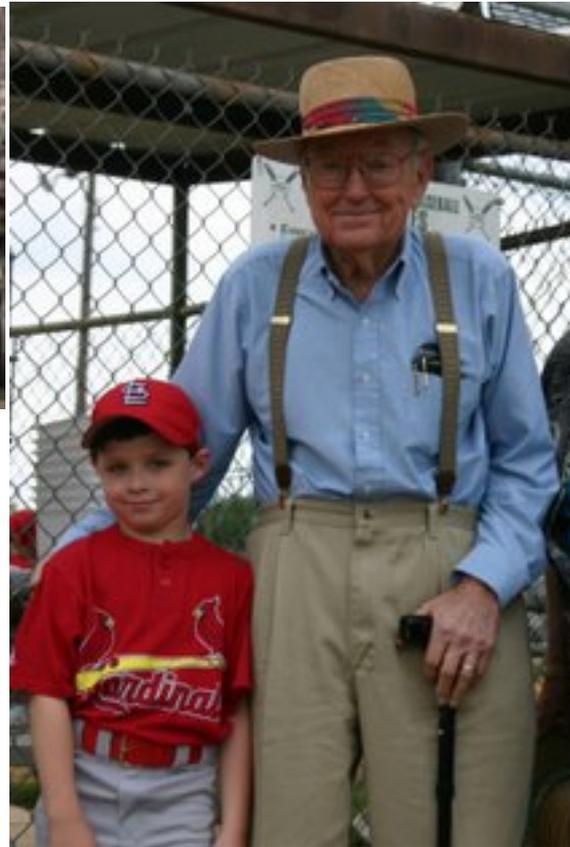
How to make it happen

Trends

Main Street

Community opportunity

How to make it happen



Within 20 years, three-fourths of all households will be without children



Young Adults



Families and Seniors

Soul of the Community



@ilanapreuss

Toward a Self-Employed Economy

US Employment Growth: 2000-2011 SELF EMPLOYED, PRIVATE & GOVERNMENT

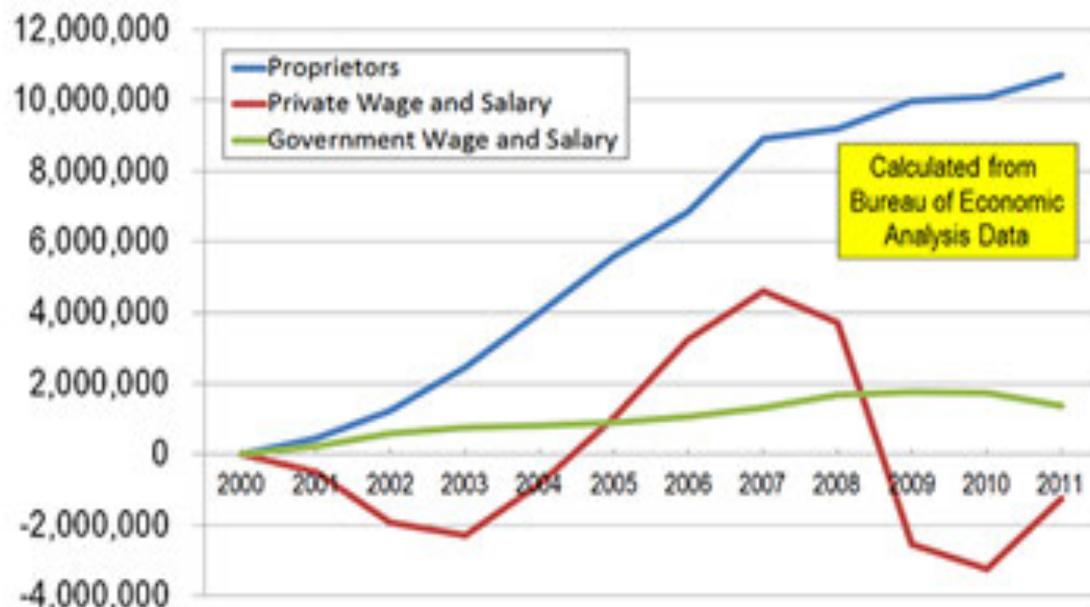


Figure 1

THE WALL STREET JOURNAL.

COMMERCIAL REAL ESTATE | FEBRUARY 23, 2011

Suburban Office Markets Trail Downtown Rivals

By A.D. PRUITT



Mack-Cali Realty Corp., one of New Jersey's largest commercial landlords, for example, saw its occupancy fall to 89.1% at the end of 2010 from 90.1% a year earlier.

THE OKLAHOMAN

July 17, 2011

Office market thriving in downtown Oklahoma City, observers say

Detroit Free Press

Blue Cross has moved 3,000 workers to downtown Detroit offices

Jul 14, 2011 | Comments

Recommend 1

Tweet 2

LAS VEGAS SUN

Zappos CEO envisions a new community downtown

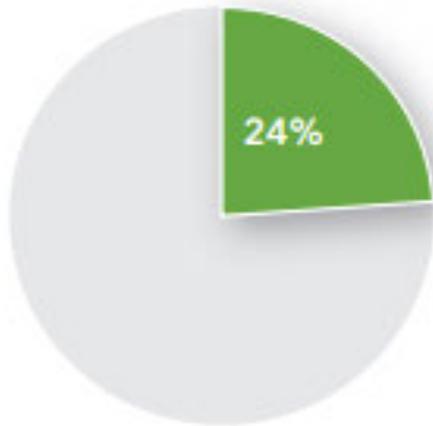
Thursday, March 17, 2011



Share of Income Property in WalkUPs Over the Last 3 Real Estate Cycles

Income Property = Office, Retail, Apartment and Hotel

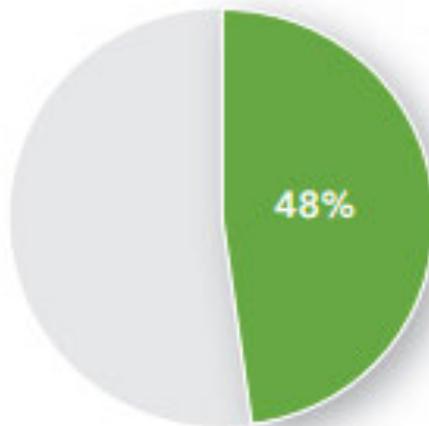
1992-2000



2001-2008



2009-Present



Walkable Urban Places – DC



Maker Movement

@ilanapreuss

- Small-scale
- Average 20 or fewer employees
- National & international market
- Locally sourced
- Higher wages

Production is Changing

MAKER'S
— row —
EST  2012

Search for handbags, t-shirts, zippers...



Etsy Wholesale

CUSTOM  MADE*

Search



 BROWSE

 IDEABOARDS

OpportunityThreads

A worker-owned,
cut and sew company
in Morganton, NC

More Avenues for Sales (and Help)

@ilanapreuss

Who are these businesses?



Makerspace

@ilanapreuss

5-12 Dessert Boutique & Lounge use Mess Hall's kitchen as their own, baking and bedecding desserts for special events.



Shared Kitchens – Shared Textile Shop



Craft/Maker Industries

HOME > OUR STORY

WHY OPEN A WATCH FACTORY IN DETROIT?



Small Manufacturing + Food Production



Production at Scale (but still small)

Trends

Main Street

Community opportunity

How to make it happen



Why Main Street and Small-Scale Manufacturing?



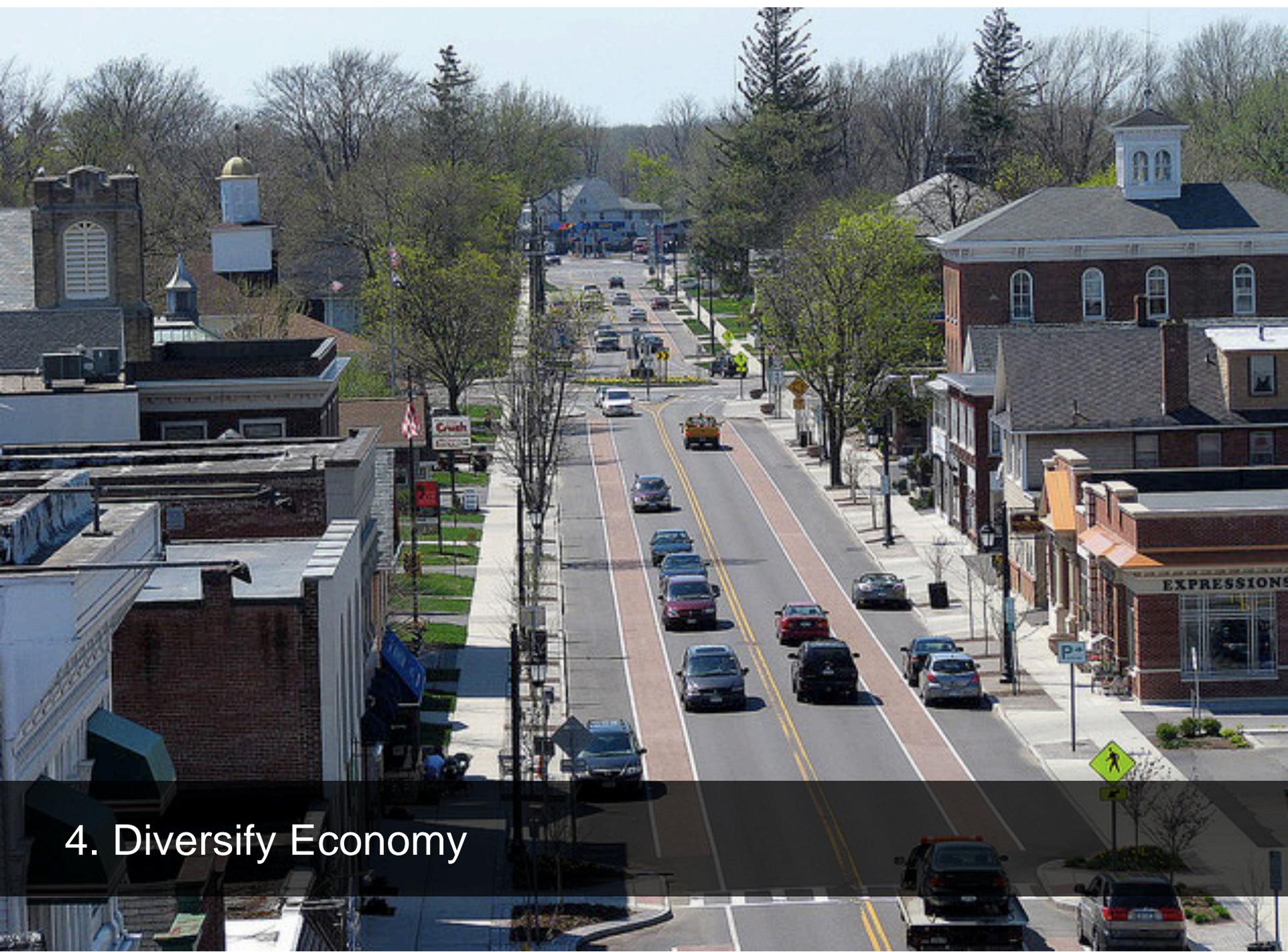
1. Organize



2. Promote



3. Design



4. Diversify Economy

Why this kind of detail for both
the businesses and the street?



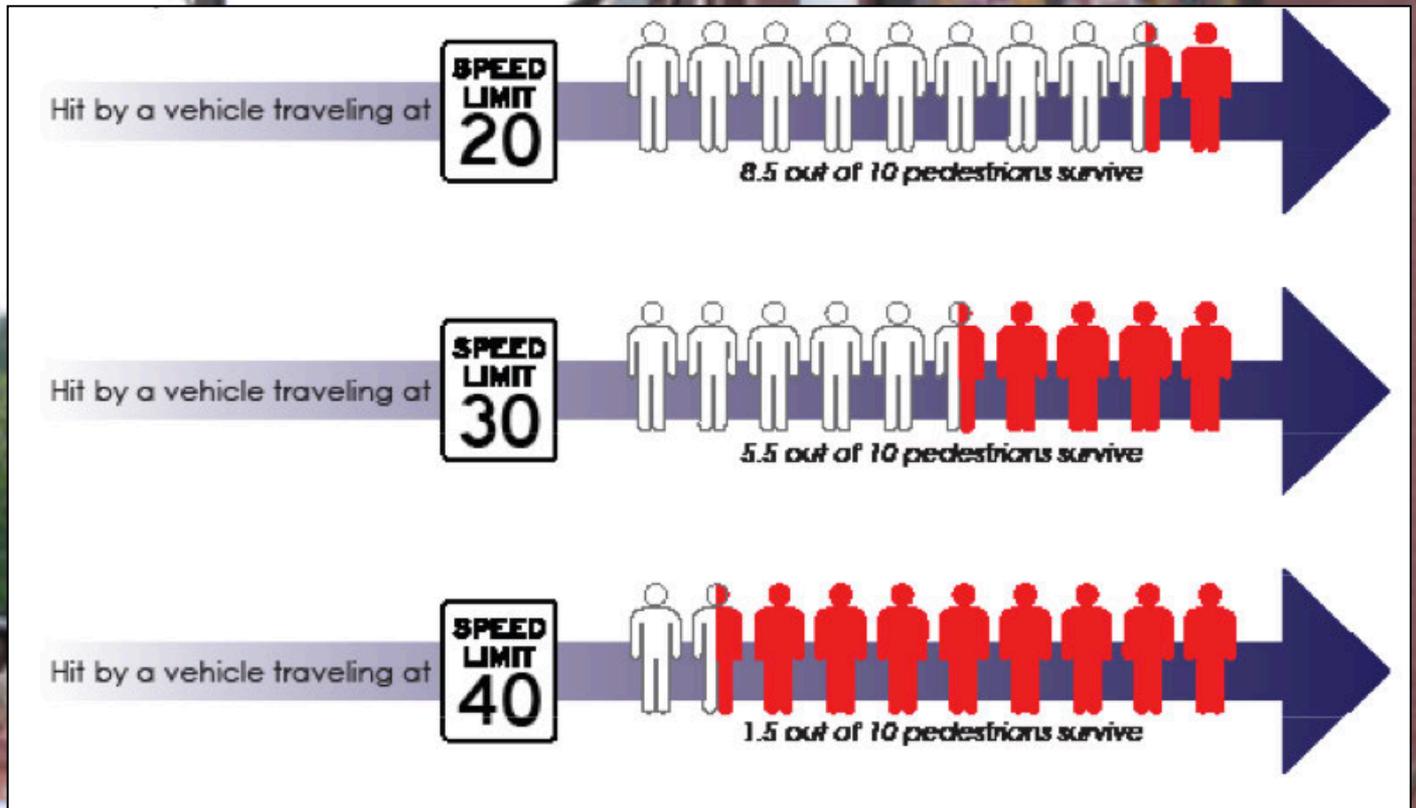
Safe access = stronger economy

Estimated savings of **\$9 million** per rural Main Street project – **about 30%** – in reduced scope, schedule, and budget changes when project included:

- Community input
- Sidewalks
- Safe crossings
- On-street parking

Saves Money





Slower Speeds Save Lives



Healthier Communities



More Jobs, More Businesses, More Sales, & Higher Value

Trends

Main Street

Community opportunity

How to make it happen

Community opportunity:

Mix maker industries back
into main street



Voormi, Pagosa Springs, CO

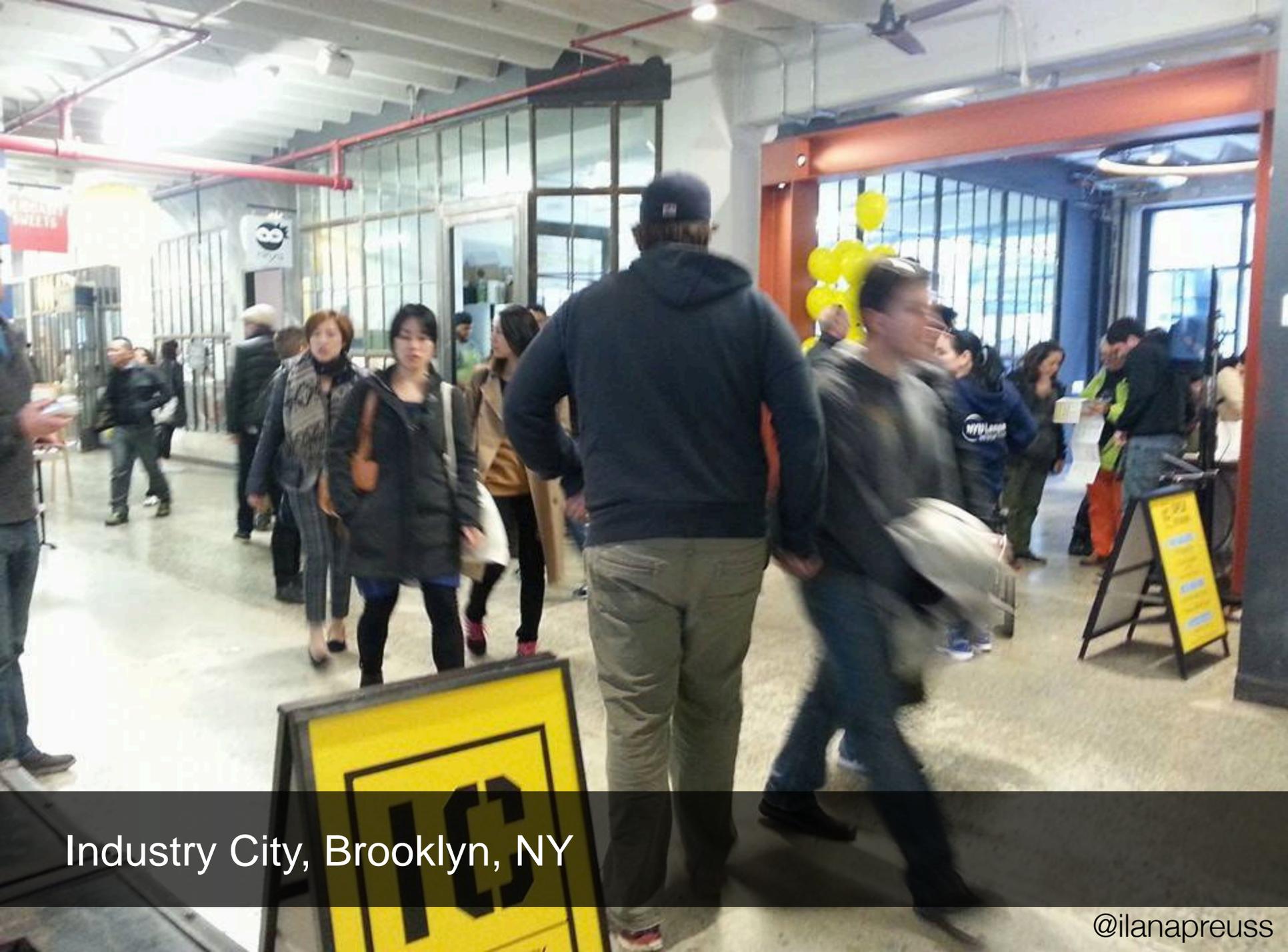


Pattern, Indianapolis, IN

@ilanapreuss



Retail & Production, Washington, DC



Industry City, Brooklyn, NY

@ilanapreuss

Demographic Changes

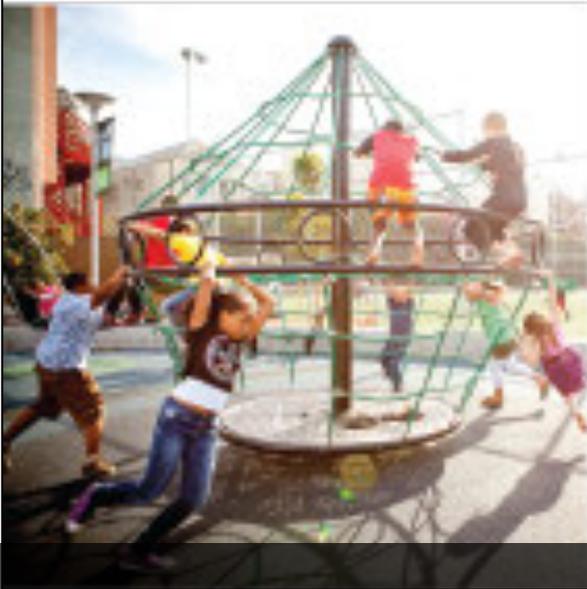
Small Production growing and redefining
modern manufacturing

New community opportunity

Need to adapt quickly

Changing Market

Why is this change
important to our cities
and towns?



People as an Amenity

54% of
new jobs



Economic Resiliency



[Become A Member](#) [Events & Services](#) [Our Members](#) [Job Board](#) [Find Production Space](#) [About Us](#) [Donate](#)



YES!

We still make things right here in San Francisco.

SFMade proudly supports and promotes San Francisco manufacturers.

[[LEARN MORE](#)]

Local Power

@ilanapreuss

Challenges

- No industry identity
- No municipal support
- No community of businesses providing peer support
- No partnership with other cities & their small-scale manufacturing sector
- Limited availability of leases for manufacturing appropriate spaces

Trends

Main Street

Community opportunity

How to make it happen

How do we create it?



1. Get the Buildings (and street) Right

Arts Credits

New Market Tax Credits

Special investment fund

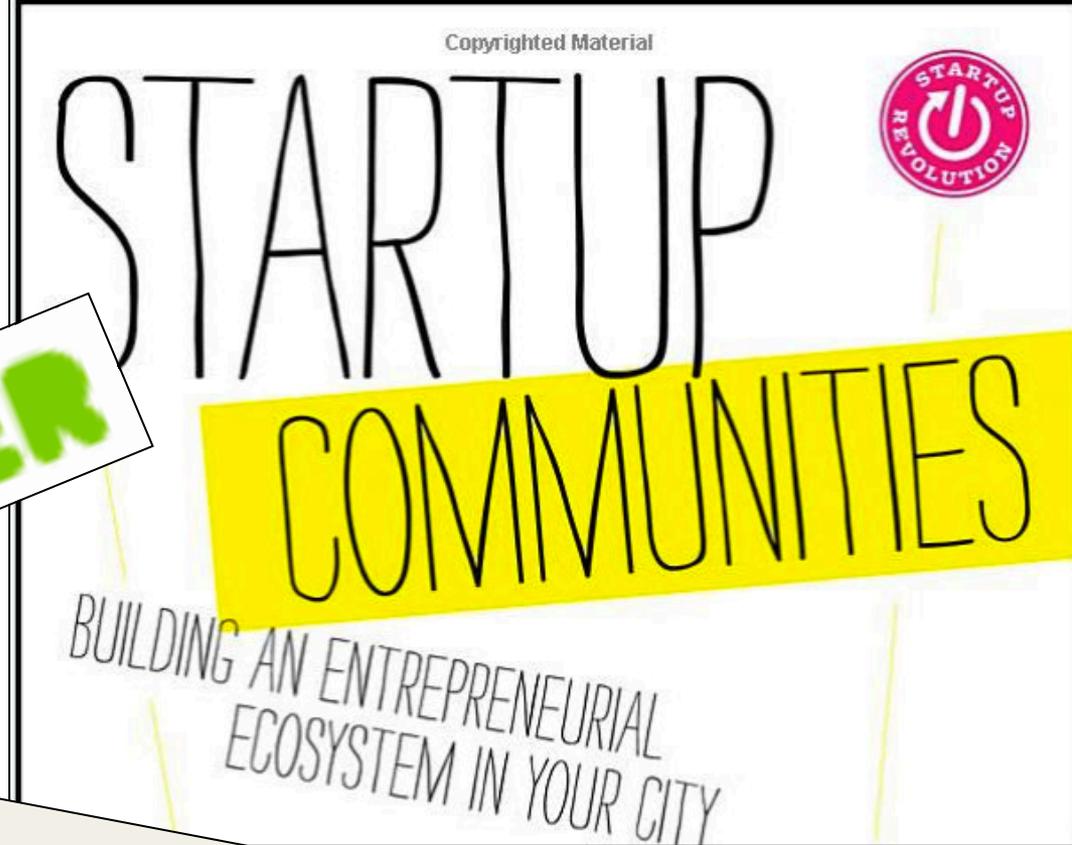
Venture Capital or low cost loans

EB-5 investments

2. Provide financing for it



3. Connect your history to new technology



4. Support business development



5. Program for it

Ilana Preuss

Founder

ilana@recastcity.com

[@ilanapreuss](#)

Recast City

www.recastcity.com



Reinvent | Reposition | Revitalize