

From the Planners' Bookshelf...

Recast Your City: How to Save Your Downtown with Small-Scale Manufacturing.

Ilana Preuss, Island Press, 192 pp, 2021.

From Amazon...

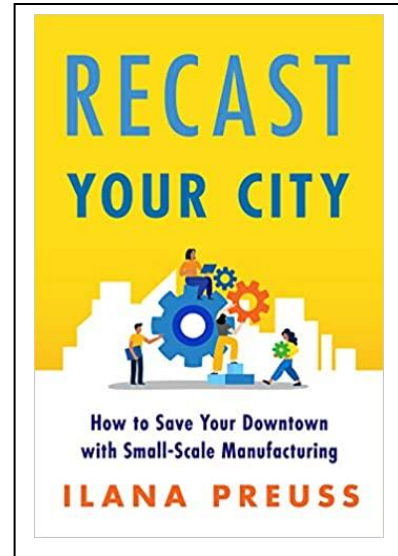
"Too many U.S. cities and towns have been focused on a model of economic development that relies on recruiting one big company (such as Amazon), a single industry (usually in technology), or pursuing other narrow or short-term fixes that are inequitable and unsustainable. Some cities and towns were changing, even before the historic retail collapse brought on by COVID-19. They started to shift to a new economic model that works with the community to invest in place in an inclusive and thoughtful way, with short-term wins that build momentum for long-term growth. A secret ingredient to this successful model is small-scale manufacturing.

"In *Recast Your City: How to Save Your Downtown with Small-Scale Manufacturing*, community development expert Ilana Preuss explains how local leaders can revitalize their downtowns or neighborhood main streets by bringing in and supporting small-scale manufacturing. Small-scale manufacturing businesses help create thriving places, with local business ownership opportunities and well-paying jobs that other business types can't fulfill.

"Preuss draws from her experience working with local governments, large and small and illuminates her recommendations with real-world examples. She details her five-step method for recasting your city using small-scale manufacturing: (1) light the spark (assess what you can build on and establish goals); (2) find and connect (get out of your comfort zone and find connectors outside of your usual circles); (3) interview (talk to people and build trust); (4) analyze (look for patterns and gaps as well as what has not been said); and (5) act (identify short-term actions to help build long-term change). This work is difficult and sometimes uncomfortable, but necessary and critical for success. Preuss supports and inspires change by drawing from her work in cities from Knoxville, Tennessee, to Columbia, Missouri, to Fremont, California.

"In *Recast Your City*, Preuss shows how communities across the country can build strong local businesses through small-scale manufacturing, reinvest in their downtowns, and create inclusive economic opportunity. Preuss provides tools that local leaders in government, business, and real estate as well as entrepreneurs and advocates in every community can use."

LINK: https://www.amazon.com/Recast-Your-City-Small-Scale-Manufacturing/dp/1642831921/ref=pd_lutyp_bmx_gp_b51p7nio_3/136-4287631-4492247?pd_rd_w=SMuHo&pf_rd_p=8af2ff77-5f99-4f59-b6ca-49dfc36541bf&pf_rd_r=JZHJ351JPW73PE8VCXDT&pd_rd_r=bcf292fa-3453-4928-abda-972ec0cde8ab&pd_rd_wg=sChtl&pd_rd_i=1642831921&psc=1



Ilana Preuss is the Founder & CEO of Recast City. Prior to that she was the Vice President and Chief of Staff at Smart Growth America and led the technical assistance program at the EPA Smart Growth Program. She is a TEDx speaker on, "The Economic Power of Great Places," and a featured keynote speaker.