

Toward a Self-Employed Economy

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

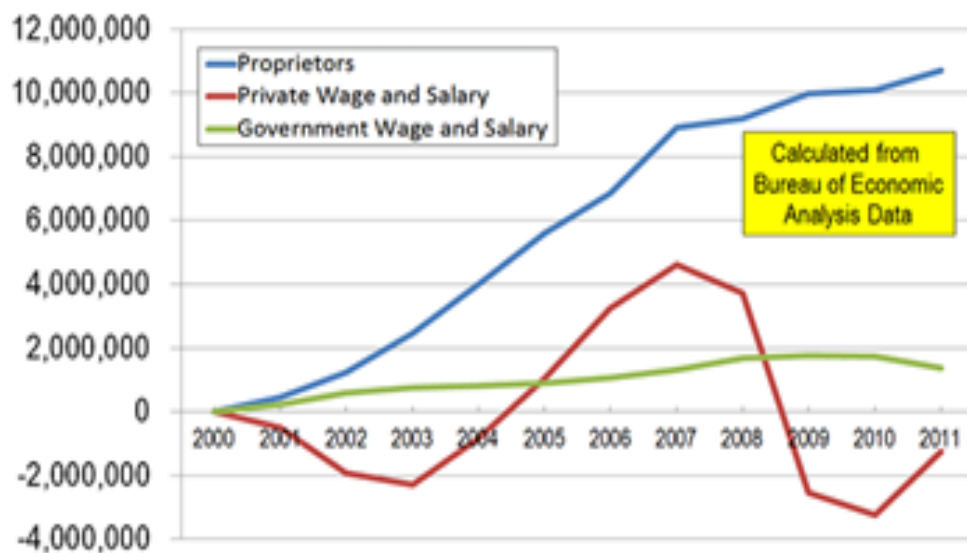


Figure 1



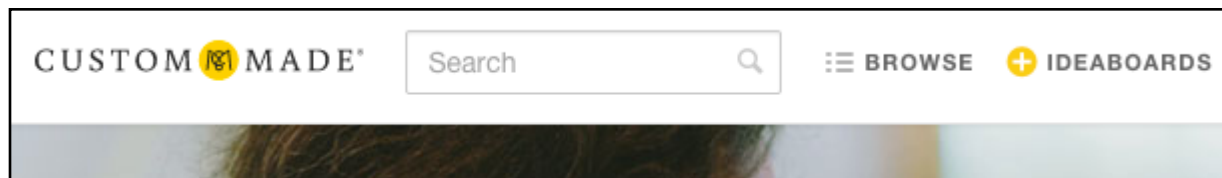
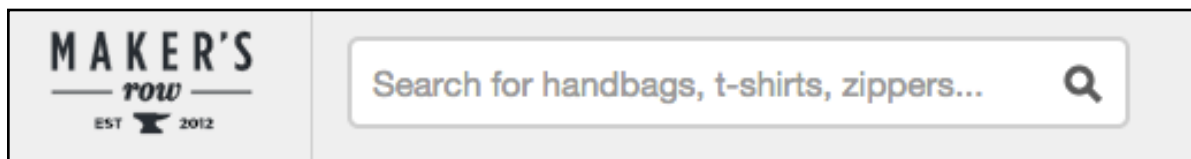
Maker Movement

@ilanapreuss

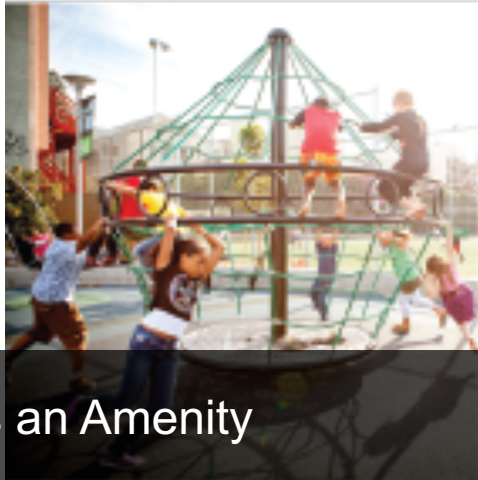
- Small-scale
- Average 20 or fewer employees
- National & international market
- Locally sourced
- Higher wages



Production is Changing



More Avenues for Sales



People as an Amenity

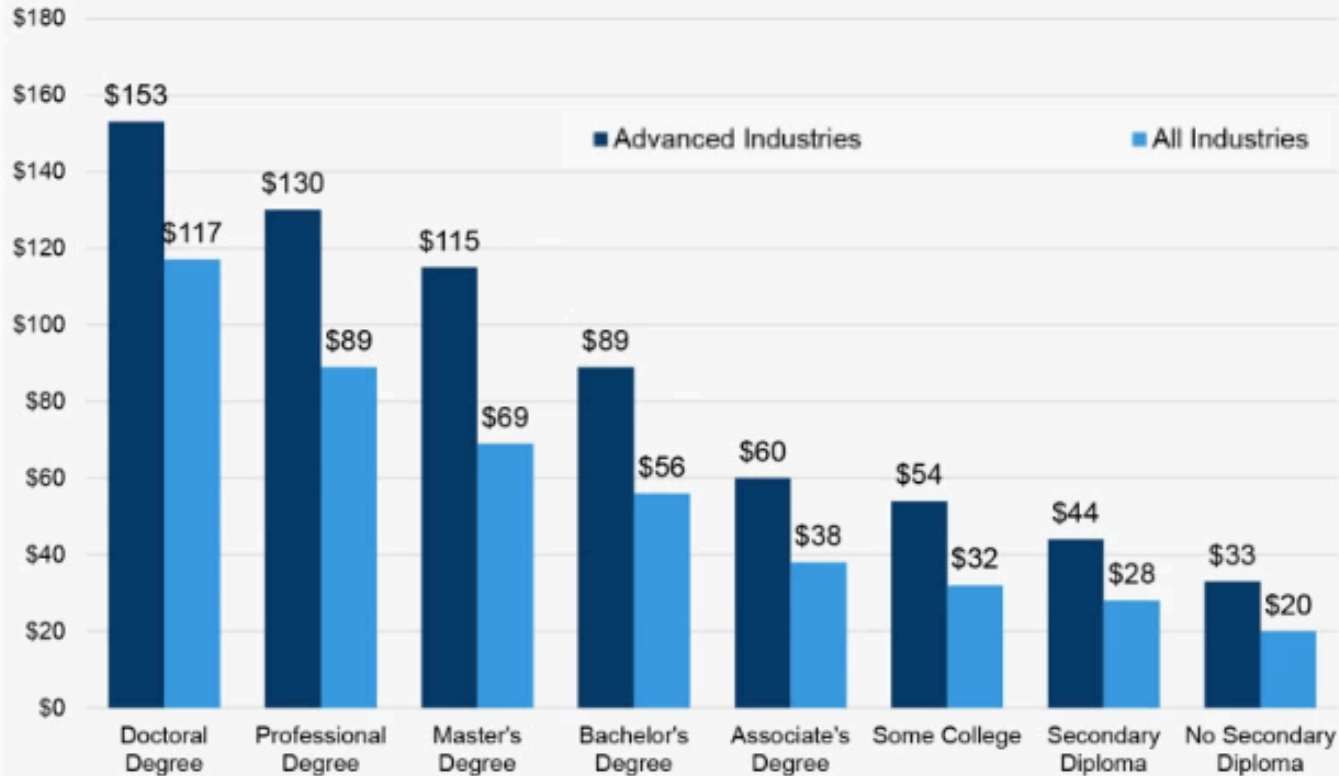


54% of
new jobs

Economic Resiliency

Average wage for advanced industries, various education levels

Thousands of dollars



Higher Wages – including without college degree



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[Events & Services](#)

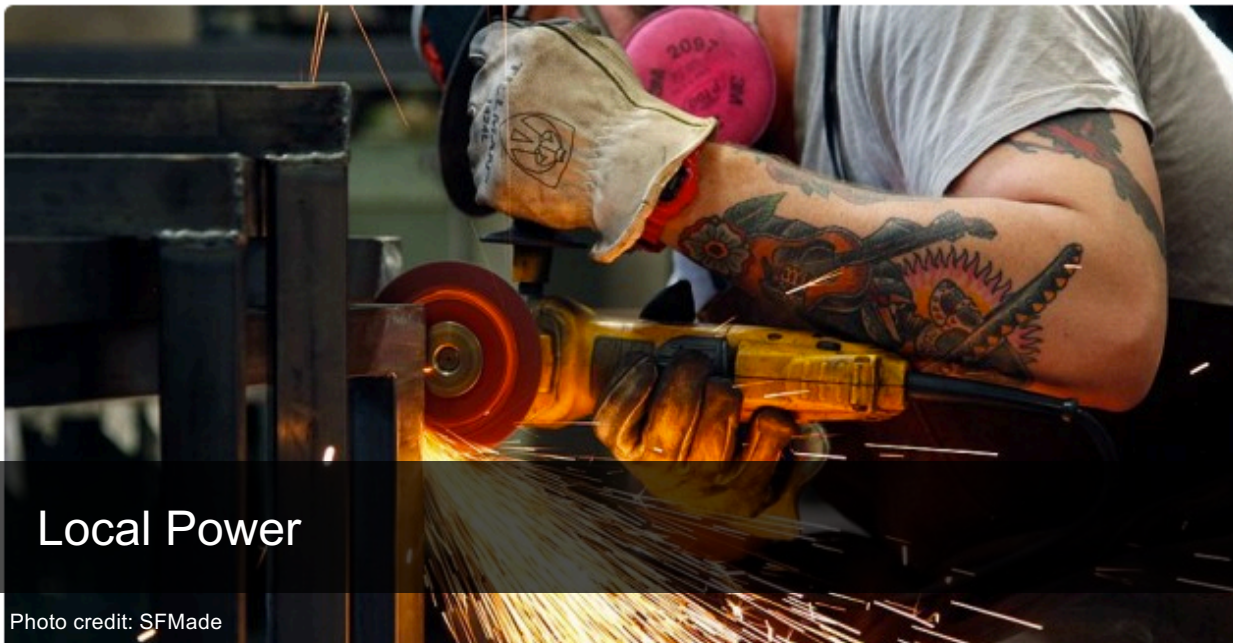
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Local Power

Photo credit: SFMade

YES!

We still make things right here in San Francisco.

SFMade proudly supports and promotes San Francisco manufacturers.

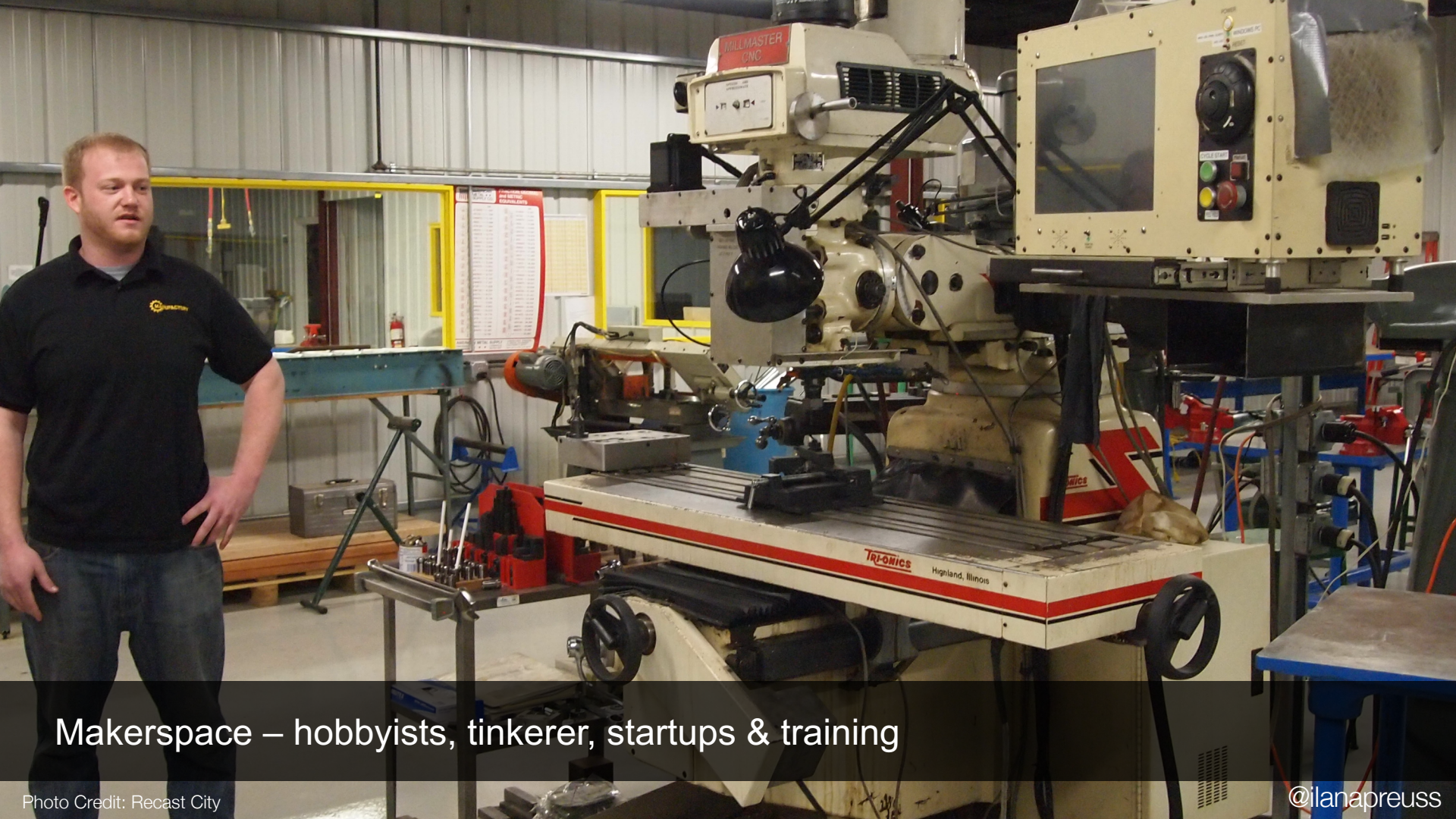
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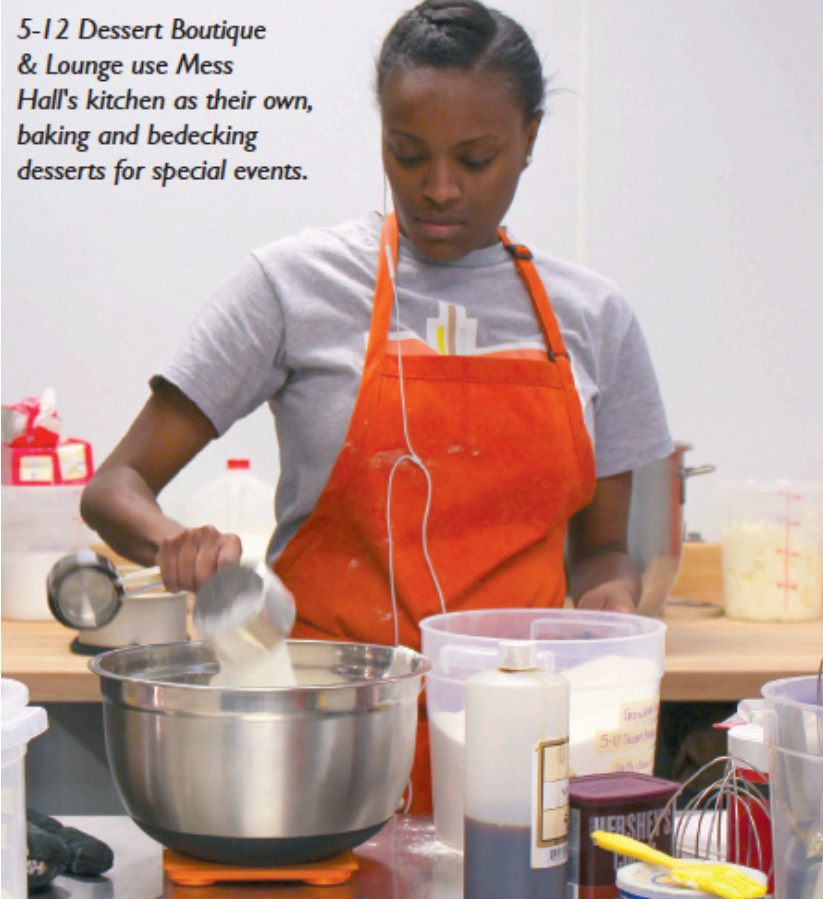
- Increase diversity of tenant types
- New users for older buildings
- Bring people out for events to see production
- Grow and keep more businesses and good jobs in town

What is the placemaking opportunity?

Who are these businesses?



Makerspace – hobbyists, tinkerer, startups & training



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



Shared Kitchen/Shared Woodshop – small businesses share tools with select few



Craft/Maker Industries – 500 sqft – micro-retail or artisan loft

WHY OPEN A WATCH FACTORY IN DETROIT?



Prototyping to Small-Scale Production – 1,000-2,000 sqft or 2,000-10,000 sqft



Production at Scale – good neighbors, modern & clean manufacturing – brewery, film production, electronics, textiles

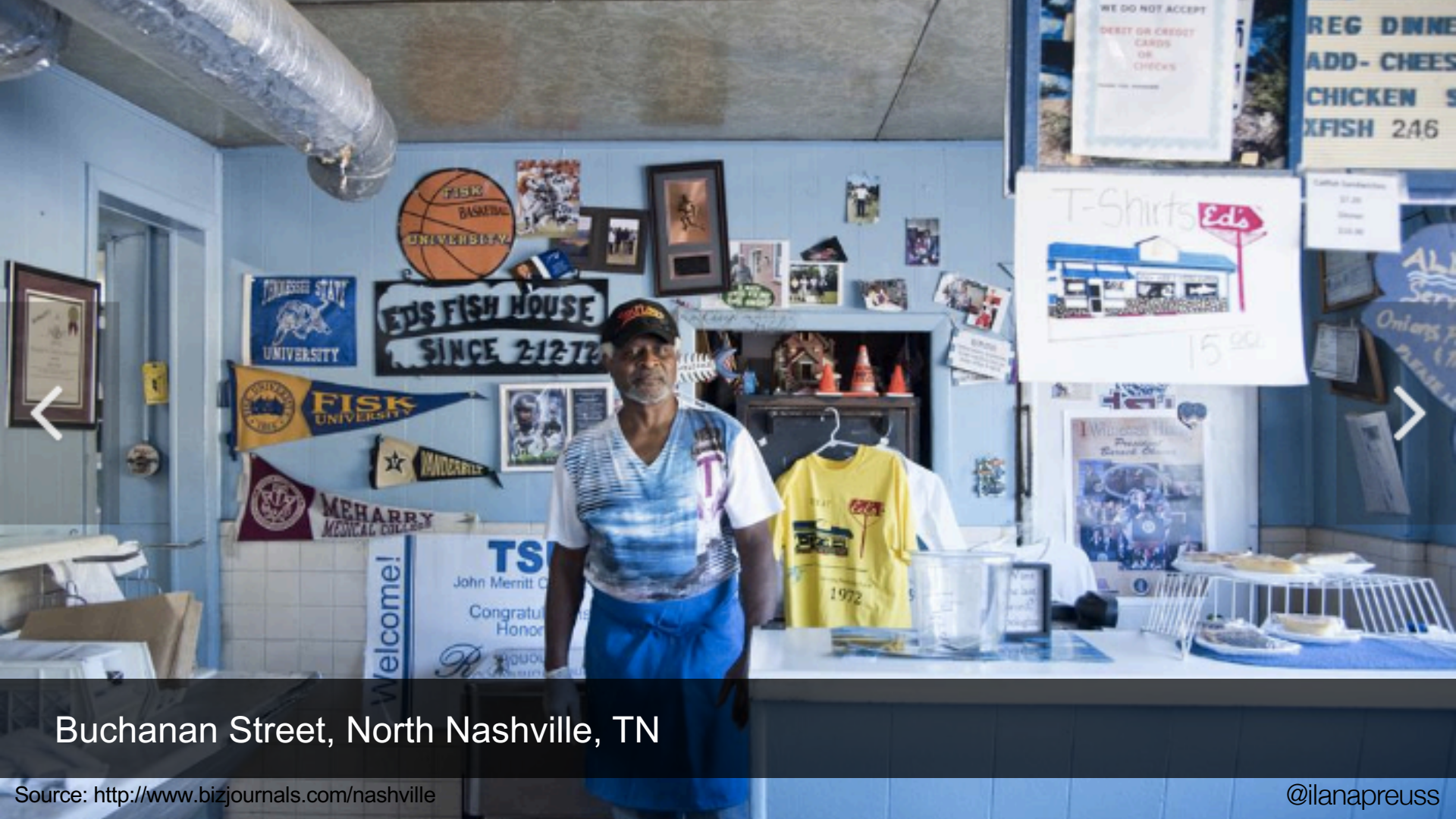
- Increase diversity of tenant types
- New users for older buildings
- Bring people out for events to see production
- **Grow and keep more businesses and good jobs in town**

What is the placemaking opportunity? (In case you missed it)

What does this mean for
main street?



Buchanan Street, North Nashville, TN



Buchanan Street, North Nashville, TN



Rhode Island Avenue Main Street, DC



Rhode Island Avenue Main Street, Washington, DC



Brookside Avenue, Indianapolis, IN



Brookside Avenue, Indianapolis, IN

How do we create it?



1. Build from local skills, your history, & local cultures



2. Make connections between businesses



3. Code for it – new construction & REUSE

New Market Tax Credits/Historic Preservation Tax Credits

Community Land Trust

Community Development Corporation

EB-5 Investments

Underwrite projects to include low-cost maker leases

4. Provide financing for it (and underwrite it differently)



5. Support diverse business development



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The bottom of the slide features a background image of several interlocking metal gears, showing signs of wear and rust, in shades of brown and grey.

Reinvent | Reposition | Revitalize