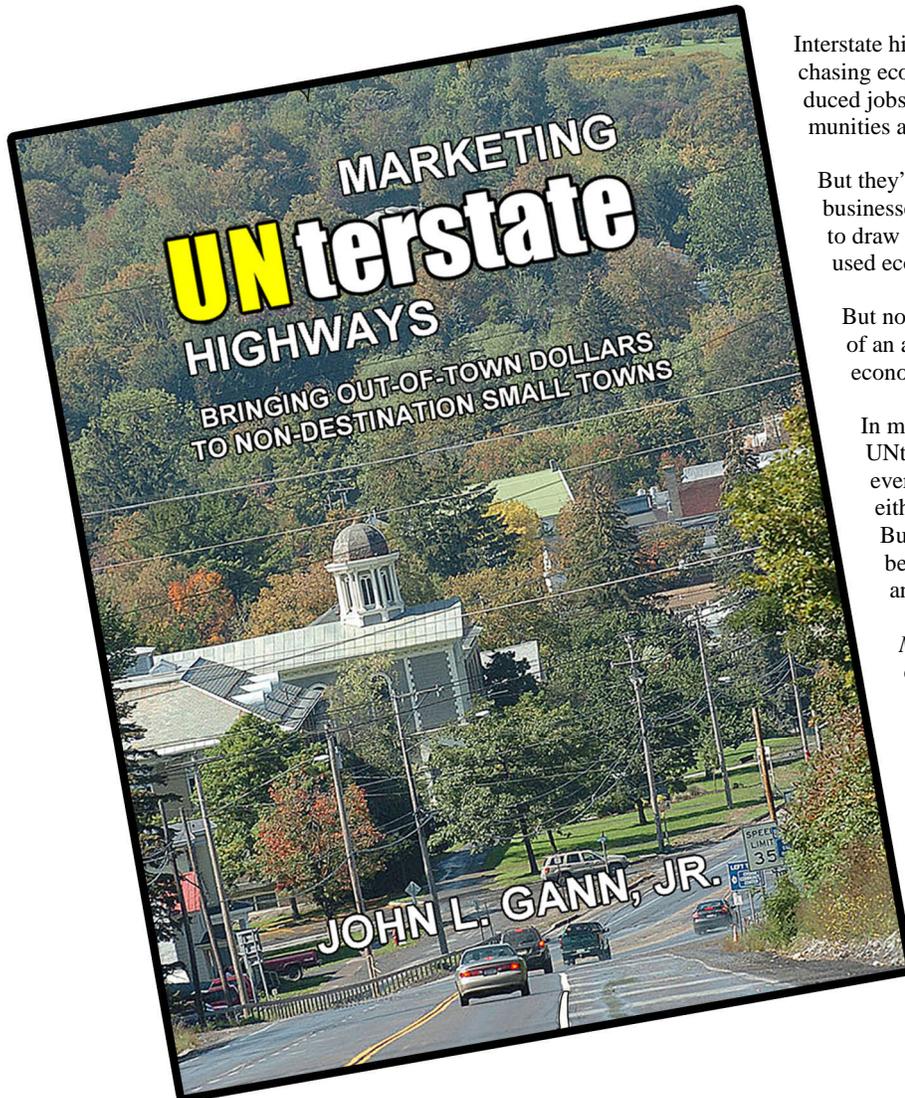


Now: Economic Development for the Rest of Us



Interstate highways, tourist promotion, and smokestack chasing economic development campaigns have produced jobs, wealth, and tax revenues for a few communities and national chain businesses.

But they've left many other places and independent businesses behind. Most are in rural areas unlikely to draw tourists or industry or benefit from the over-used economic development formulas of the past.

But now many now have another option because of an attractive but undeveloped and unmarketed economic asset: their non-Interstate highways.

In many ways, this new manual shows, these UNterstate Highways are—now more than ever—better for long-distance travel than either Interstate Highways or even flying. But they're seldom used since they haven't been marketed. So jobs, traveler dollars, and investment bypass most small towns.

Marketing UNterstate Highways says that doesn't have to continue if places use the power of marketing to enhance their visibility and bring out-of-town traffic through their communities and by their businesses.

Today's economic stress dictates making the most of what we already have. Getting travelers to better use good but forgotten existing roads can pay big dividends for travelers, small town residents, and the taxpayer.

...from the guy who's driven it



John L. Gann, Jr., is President of Gann Associates. His *Marketing UNterstate Highways* has its origin in four places. First is his knowledge of cities and towns as a community and economic development professional. Second is his understanding of marketing, shared with communities in consulting engagements, in training presentations, in articles in state and national professional journals, and in *How to Evaluate (and Improve) Your Community's Marketing* published by the International City/County Management Association. Third is his experience with small towns in New York State and elsewhere as a consultant and in Cooperative Extension work while with Cornell University. But perhaps what most made this manual happen was numerous hours spent on the UNterstates travelling to consulting and speaking engagements from Boxborough, MA, to Cedar Rapids, IA. A native of New York City, John has degrees from the University of Chicago and the University of Wisconsin, the latter a master's in urban planning. Before becoming a consultant, he was a small city planning director and Director of Local Services at the Northeastern Illinois Planning Commission in Chicago. He may be reached at (800) 762-GANN or citykid@uwalumni.com.

Marketing UNterstate Highways: Bringing Out-of-Town Dollars to Non-Destination Small Towns. 8 1/2 x 11 paperback, 78 pages (60,000 wds.). Order from Carpe Horam, (866) 61-HORAM voice/fax, \$77.95 + 5.00 S/H.

The Carpe Horam ("Seize the Hour") idea offers information in a more environment- and user-friendly format than traditional books. Reduced white space and wasted paper and less useless verbiage mean a lean manual with all the information of a 200- to 300-page book. And an improved page format makes material easier to read and scan for information while saving the busy reader time.