

# Nevada Economic Assessment Project

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**EXTENSION**  
College of Agriculture,  
Biotechnology & Natural Resources



University of Nevada, Reno  
**Center for Economic Development**



College of Agriculture,  
Biotechnology & Natural Resources



**Rural Development**  
U.S. DEPARTMENT OF AGRICULTURE

# The NEAP Working Team

A collection of state and federal agencies partnering and collaborating for the bettering of our state.

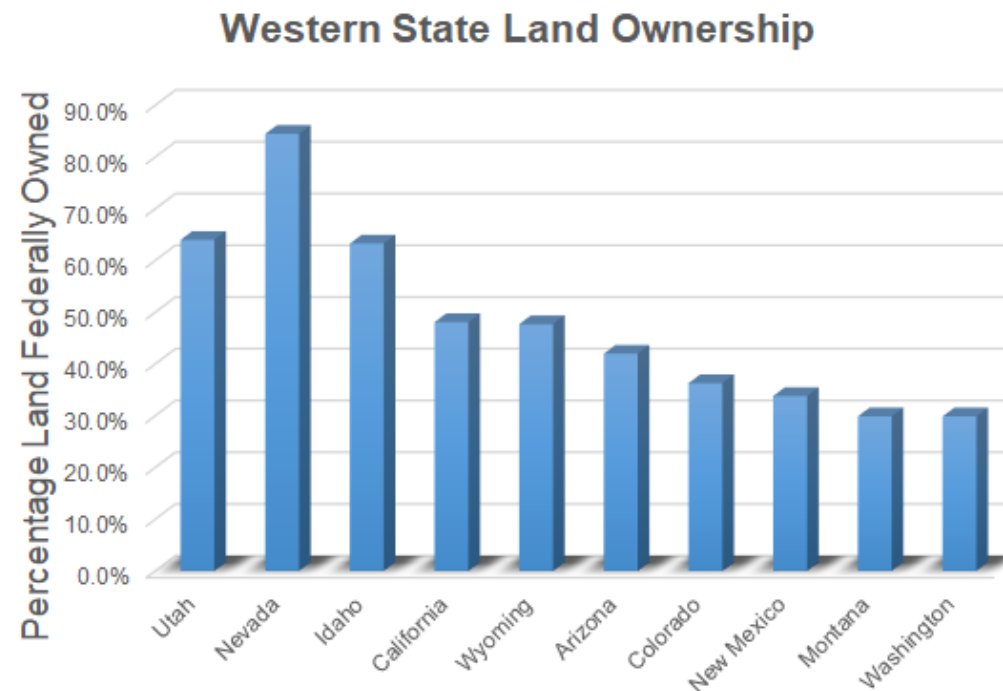
- Bureau of Land Management (BLM)
- Nevada Association of Counties (NACO)
- US Forest Service (USFS)
- USDA Rural Development
- University of Nevada, Reno
  - College of Agriculture, Biotechnology, and Natural Resources; Agricultural Experiment Station; Extension; University Center of Economic Development

# Why is NEAP Needed in Nevada?

- Land ownership challenges



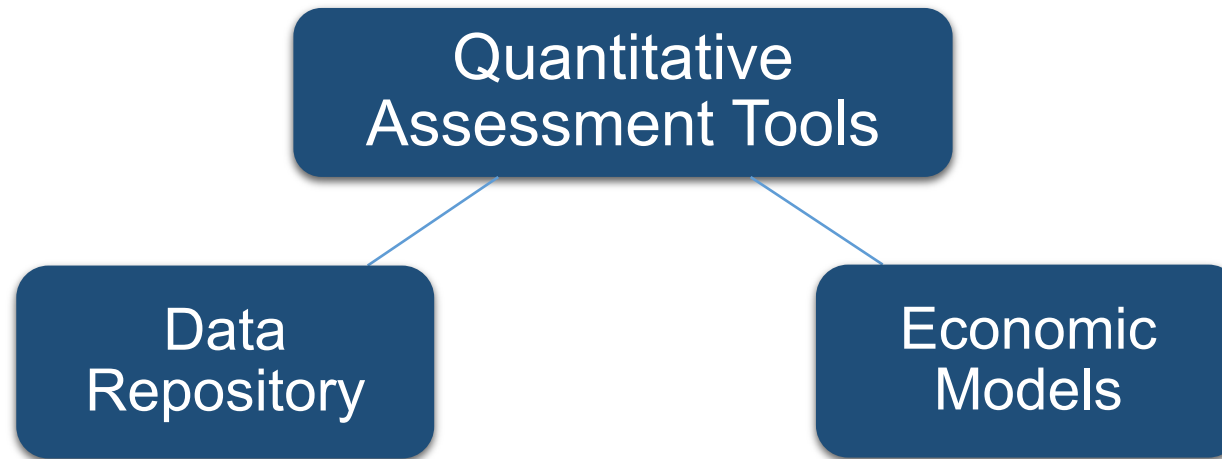
- 85% of Nevada's lands are publicly managed
- 16 of Nevada's 17 counties have over 50% of publicly managed lands
- Lack of local expertise
- Improve working relationship between agencies and communities



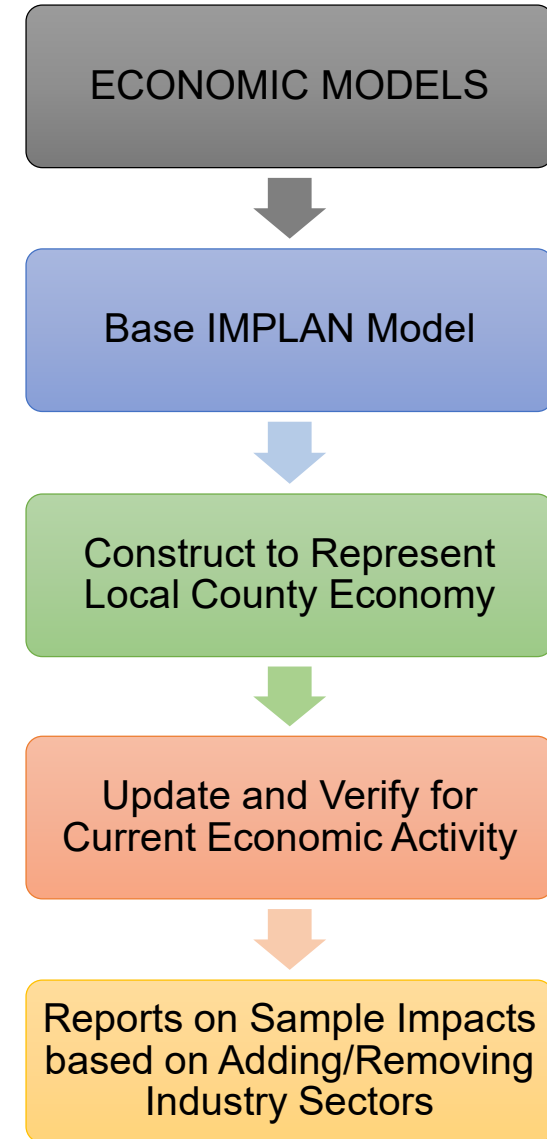
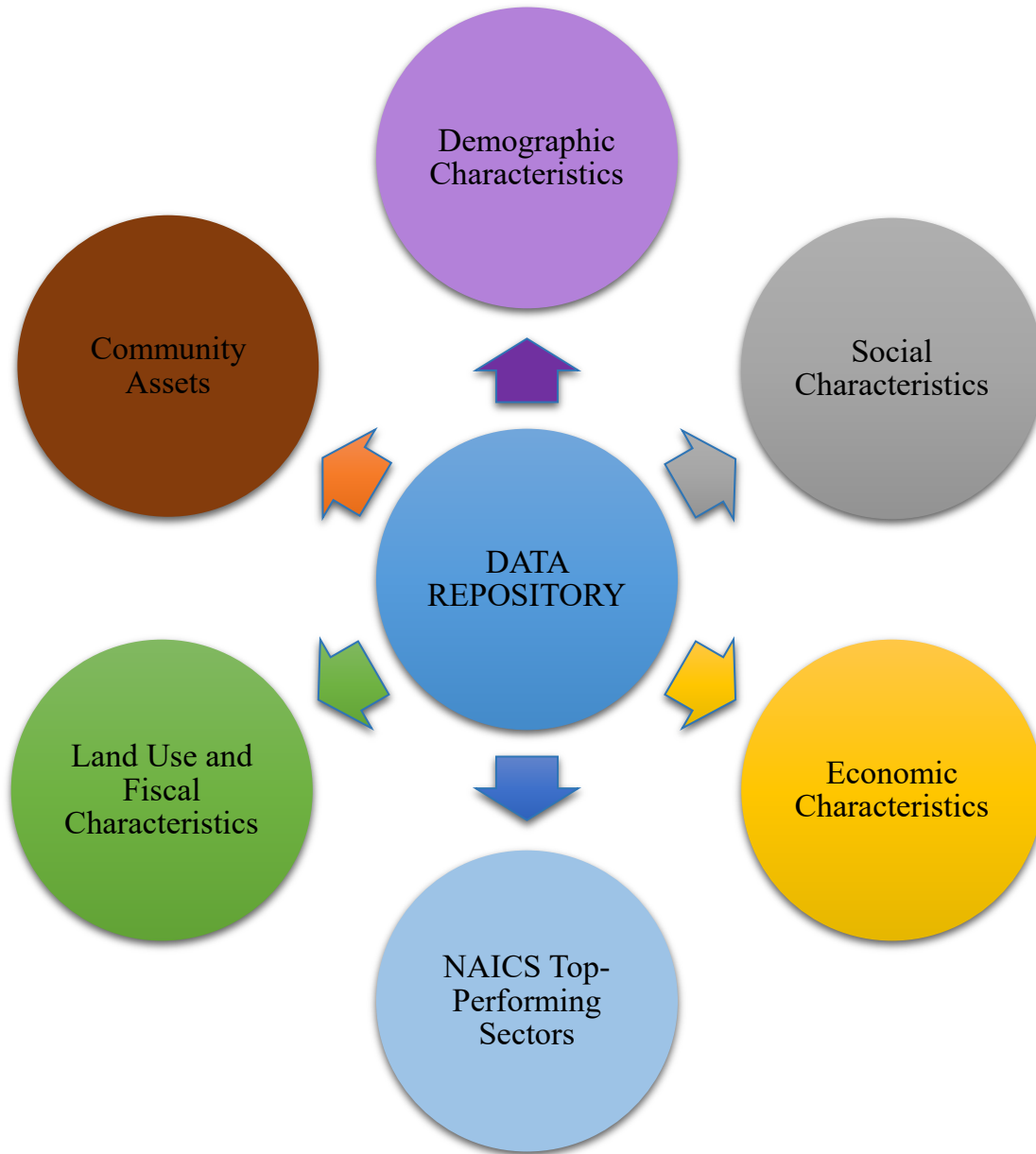
# What is NEAP?

Process to develop and maintain an extensive data repository and set of analytical tools that are meaningful, consistent, and verifiable.

This can be used by Nevada Counties and Communities for various types of planning and policy assessments.







# Data Source Qualities

Sources used for the NEAP must have specific qualities to warrant inclusion:

Respected

Verifiable

Timely

Historical

Consistent

# Sources Currently Used

Economic Modeling  
Systems  
International (EMSI)

Environmental  
Systems Research  
Institute (ESRI)

Federal Reserve  
Bank of St. Louis,  
Economic Research  
Division (FRED)

Headwaters  
Economics'  
Economic Profile  
System

United States  
Bureau of Economic  
Analysis (BEA)

United States  
Census Bureau

State and Local  
Agencies



Asset Mapping:  
Every Community has a  
story

Lowest Need

1 - 1.7 Lowest

1.8 - 2.5 2nd Lowest

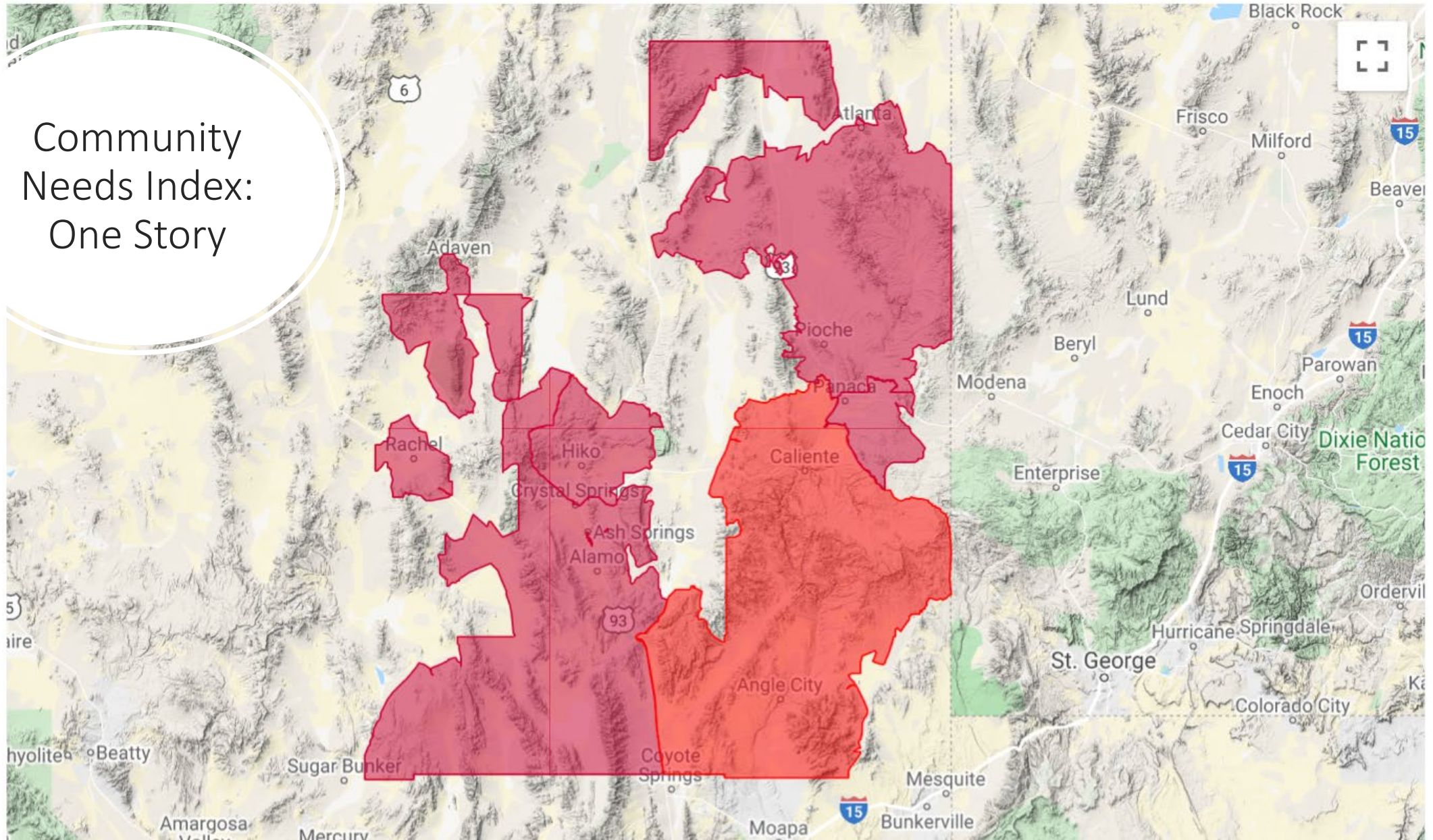
2.6 - 3.3 Mid

3.4 - 4.1 2nd Highest

Highest Need

4.2 - 5 Highest

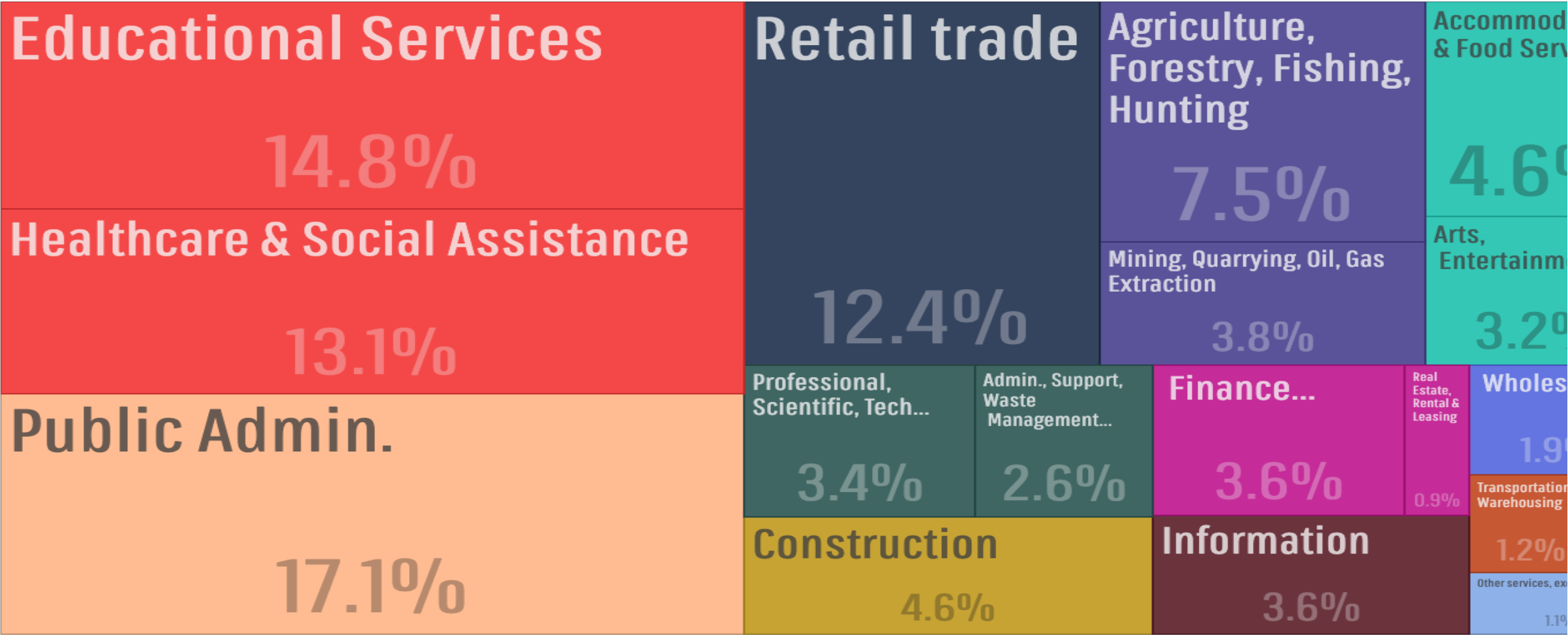
Community  
Needs Index:  
One Story





# Employment by Industries in Lincoln County

The closest comparable data for the county of Lincoln County, NV is from the public use microdata area of Rural Nevada PL





## Community Assets

Community assets are anything that improves a community. Assets are what we want to keep in our community, the things we want to build upon. Assets are what we want to sustain for future generations.

Assets can be physical, concrete things, like a historic building or 100 year old tree. Assets can also be intangible things, like the work of local volunteer groups that raise funds for the school or food bank.

Assets can only be identified by community members themselves. Asset mapping is an inventory of all the good things about your community.



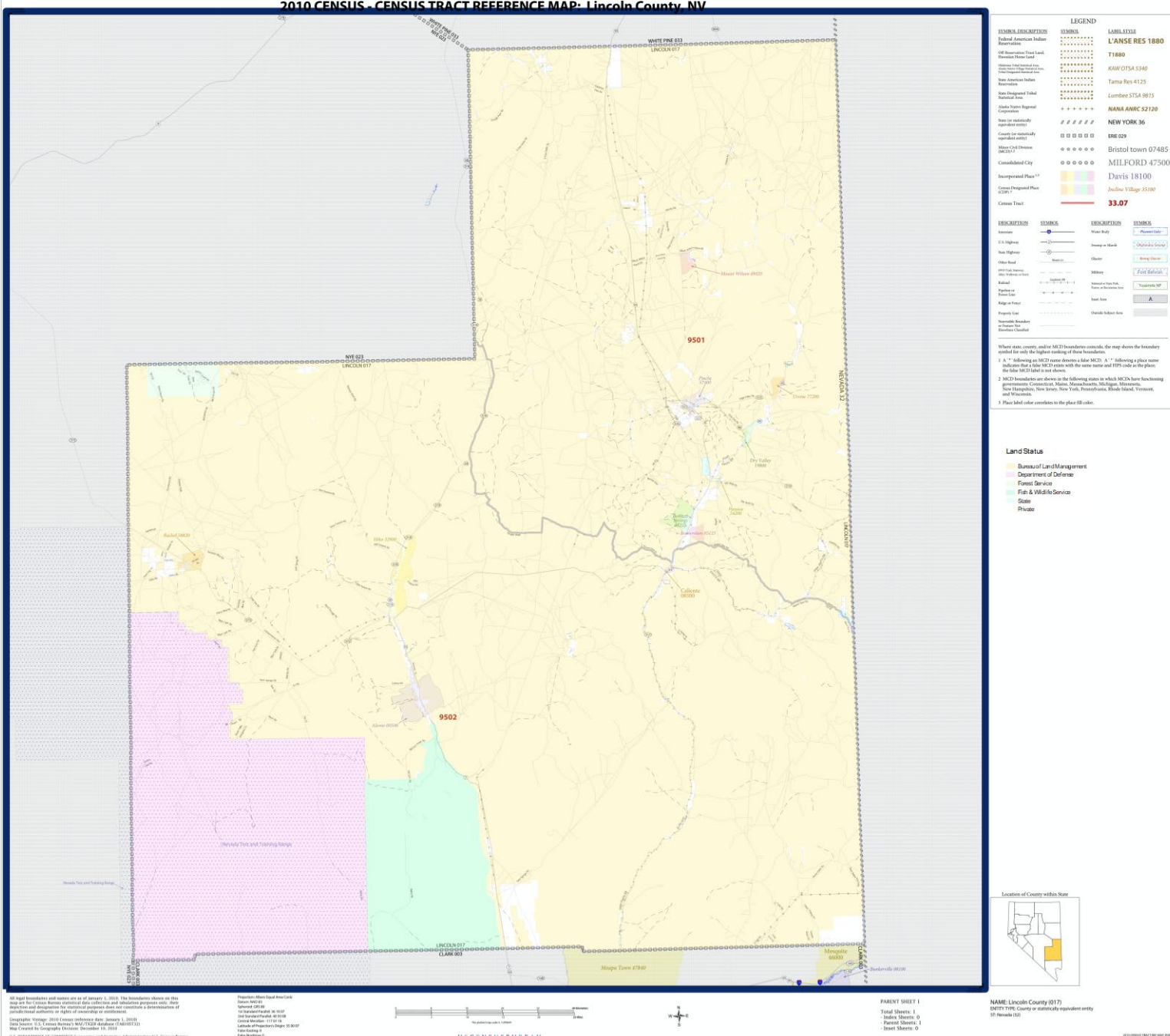


## Asset Mapping

- Local Assets are the Building Block to Communities
- Uncover talents and skills (resources) found in the community
- Internally focused—relies on community, not outsiders
- Create your own story of your community
- **Snapshot process, Not a full inventory**



Mapping  
information about  
the community BY  
THE COMMUNITY  
to tell their story



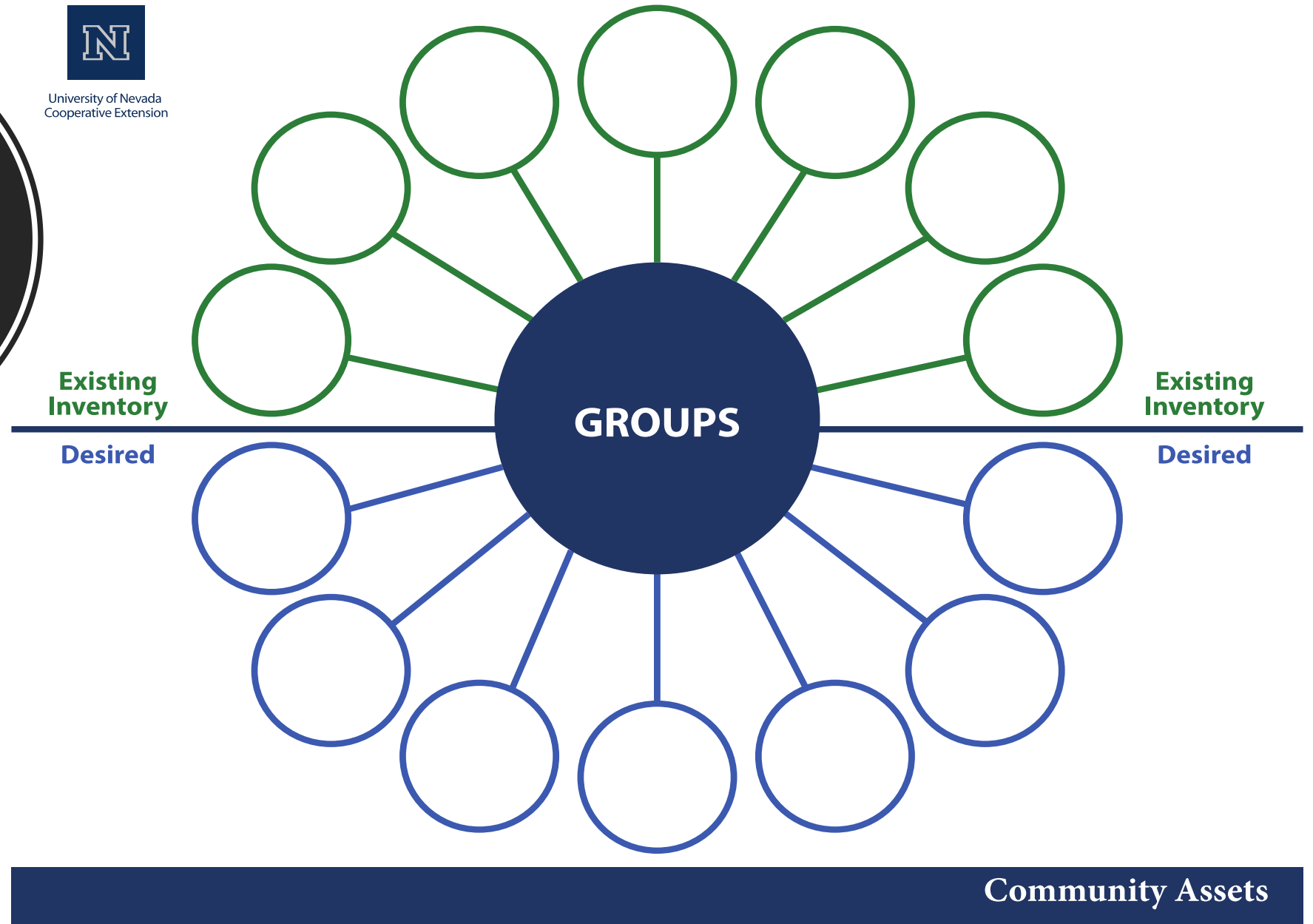
# Asset Mapping Process

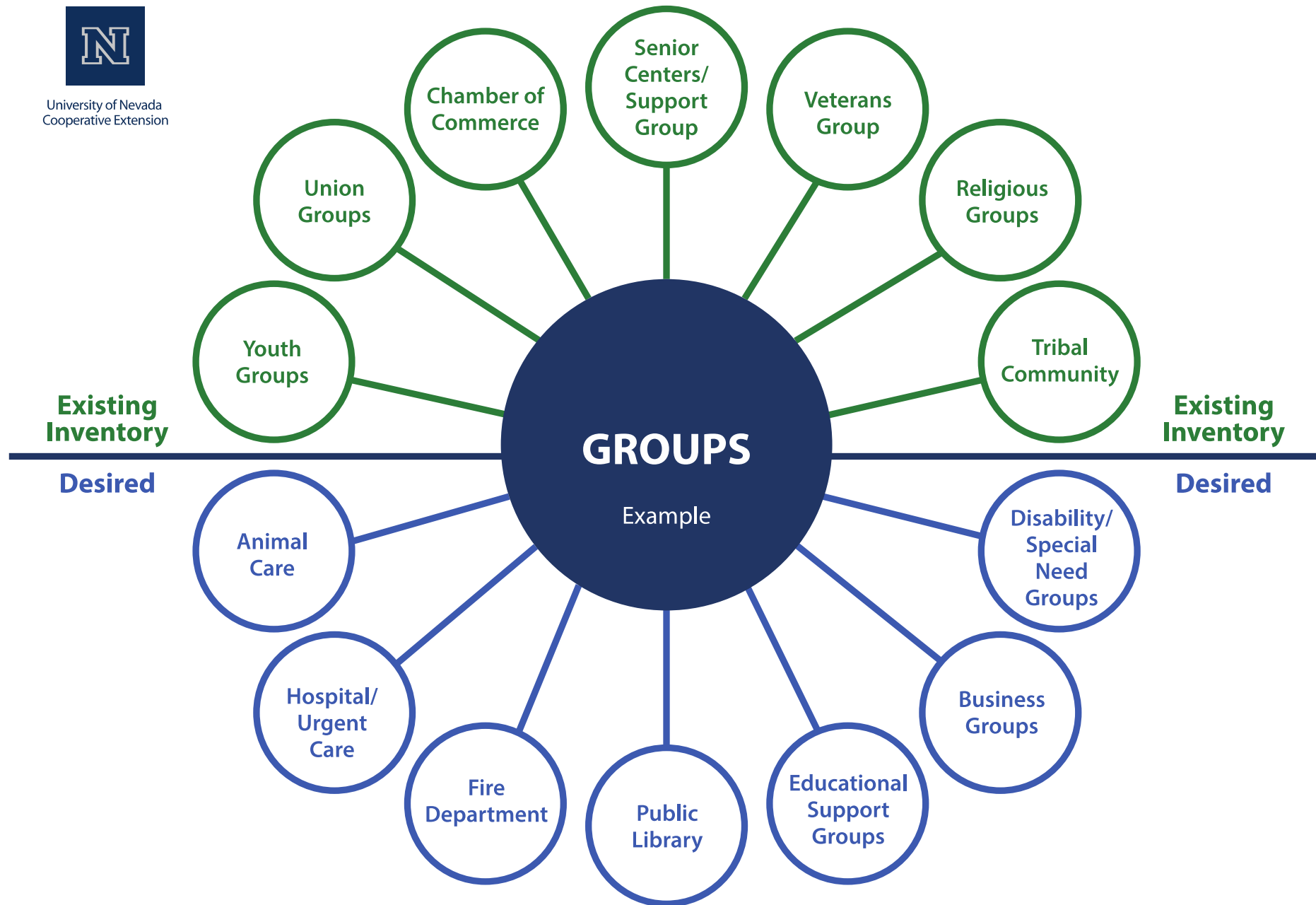
Organizations  
Volunteer  
groups

Both informal  
and informal

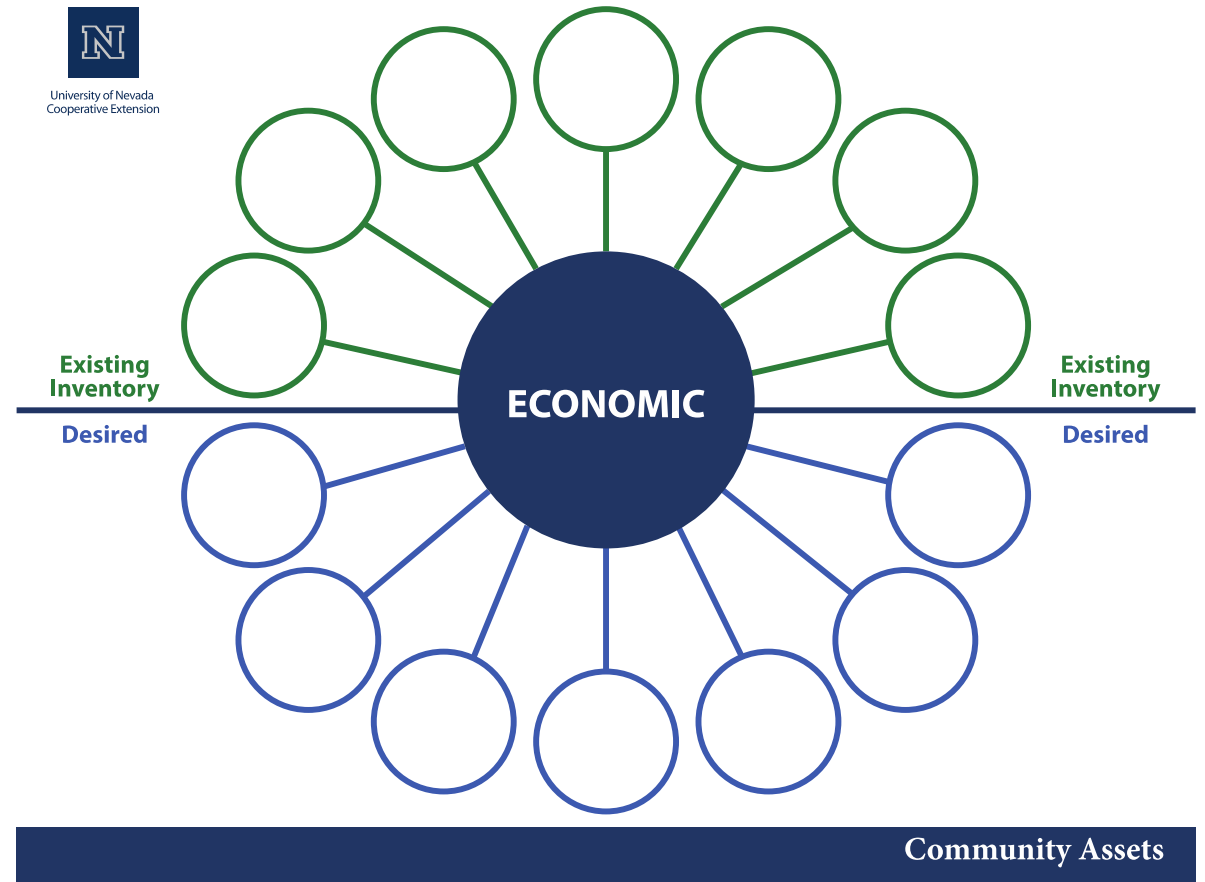


University of Nevada  
Cooperative Extension





- Who are our local businesses?
- What opportunities do we have for partnering with local businesses?
- Do we have local credit unions?
- What resources do we have to grow more local business?



# Asset

## Both Process and Product

- **Process**
  - **Interaction**
  - **Discussion**
  - **Sharing of talents resources**
  - **Begin initiatives**
  - **Recognize a gap/weakness**
  - **Willing to invest in themselves**
- **Product**
  - **Use for grant writing**
  - **Identify community resources**
  - **Foundation for strategic planning, CEDS**
  - **Map/visual display of assets**

# Snapshot of Assets



POSTERS



MAPS



MARKERS

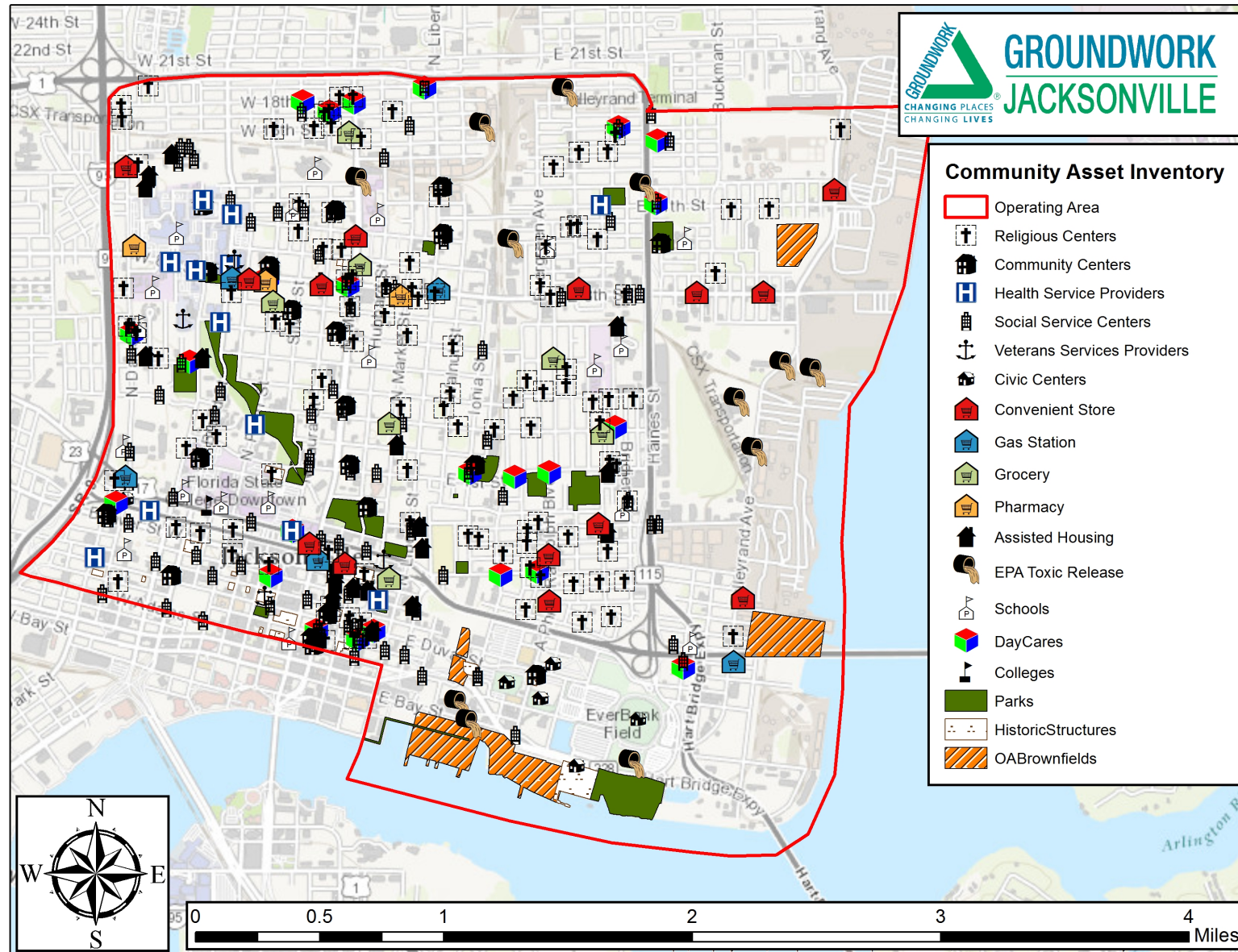


PENCILS

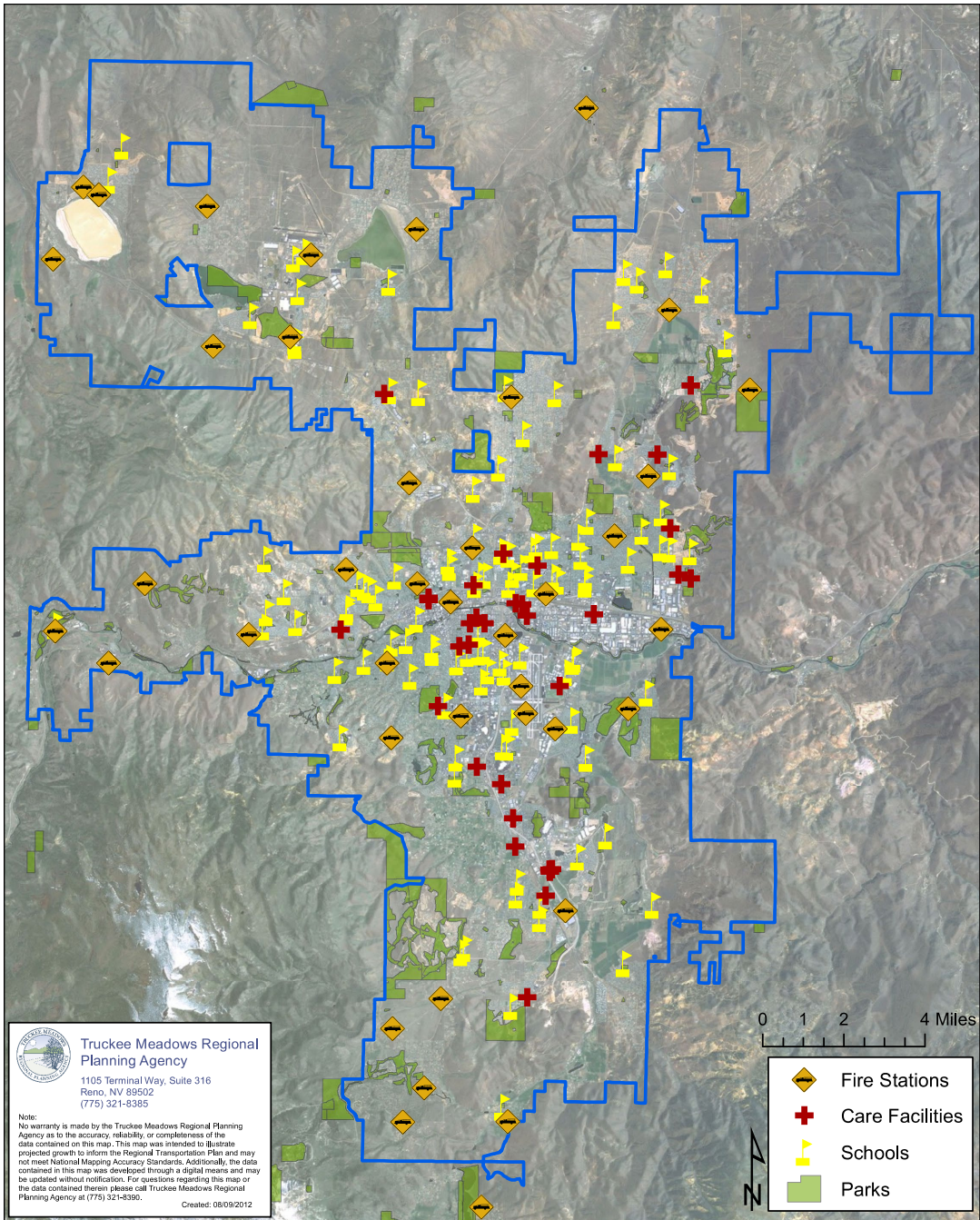


GUIDELINES

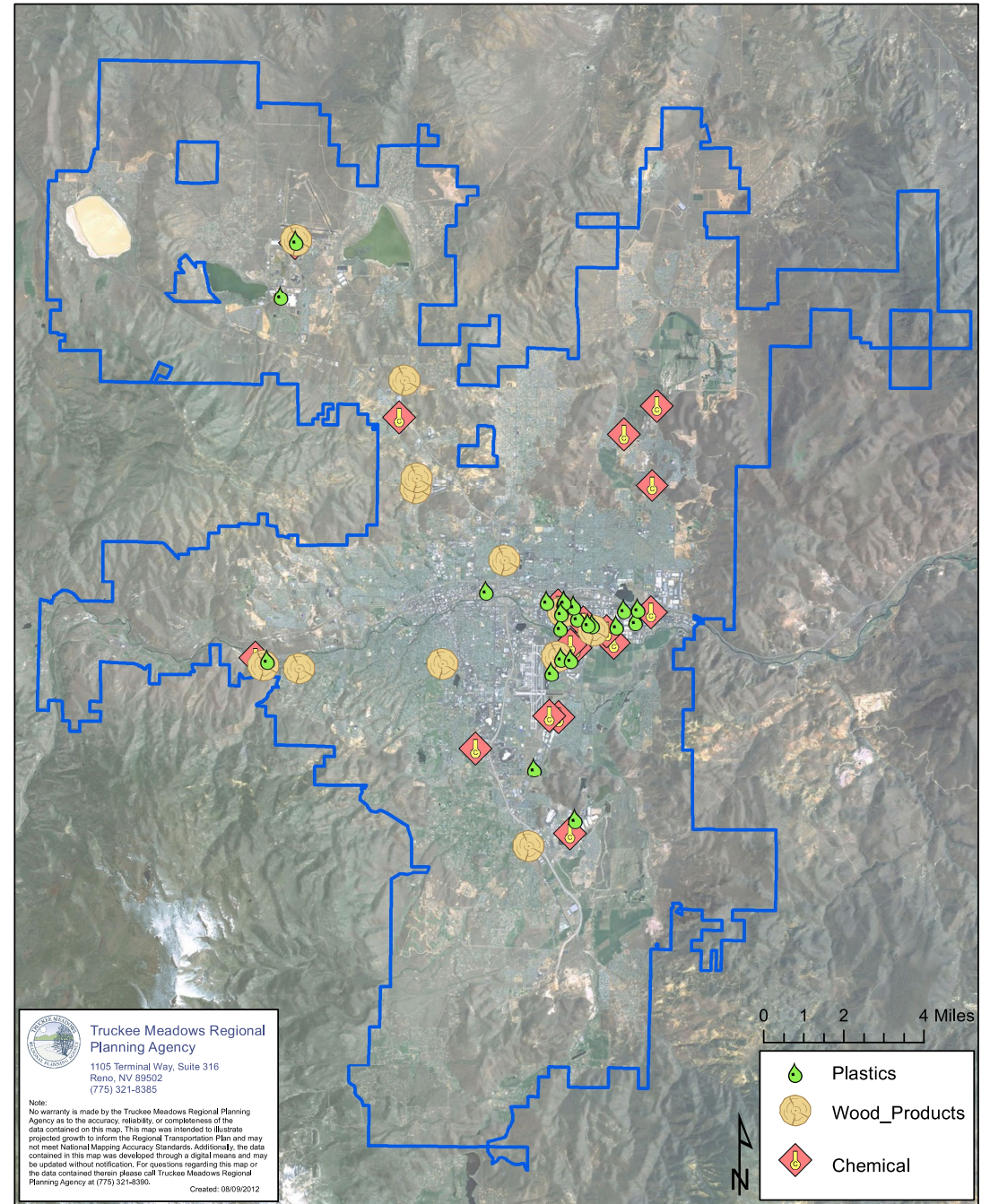








## Economic Resources Example





# STANISLAUS COUNTY

- ★ Home to over 500,000 people
- ★ Top 100 Market in the USA
- ★ Billion \$ Corporations Started or Headquartered in our region:
  - E.&J. Gallo Winery
  - Save Mart Supermarkets
  - Hilmar Cheese
  - Foster Farms



**VOLT TRAINING CENTER**  
Privately led manufacturing training center, providing our workforce with the skills to meet the need of our industry today and tomorrow.



**PATTERSON**  
Along Interstate 5  
Best in Class Logistics Hub featuring:

- Amazon
- Restoration Hardware
- CVS Distribution
- Grainger
- Kohl's Distribution

**MODESTO**  
Top of the line, rail served, industrial district which serves the following companies:

- Frito Lay
- Del Monte Foods
- Seneca Foods
- Stanislaus Food Products
- Silgan Containers
- Fastenal
- Georgia Pacific

**OAKDALE**  
Oakdale serves as a gateway to Yosemite National Park, as well as the Central Sierra Nevada Mountain Range yielding unlimited outdoor recreation opportunities and natural beauty.

**TURLOCK**  
Home to Stanislaus State University  
Home to large industrial companies including:

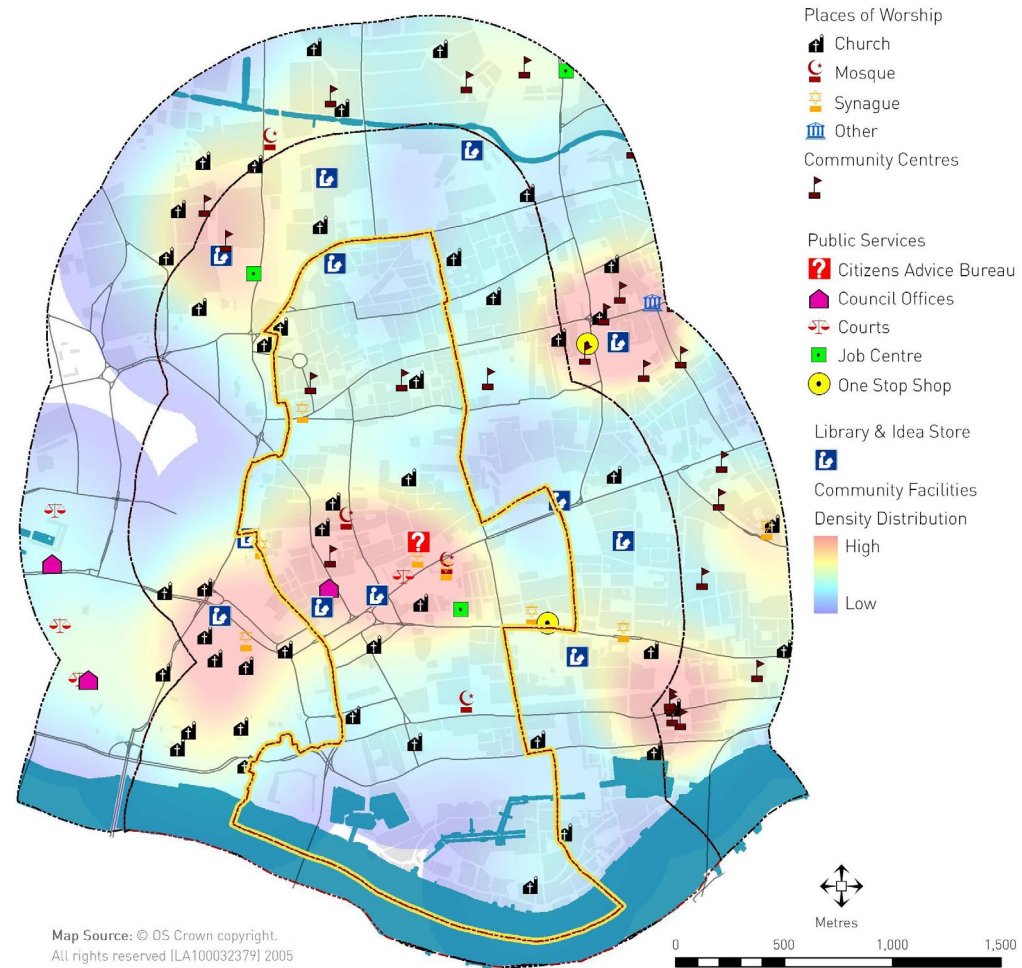
- Blue Diamond Growers
- Sensient Dehydrated Flavors
- Hilmar Cheese

**STANISLAUS STATE**  
Nationally recognized for Student Success. Listed on the Princeton Review's "Best 381" Colleges for 11 straight years. Ranked for the 21st consecutive year by U.S. News & World Report, No. 14 public school in the West.

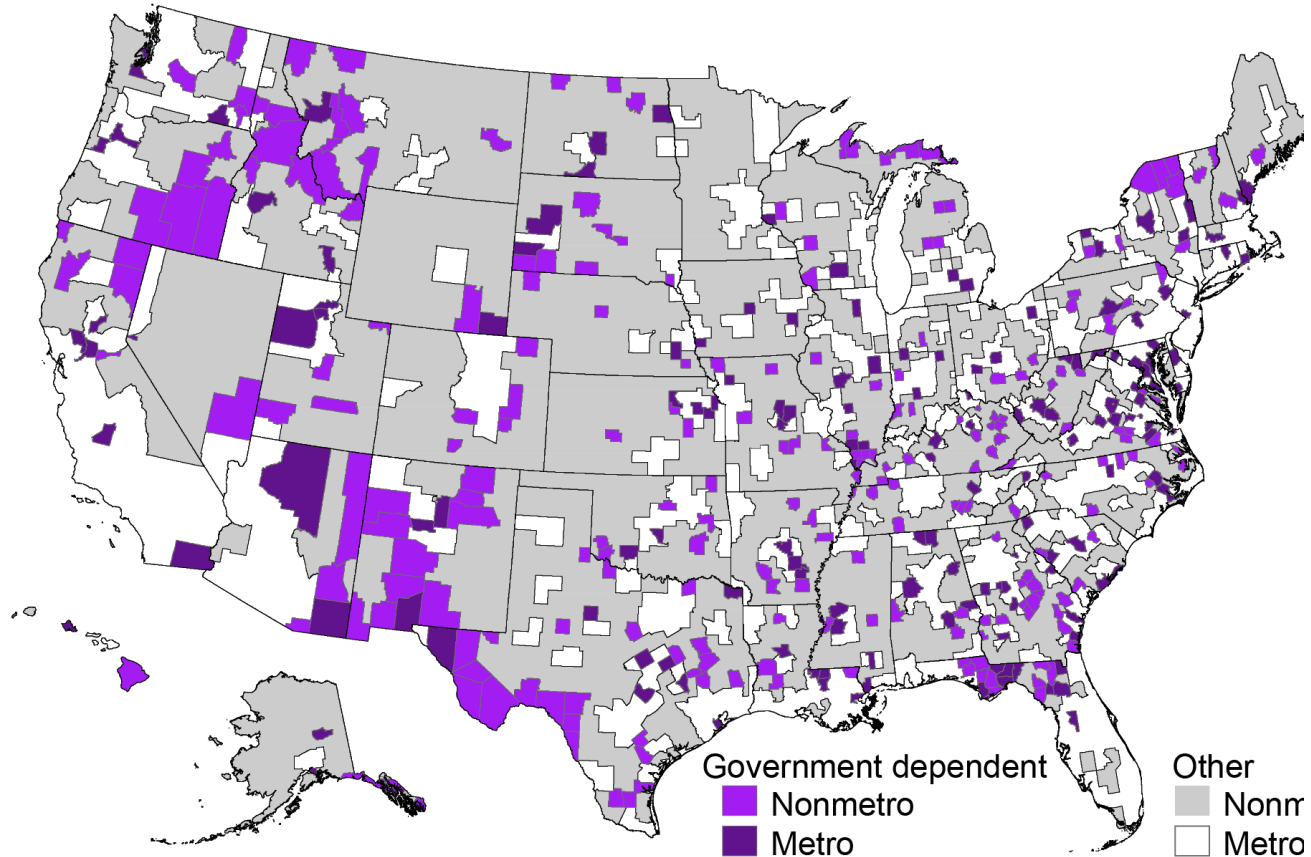


# Community Facilities & Services

Places of Worship - Community Centres - Public Services - Libraries and Idea Stores



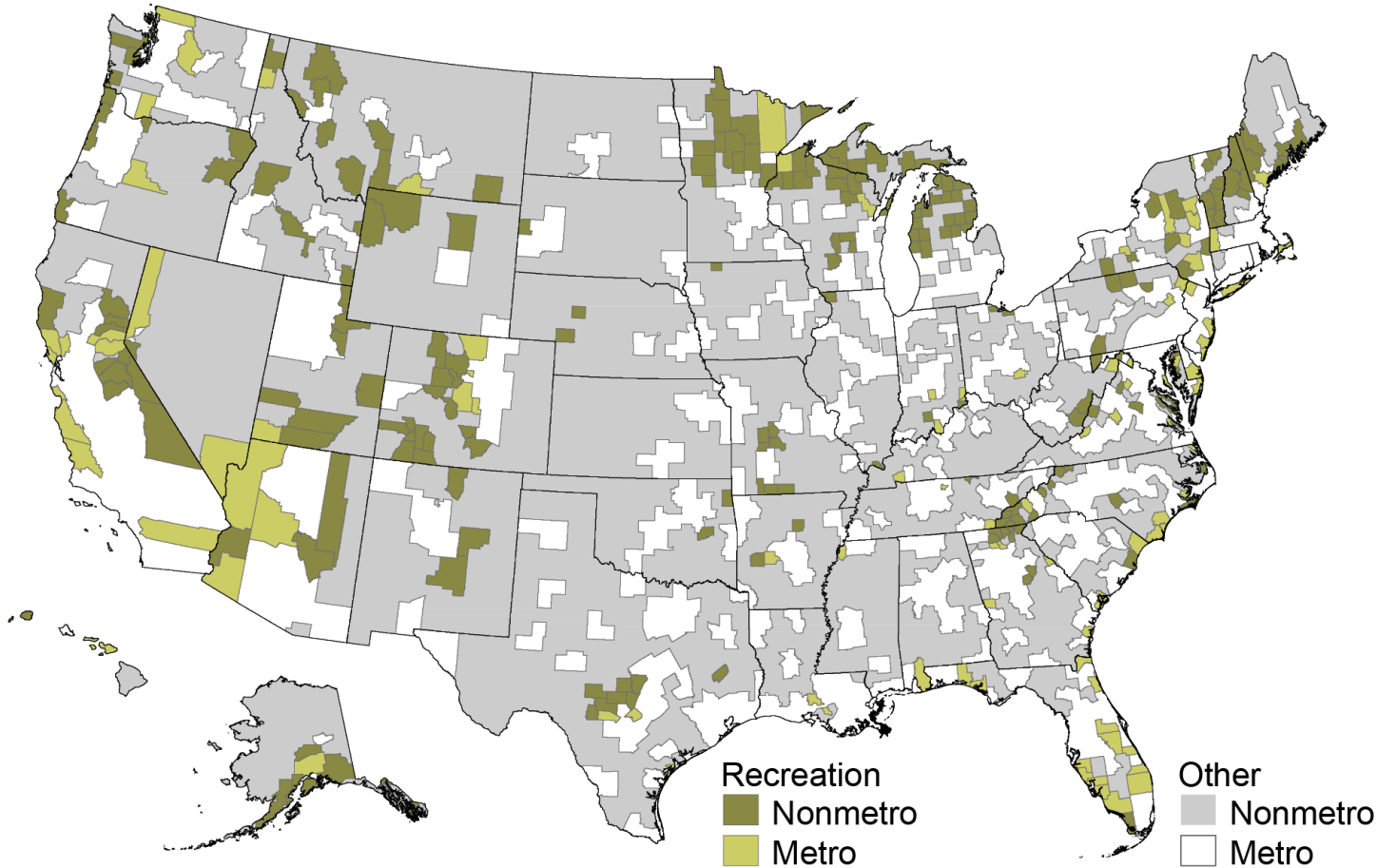
## Federal/State government-dependent counties, 2015 edition



Government-dependent counties are those where 14 percent or more of the county's average labor and proprietors' earnings were derived from Federal/State government, or 9 percent or more of the county's average jobs were in Federal/State government as measured by 2010-12 Bureau of Economic Analysis Area Personal Income and Employment data. Note that county boundaries are drawn for the government-dependent counties only. Map revised May 2017; see errata for details.

Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.

## Recreation counties, 2015 edition



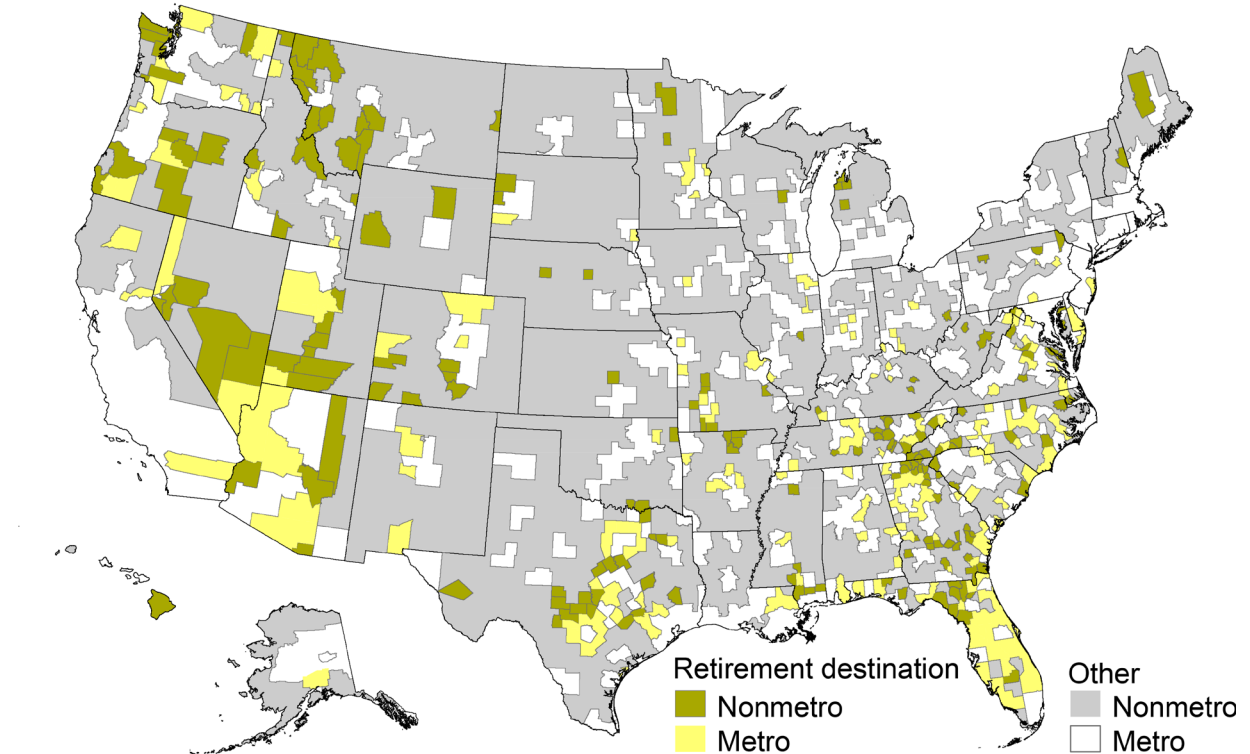
Recreation counties determined by a weighted index of three measures: 1) jobs; 2) earnings in the following: entertainment, recreation, accommodations, eating/drinking places, and real estate; and 3) the share of vacant housing units intended for seasonal/occasional use. Recreation counties are those with a score more than one deviation above the mean. Note that county boundaries are drawn for the recreation counties only. Map revised May 2017; see errata for details.

Source: USDA, Economic Research Service using data from Bureau of Economic Analysis and U.S. Census Bureau.

# Recreation County

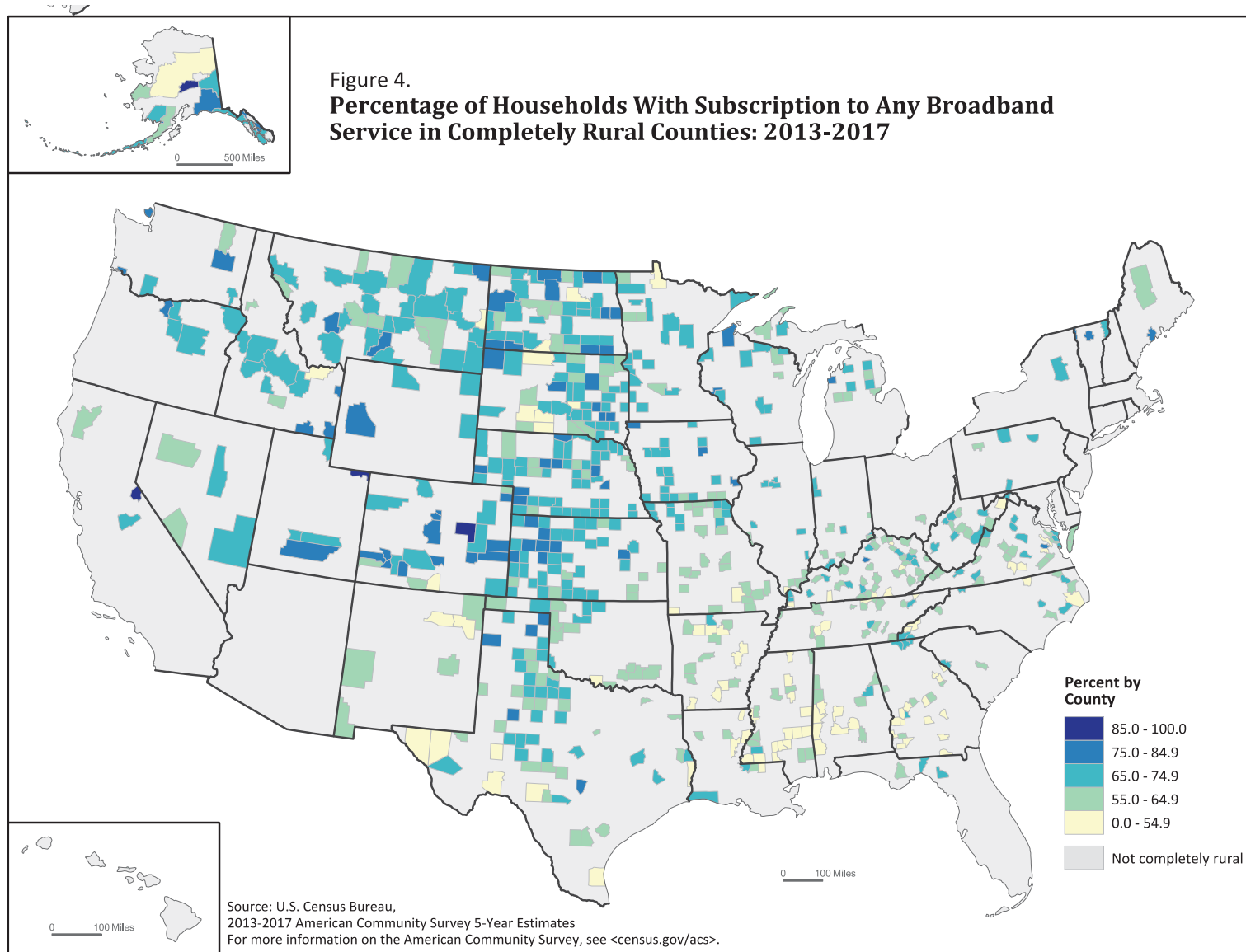
## Retirement destination county

### Retirement destination counties, 2015 edition



Retirement destination counties are those where the number of residents age 60 and older grew by 15 percent or more between the 2000 and 2010 censuses due to net migration. Note that county boundaries are drawn only for the retirement destination counties. Source: USDA, Economic Research Service using data from U.S. Census Bureau.





Next Steps:

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Lincoln County  
Community Asset Survey:  
*Community Participation*

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<https://www.surveymonkey.com/r/RP5ZSB6>



# THANK YOU

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