

# NEVADA ECONOMIC ASSESSMENT PROJECT





Asset Mapping:  
Every Community has a  
story

Show More Search

Highest Need

4.2 - 5.0

3.4 - 4.1

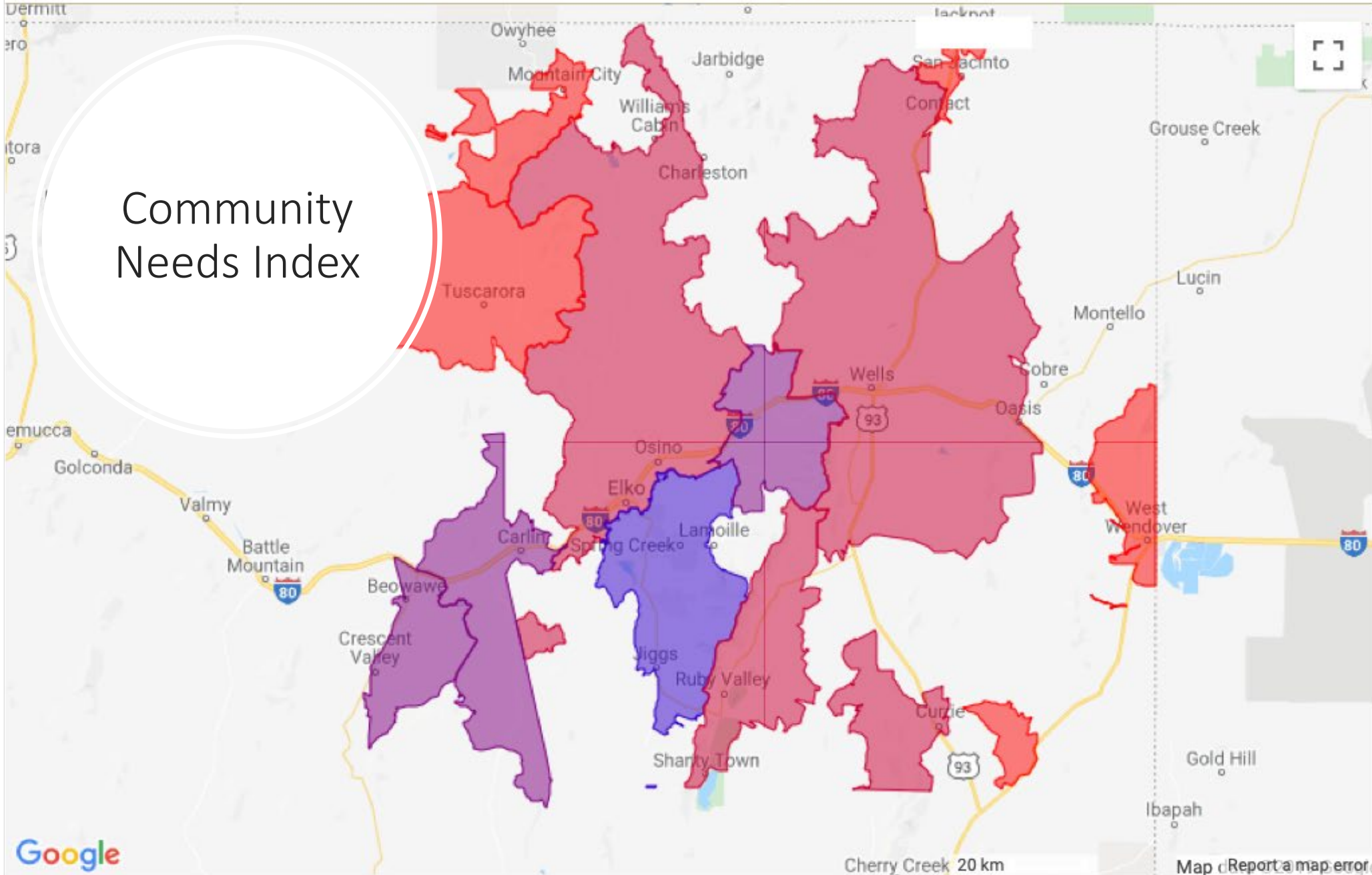
2.6 - 3.3

1.8 - 2.5

1.0 - 1.7

Lowest Need

Community Needs Index



Google

Cherry Creek 20 km

Map Report a map error

Adding Markers



## Why community assets?

- Engage with residents
- Positive story of the community
- Highlight community strengths
- Recognize gaps
- Discuss opportunities
- Help mobilize a community



## 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
- Uncovers 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



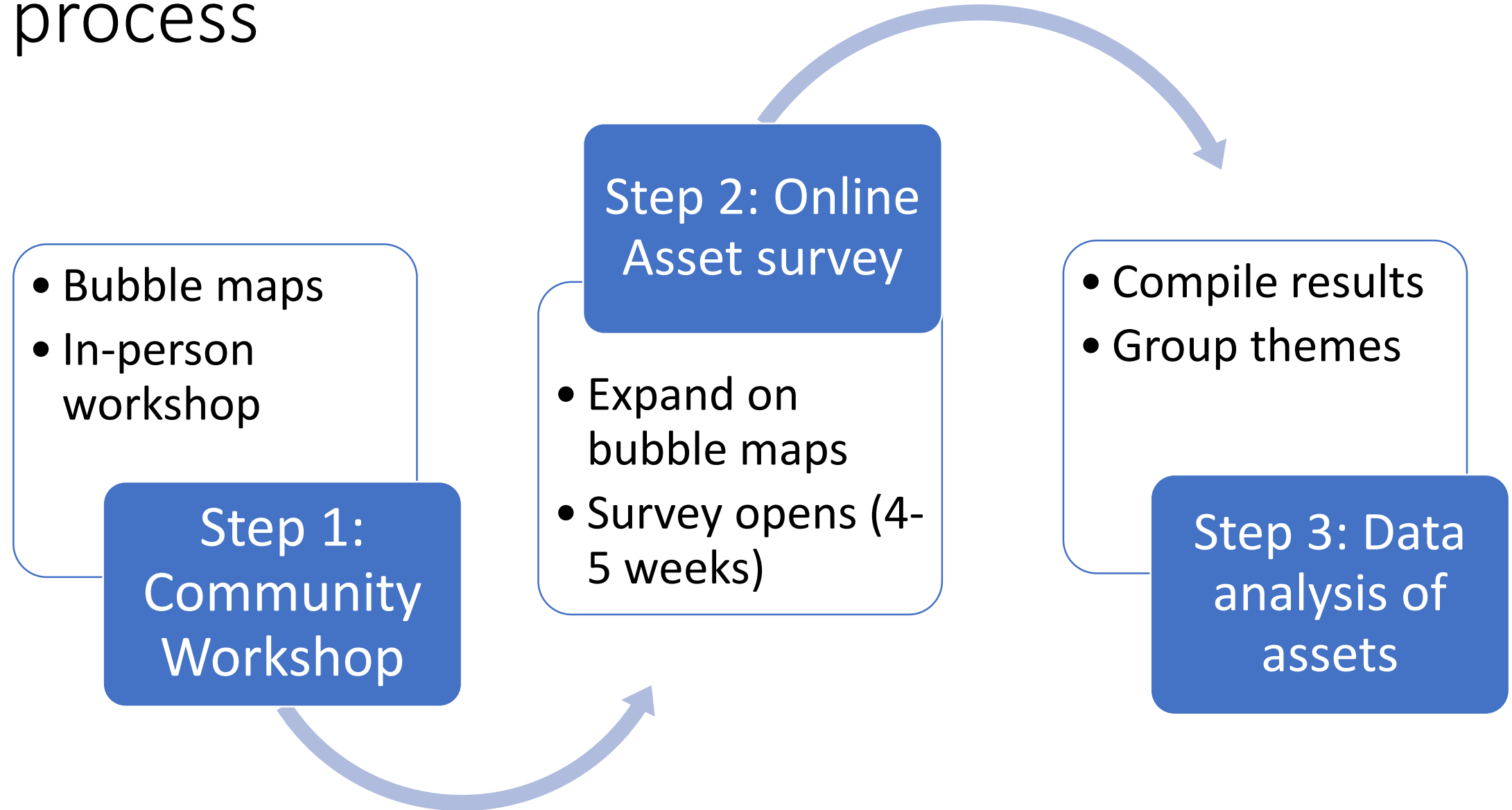
Asset

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**



# Community Assets: Snapshot, three-step process



# Asset Mapping Step One

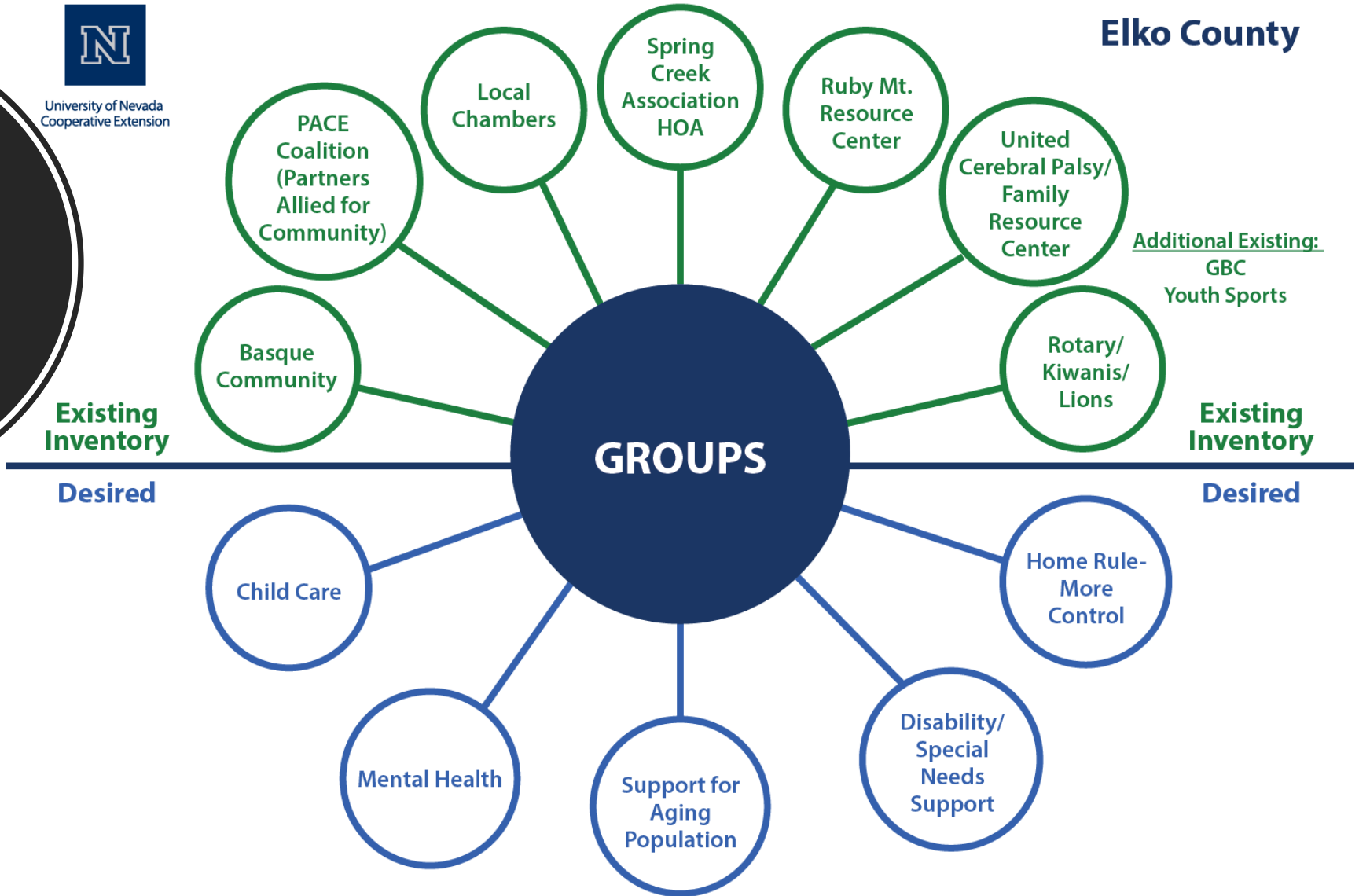
Organizations  
Volunteer  
Groups

Both informal  
and formal



University of Nevada  
Cooperative Extension

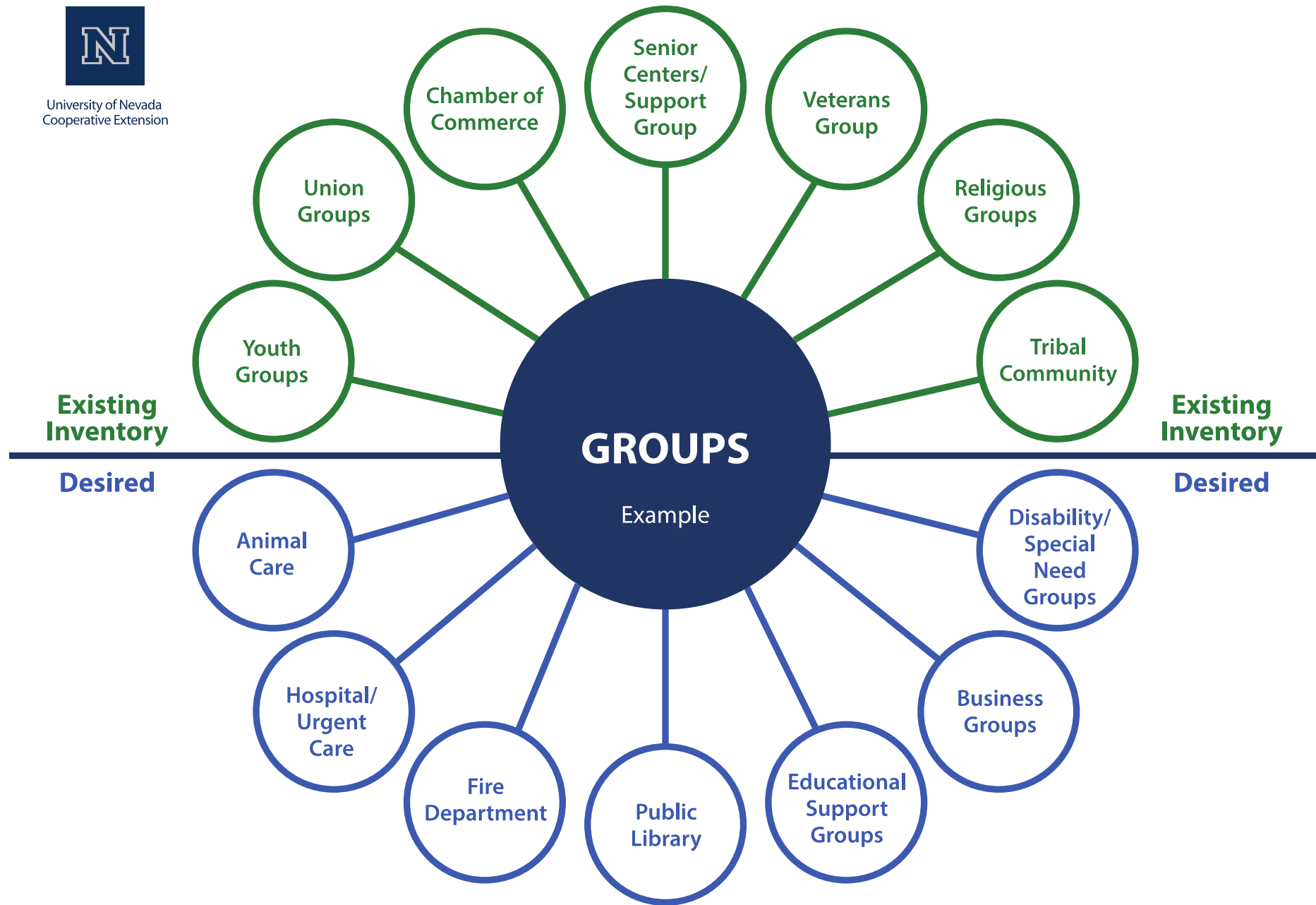
# Elko County



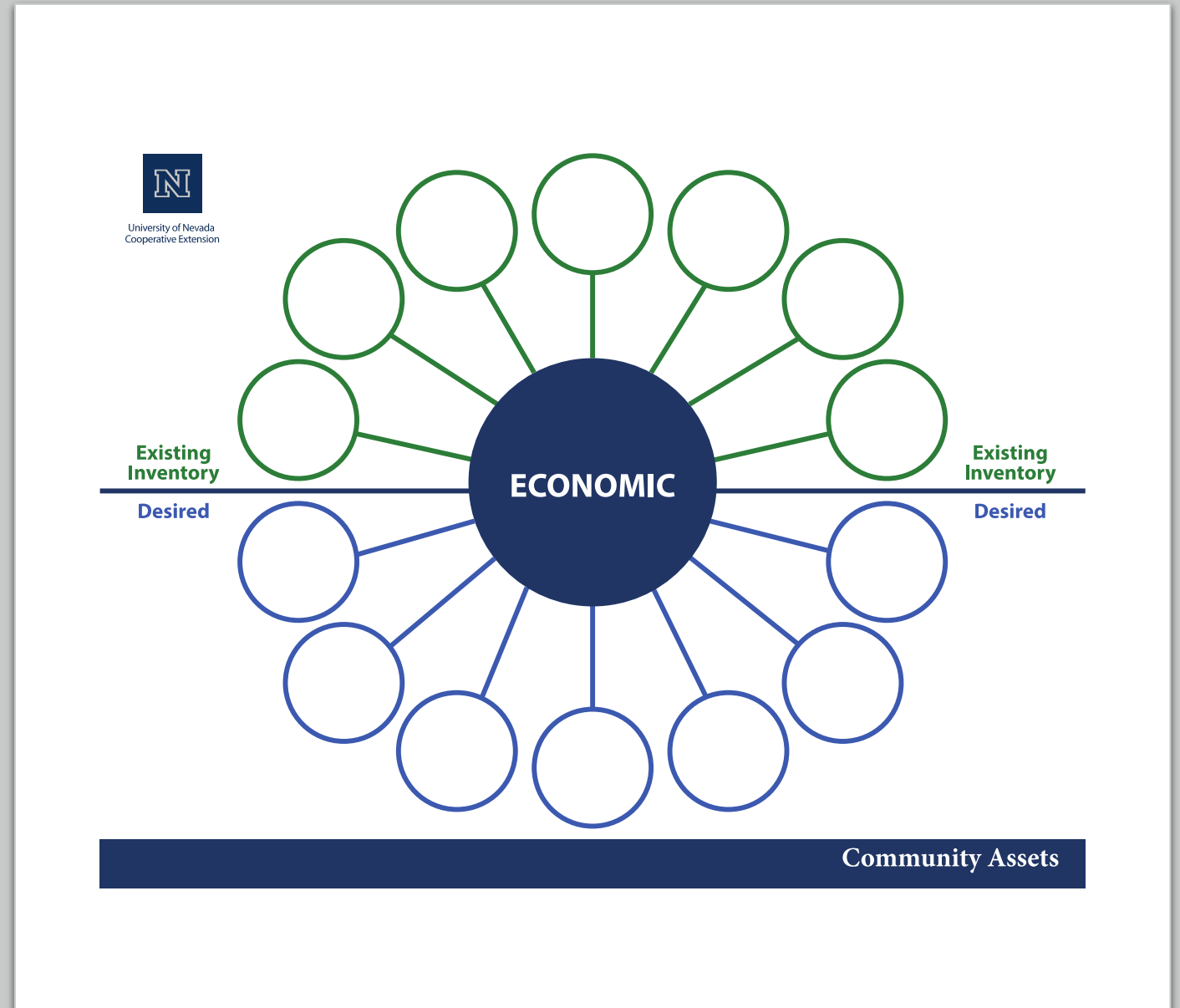
Community Assets



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 Mapping Step Two

# County Asset Survey

- 8-10 mins to complete
- Widely advertised
- Paper copy provided to Extension Offices
- Media shares links



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

## Elko County: Community Assets Survey: Nevada Economic Assessment Project (NEAP)

Hello and Thank You for taking a quick survey about your community!

This survey is one component of the broader [Nevada Economic Assessment Project \(NEAP\)](#). The NEAP program compiles socioeconomic baseline data for every county in Nevada for the purpose of assisting local governments in land-use project planning, grant-writing and policy assessment. Data is compiled from sources such as Census Data and Bureau of Labor Statistics to show economic trends and opportunities.

However, we also need information gathered from community residents themselves. This survey is designed to gather your valuable input about what are the strengths (i.e., assets) in your community.

Assets can be something concrete, like a historic building, or a favorite hunting camp. Assets can also be intangible items like community values or volunteer groups. Assets help to create our quality of life and well-being. *Every community has assets.* We need your help in identifying your community assets.

This is an abbreviated asset mapping process. Think of this survey as a "Snapshot" of your community assets.

Your responses will be completely anonymous and can not be linked back to you in anyway. The survey is estimated to take 10 minutes of your time. The results will be summarized and made available with residents and local decision makers in a final report.

# Asset Mapping Step Three



# Snapshot of Assets

Bubble Maps

Community Conversations

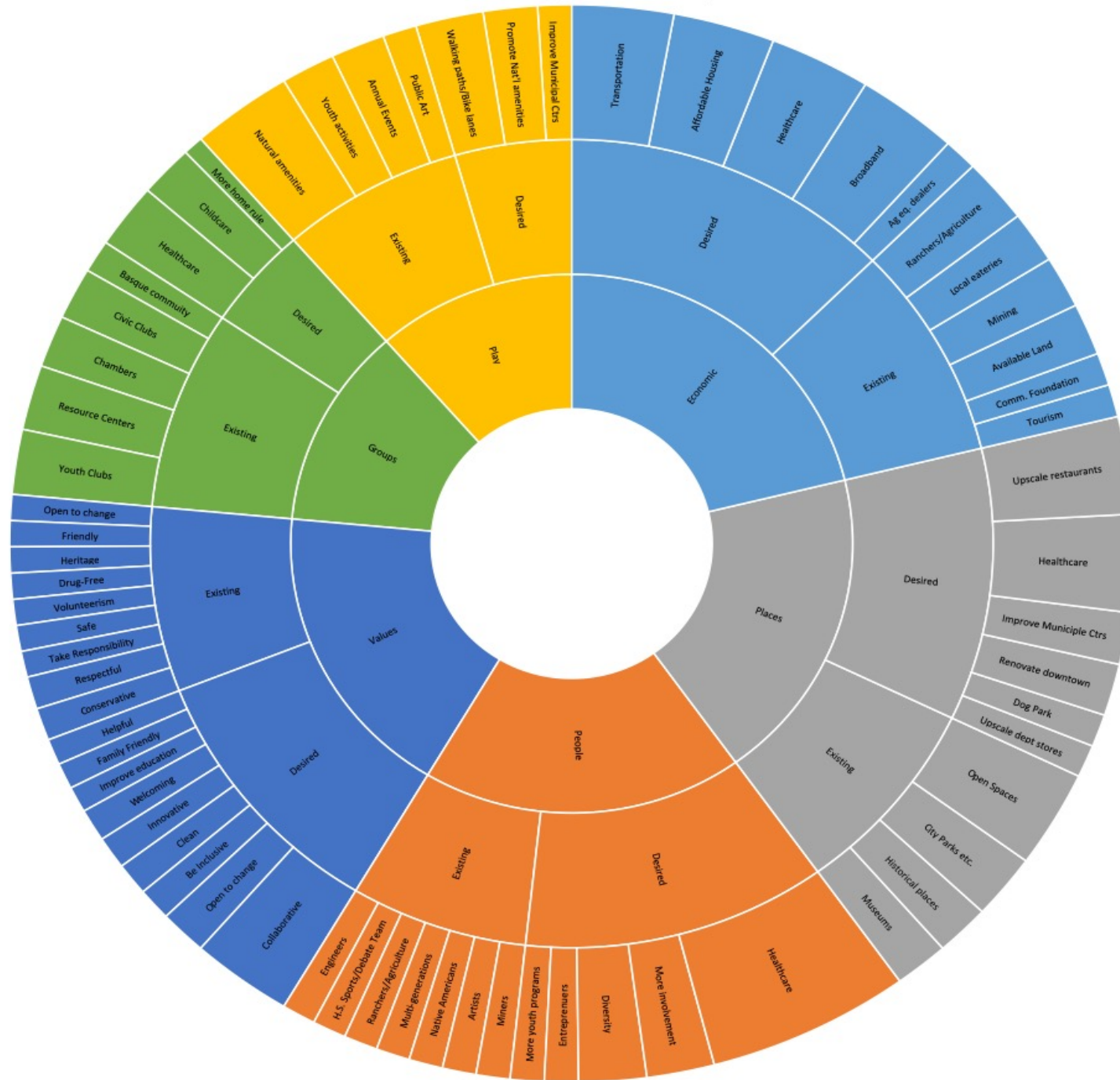
Survey data

Broaden Engagement

Identify themes

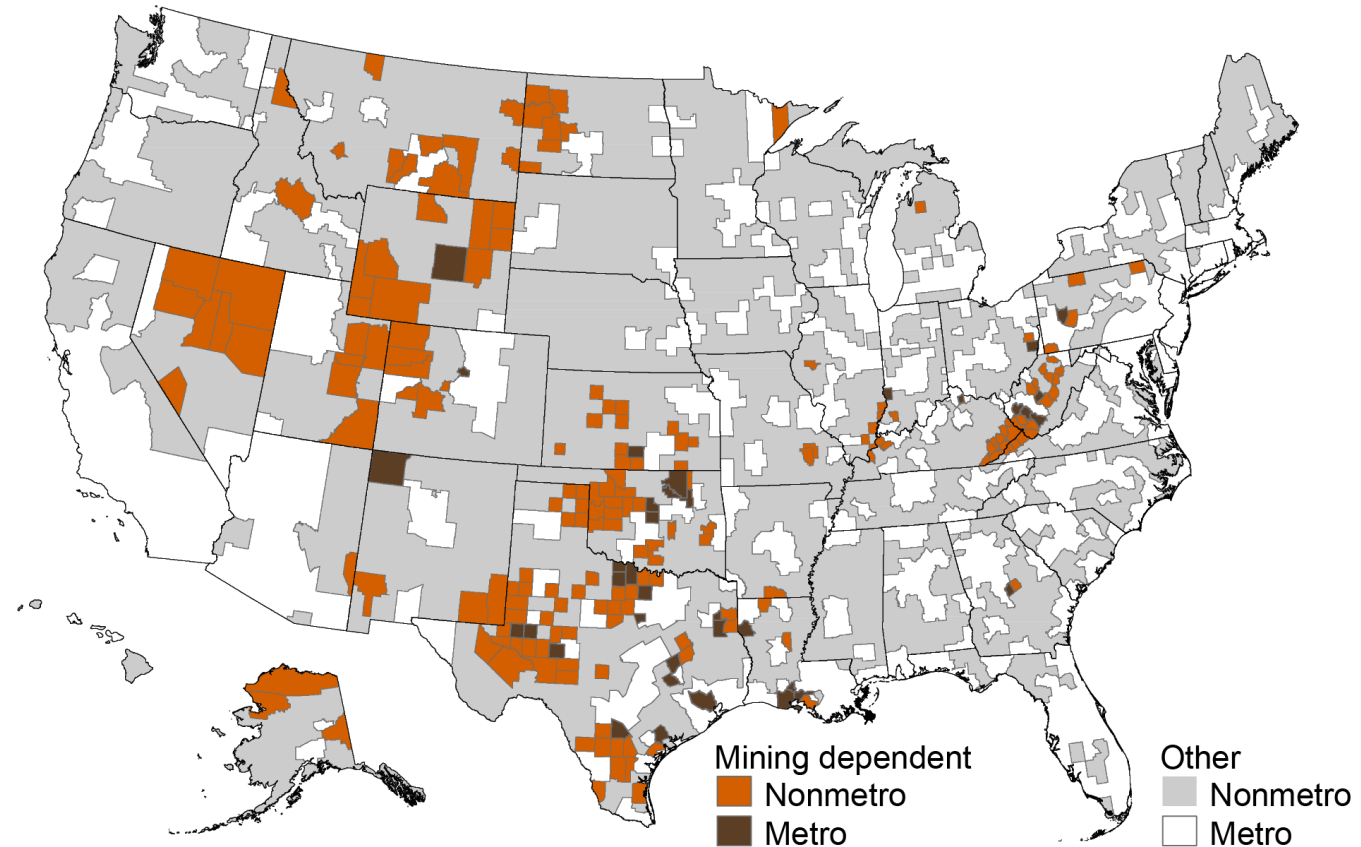
Frequency

# Elko County Assets: Snapshot 2020



- Values
- People
- Places
- Play
- Economic
- Groups

## Mining-dependent counties, 2015 edition



Mining-dependent counties are those where 13 percent or more of the county's average annual labor and proprietors' earnings were derived from mining, or 8 percent or more of jobs were in mining, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the mining-dependent counties only. Map revised May 2017; see errata for details.

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

Next Steps:

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Community Asset Survey:  
*Community Participation*

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<https://www.surveymonkey.com/r/B8T6K7Y>