NEVADA ECONOMIC ASSESSMENT PROJECT
Asset Mapping: Every Community has a story
Community Needs Index: One Story
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What are Assets?

• Anything improves the community
• Tangible and Intangible
• Moves discussion away from problems, to focus on positives.
• Six categories of assets
Asset Mapping
WHY Do It?

• 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**
Example of a community asset inventory.

What does this map tell you about the community?
Mapping information about the community

BY THE COMMUNITY to tell their story
Asset Mapping

Process
• Process (i.e., relationship driven) and a product (visual display)
• Our Boundary is the County
• Generating list, but only a snapshot—at this point in time.
• Assets not debated, only identified and discussed.
• Share Existing Assets
• Share Desired Assets
• Asset Mapping is a Snapshot rather than a full inventory of the county.
• Asset mapping is a participatory process, the more who participate the better
• Assets mapping is a way to share the story of your community.
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
Six Categories of Assets
Community Capitals Framework

Aspects of a Community Ecosystem

Source: Community Capitals Framework & Sustainable Communities, Cornelia Butler Flora, Rural Studies Research Seminar, July 4, 2006, University of Guelph
Values → Cultural/Identity
Economic → Financial
Play → Social/Natural
People → Human
Places → Built/Natural
Groups → Social/Cultural
1. Values

• Often Intangible Asset
• Only identified from community members
• Adds to our shared quality of life
• Decision making often will reflect community values.
Jam Boards:
Six (6) Jam boards:

Break out Groups

Large group share
2. People

• Skills and Talents of people in the community.
• Are there Skilled craftspeople?
• Are their Story Tellers/Artists?
• What skills and talents do residents have in your community?
Assets
3. Places

Examples may include:
- Gardens
- Parks
- Playgrounds
- Historic sites

What places are important in your community?
Assets
4. Play

Play is important for all of us from children to adults.

What Play opportunities are available in the community?
5. Economic

- Do we have local credit unions?
- What resources do we have to grow more local business?
- What economic assets do you desire?
Nonspecialized counties are those that did not meet the economic dependence threshold for any other type, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the nonspecialized counties only. Source: USDA, Economic Research Service using data from Bureau of Economic Analysis.
6. Groups

• Organizations or Volunteer Groups
• Formal or Informal
• What groups do you have?
• What groups do you desire to have?
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.
Instructions and Your Role

- You know your community best...Provide us your input and ideas.
- We will provide clear instructions and questions on process.
- We are using two platforms:
  - Zoom—virtual discussion and presentations
  - Jamboard—Google suite...initial collection of assets.
How does Jamboard work
Migrate over to our Jamboards
Nye County
Community Asset Survey:
Tell us about your community assets!

https://www.surveymonkey.com/r/6TWFM6P