NEVADA ECONOMIC ASSESSMENT PROJECT
Asset Mapping: Every Community has a story
Community Needs Index: One Story
Tangible and Intangible assets

Identified by community members

Six categories of assets

Community Assets

Values

Groups

Places

Economic

Play

People
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 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
1. Values

• Often Intangible Asset
• Only identified from community members
• Adds to our shared quality of life
• Decision making often will reflect community values.
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?
3. Places

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

What places are important in your community?
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?
6. Groups

• Organizations or Volunteer Groups
• Formal or Informal
• What groups do you have?
• What groups do you desire to have?
Snapshot Process: Assets

- Review the PowerPoint... *Hint this PowerPoint*
- Go online to provide your input  
  [https://www.surveymonkey.com/r/6TWFM6P](https://www.surveymonkey.com/r/6TWFM6P)
- All assets count—not a priority ranking
- *Share with neighbors and community members.*
Example of a community asset inventory.

What does this map tell you about the community?
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.
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.
Nye County
Community Asset Survey:
Tell us about your community assets!

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