NEVADA ECONOMIC ASSESSMENT PROJECT

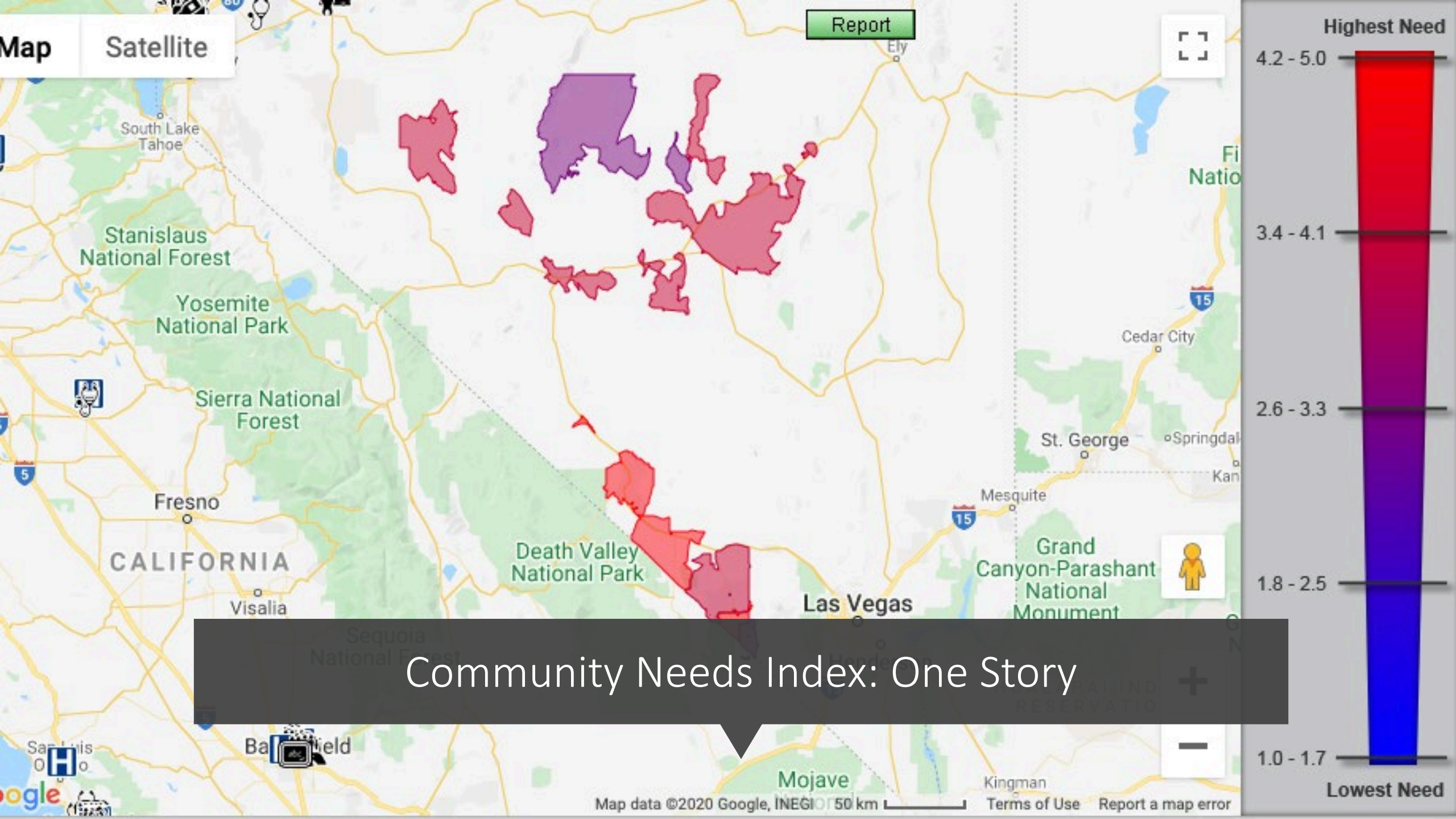
University of Nevada Cooperative Extension

University of Nevada, Reno Center for Economic Development

College of Agriculture, Biotechnology, & Natural Resources
SUSTAINABLE SCIENCE FOR LIFE

USDA Rural Development
U.S. DEPARTMENT OF AGRICULTURE

Asset Mapping: Every Community has a story



Community Needs Index: One Story

Dignity Health.

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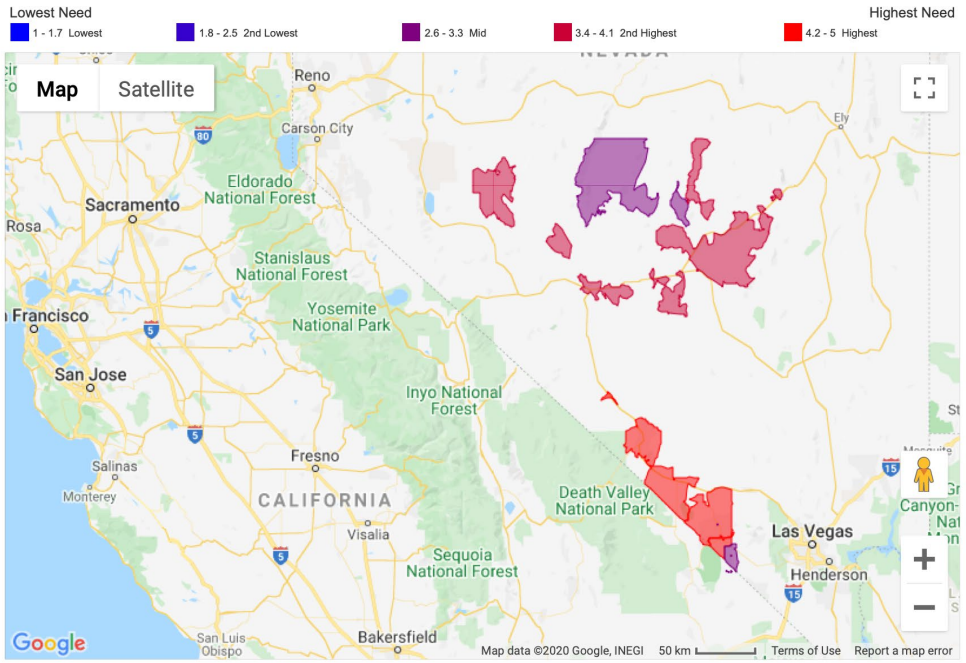


Mean(zipcode): 3.9 / Mean(person): 4 | CNI Score Median: 3.9 | CNI Score Mode: 3.6,4.2

Zip Code	CNI Score	Population	City	County	State
89003	4.6	747	Beatty	Nye	Nevada
89020	4.8	1773	Amargosa Valley	Nye	Nevada
89045	3	1355	Round Mountain	Nye	Nevada
89048	4.2	22190	Pahrump	Nye	Nevada
89049	3.6	2967	Tonopah	Nye	Nevada
89060	4.2	10709	Pahrump	Nye	Nevada
89061	3.2	6501	Pahrump	Nye	Nevada
89409	3.6	533	Gabbs	Nye	Nevada

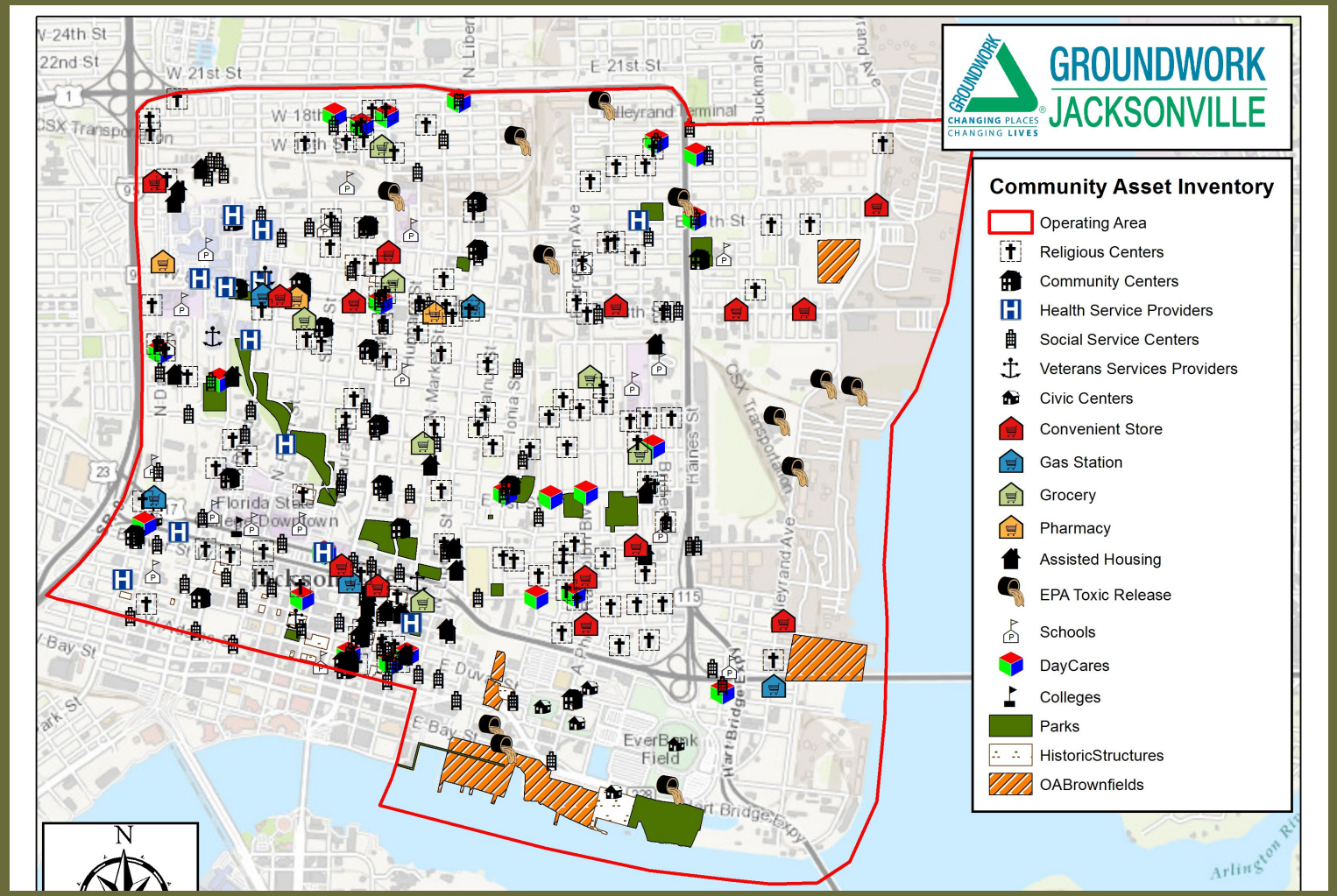
Community Needs Index: One Story

What are Assets?

- Anything improves the community
- Tangible and Intangible
- Moves discussion away from problems, to focus on positives.
- Six categories of assets

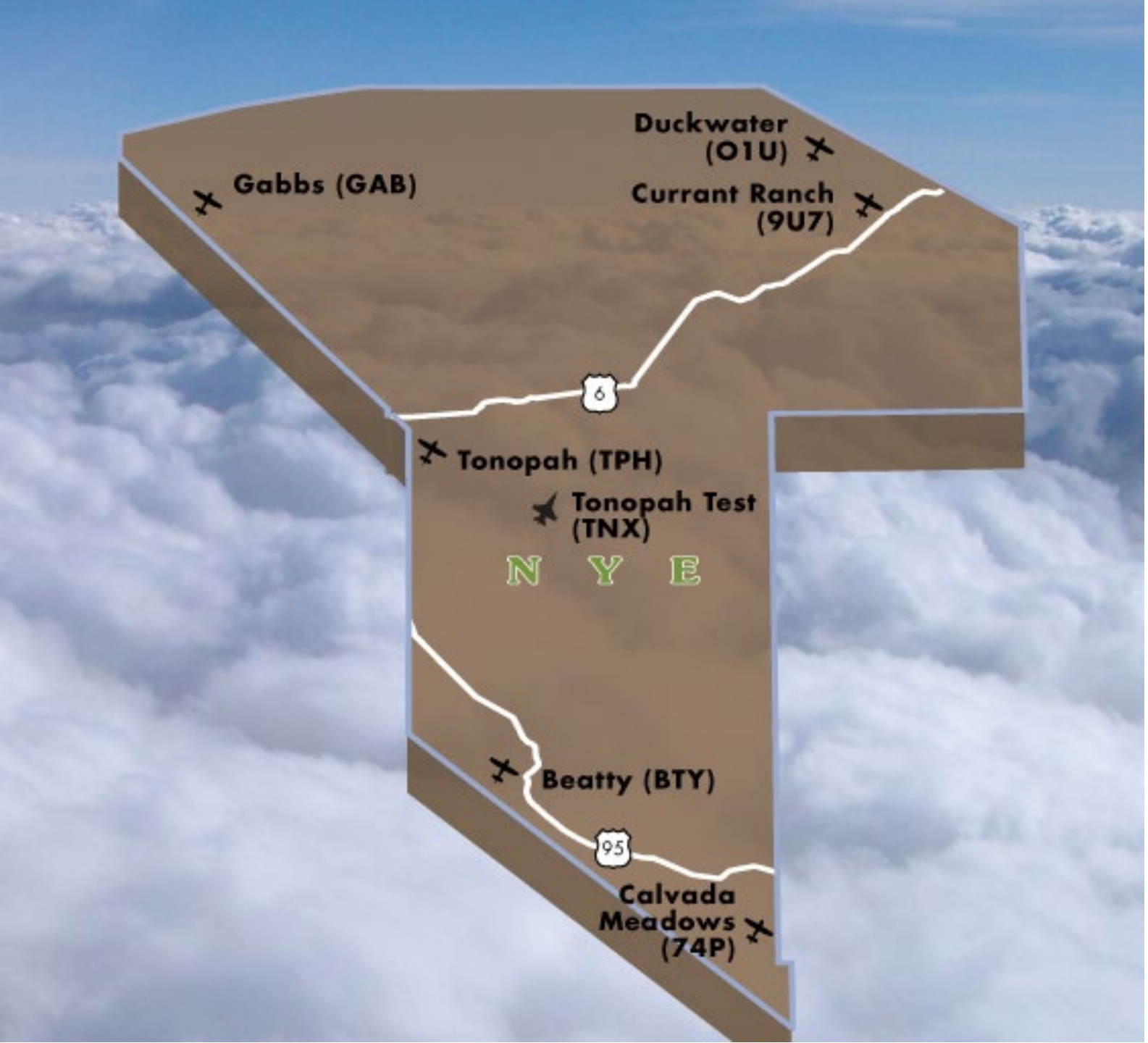
Asset Mapping WHY Do It?

- 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

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Guidelines

- 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

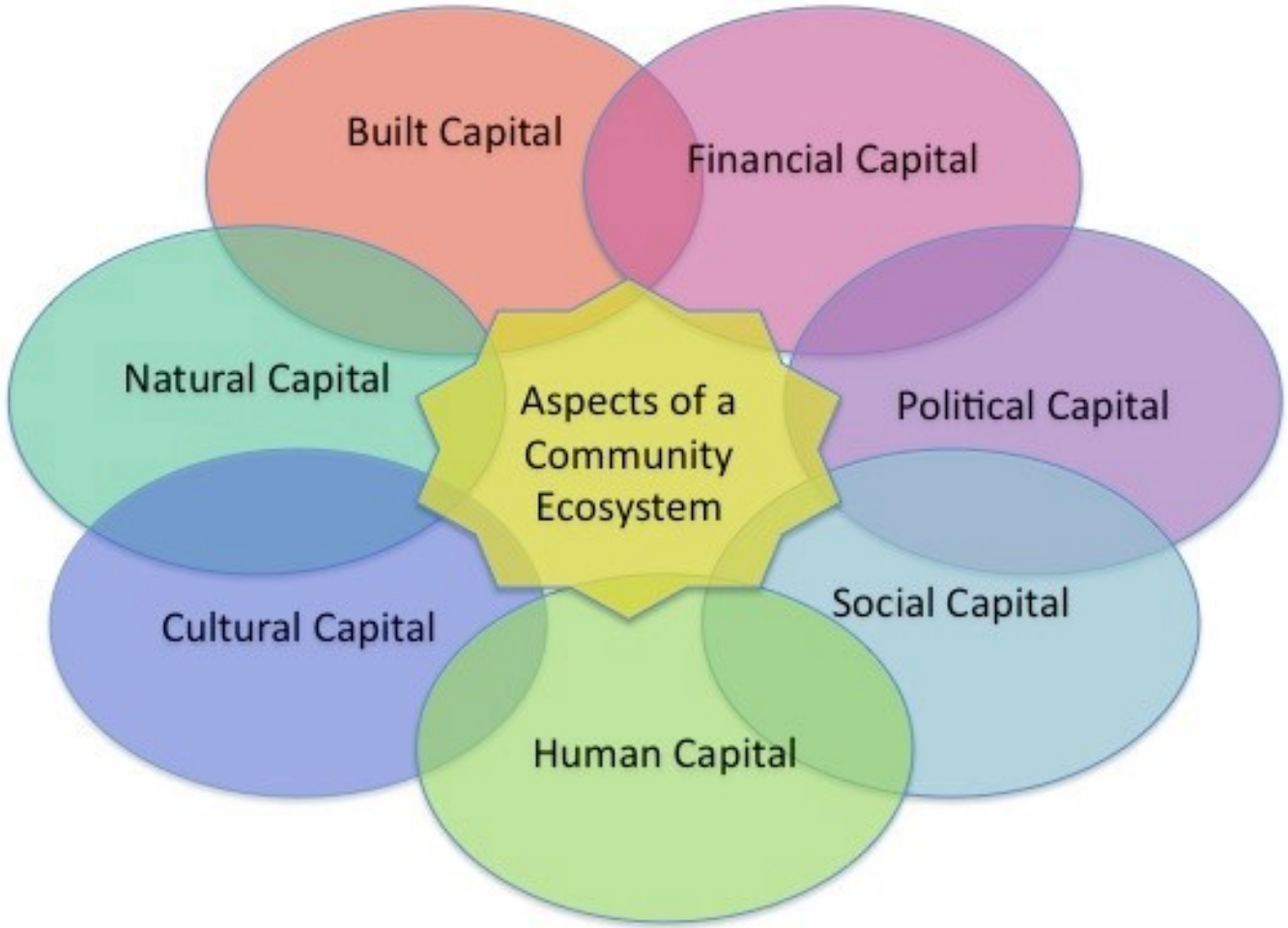
Both Process and Product

- **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



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

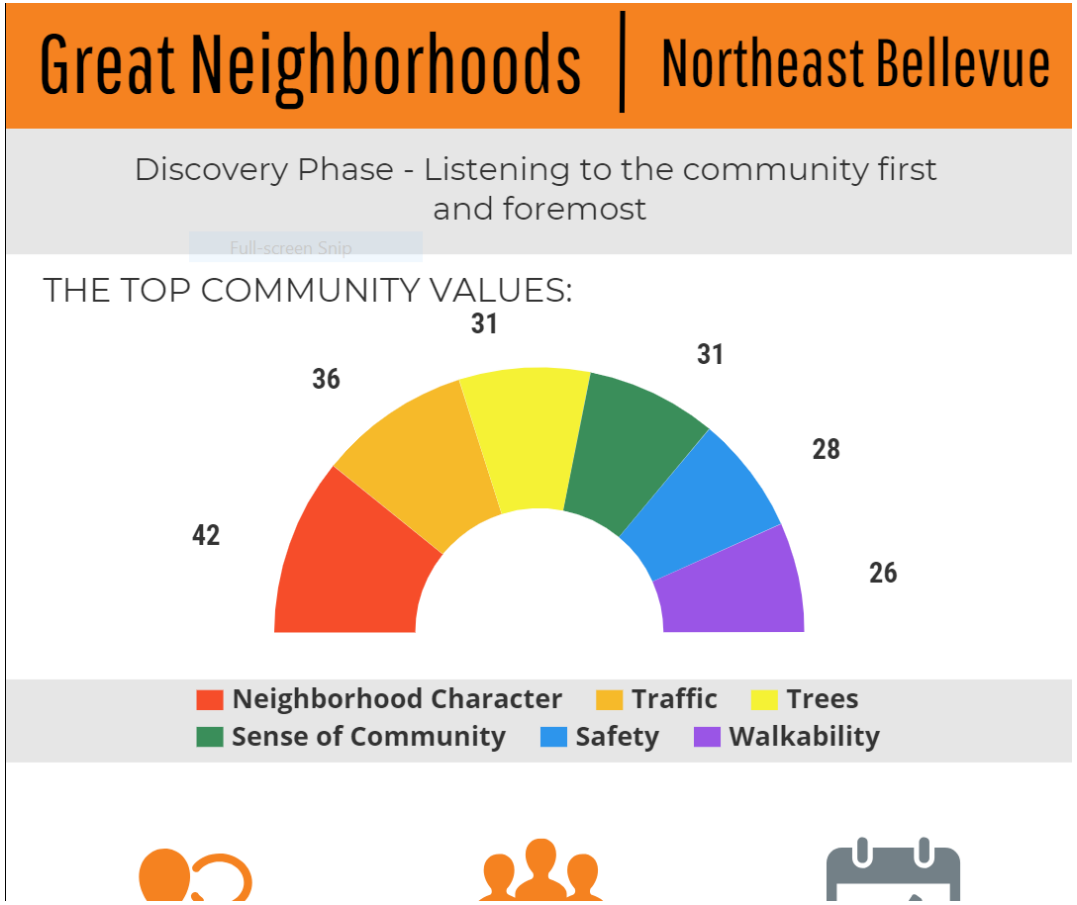
People→ Human

Places→ Built/Natural

Groups→ Social/Cultural

1. Values

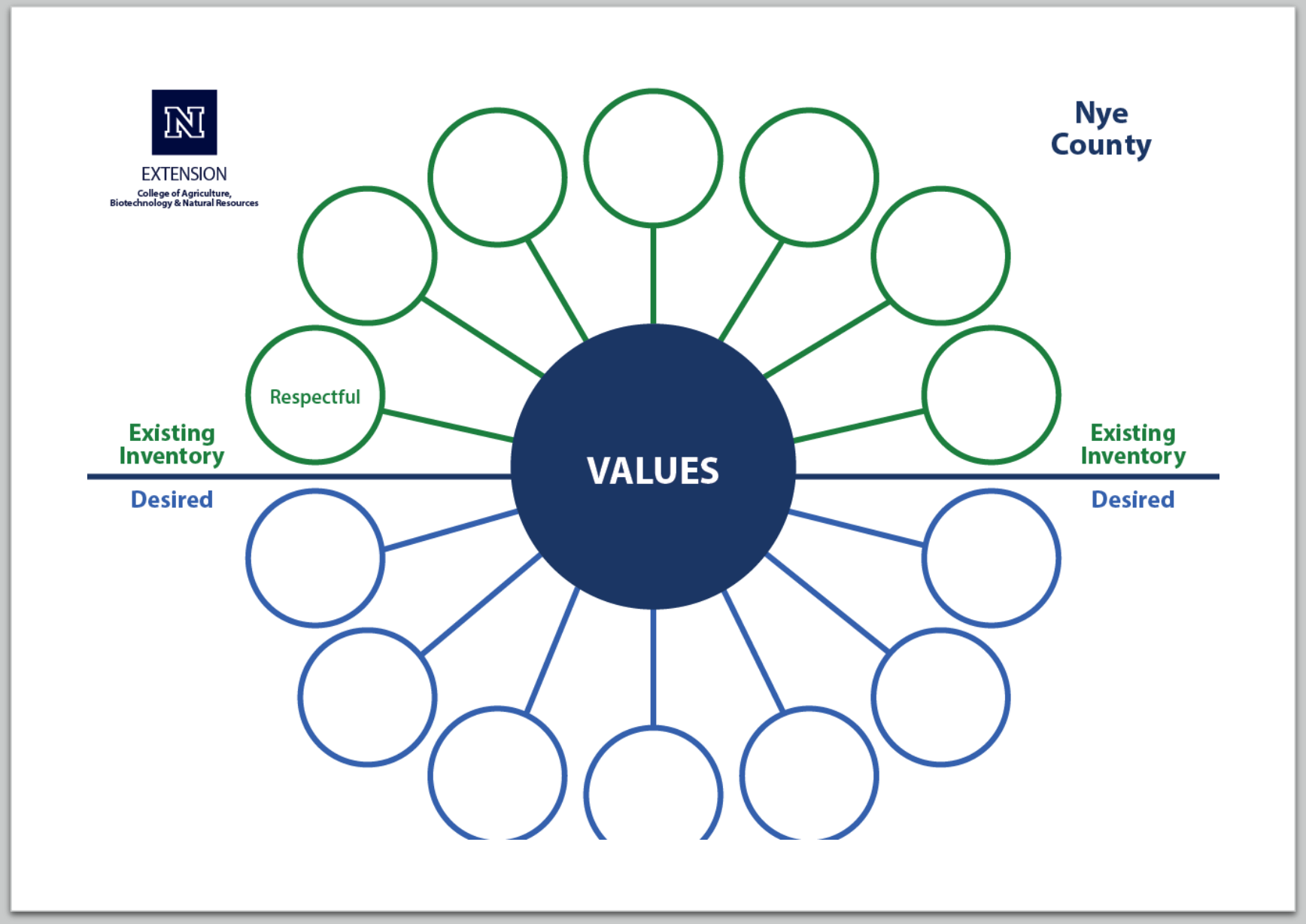
- Often Intangible Asset
- Only identified from community members
- Adds to our shared quality of life
- Decision making often will reflect community values.



Jam Boards: Six (6) Jam boards:

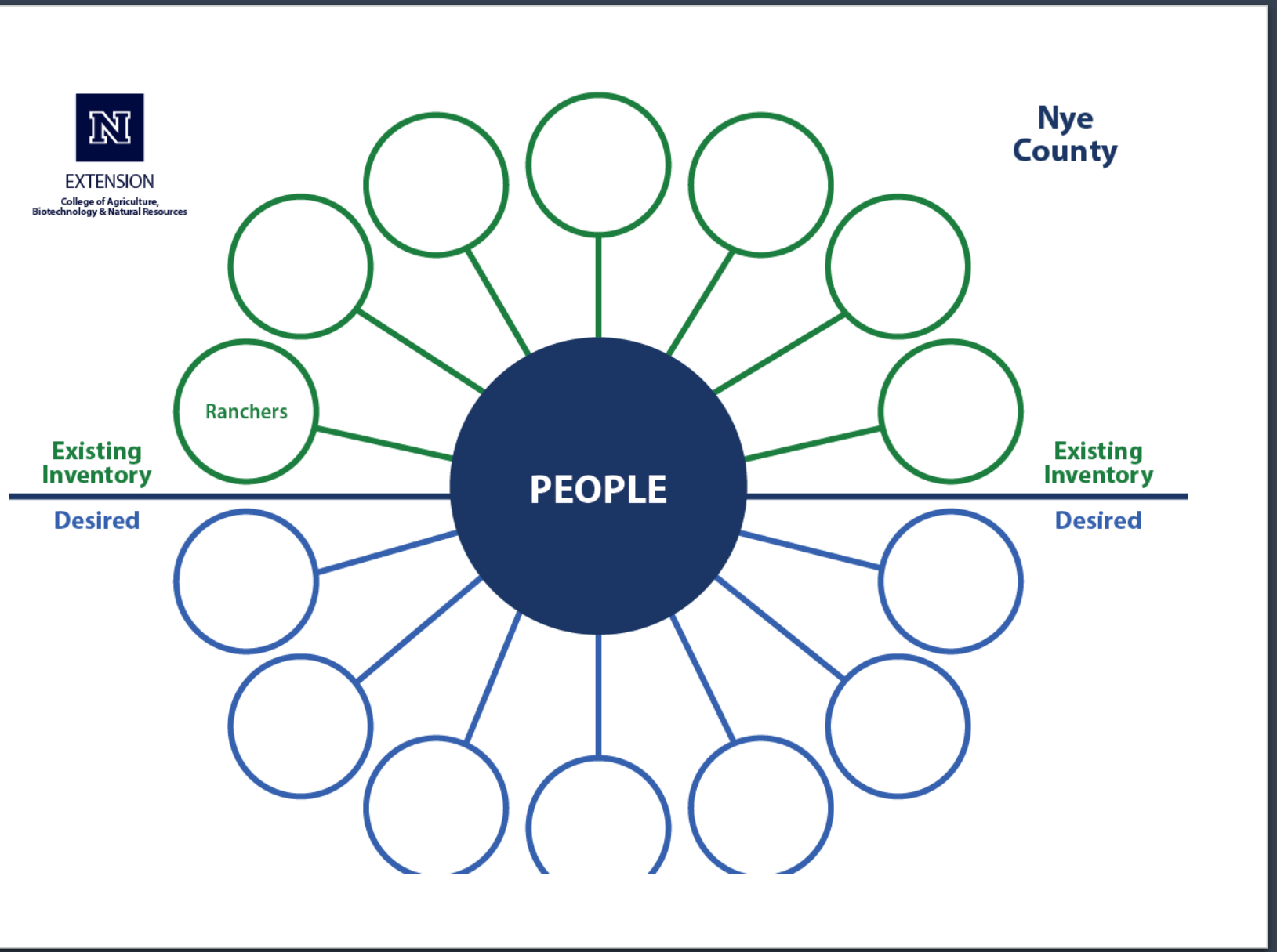
Break out Groups

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?


EXTENSION
College of Agriculture, Biotechnology & Natural Resources
Nye County
Ranchers
Existing Inventory
Desired
PEOPLE
Existing Inventory
Desired

Assets

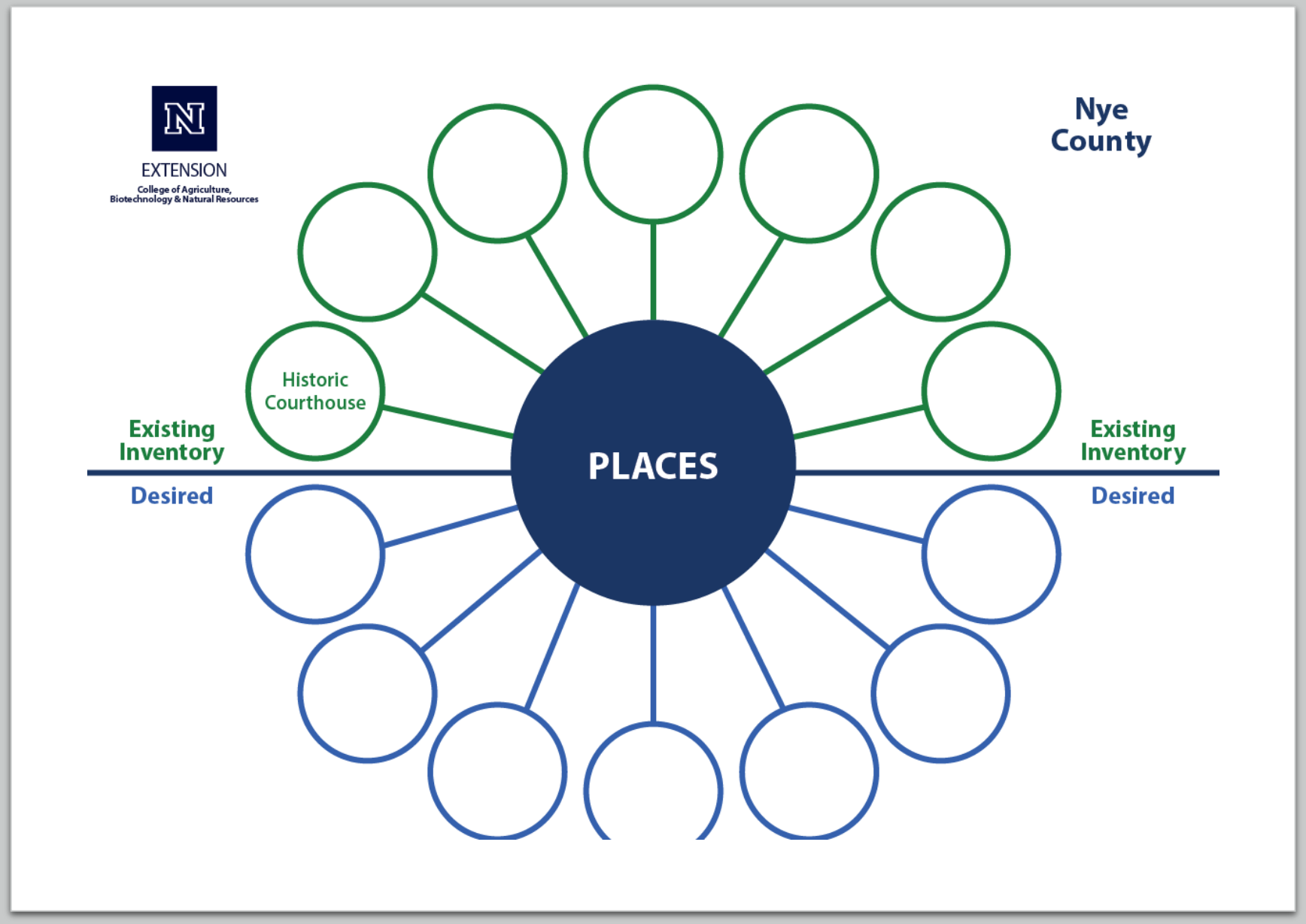
3. Places

Examples may Include:

- Gardens
- Parks
- Playgrounds
- Historic sites

What places are important in your community?

Assets


EXTENSION
College of Agriculture, Biotechnology & Natural Resources
Nye County
Historic Courthouse
Existing Inventory
Desired
PLACES
Existing Inventory
Desired

4. Play

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

What Play opportunities are available in the community?

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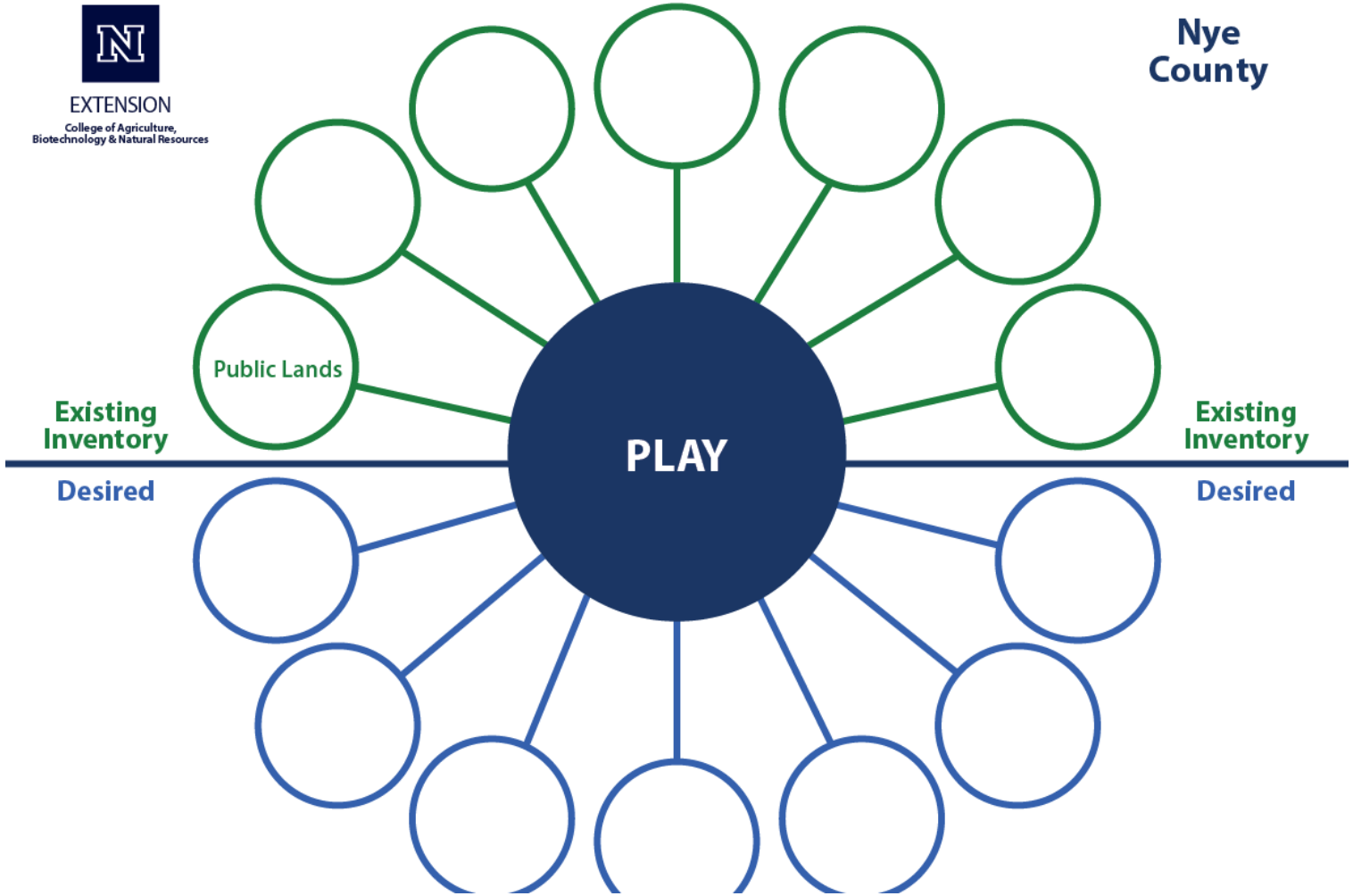
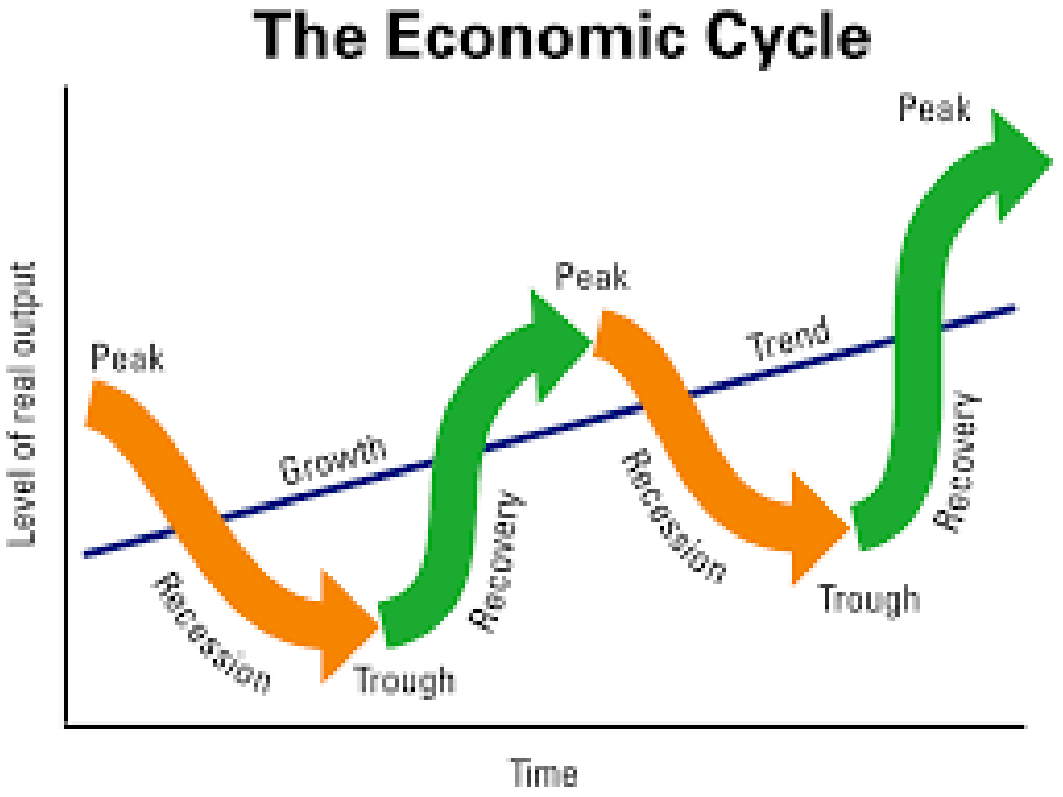
College of Agriculture, Biotechnology & Natural Resources

Nye County



5. Economic

- Do we have local credit unions?
- What resources do we have to grow more local business?
- What economic assets do you desire?



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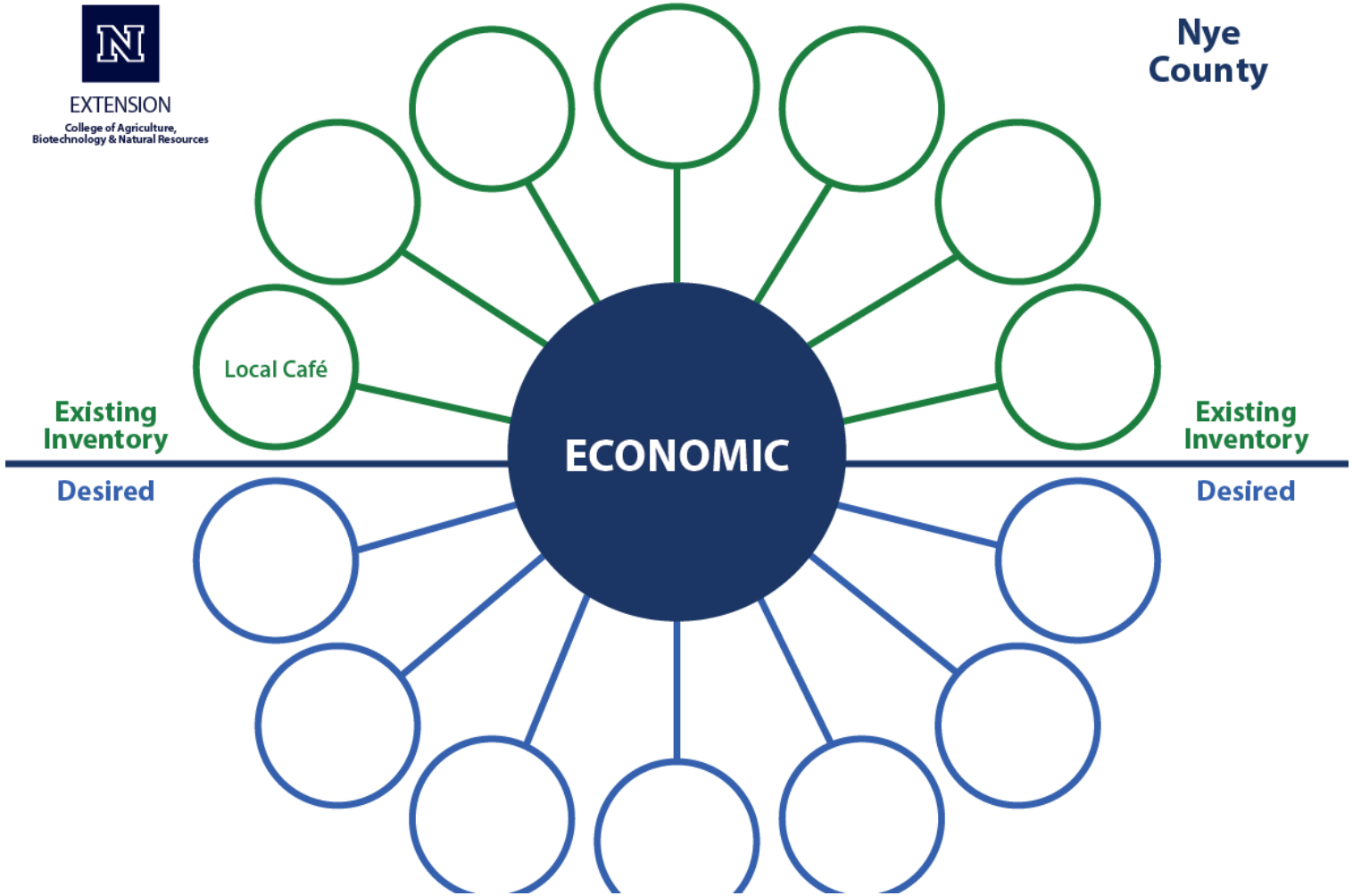
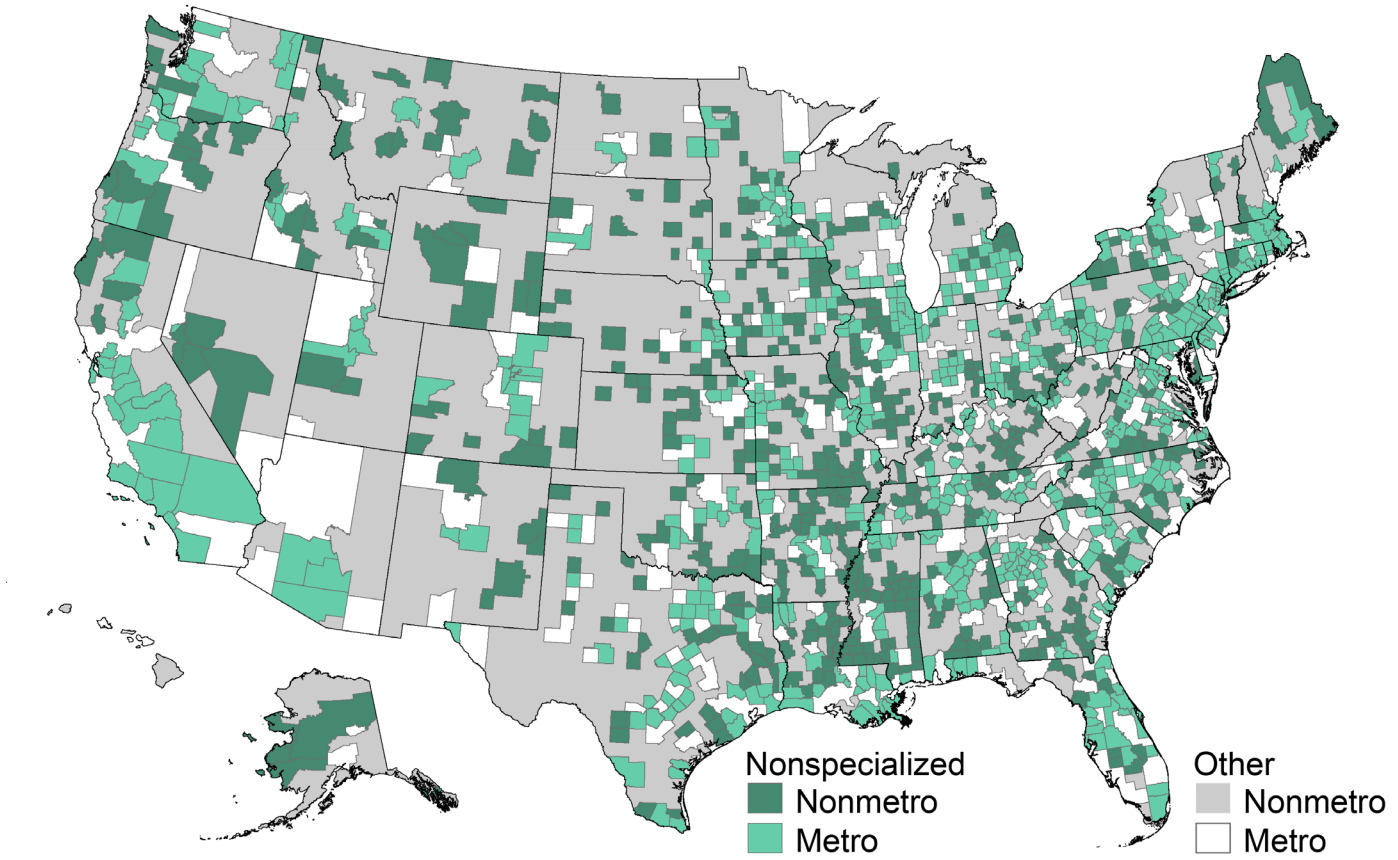
Nye County



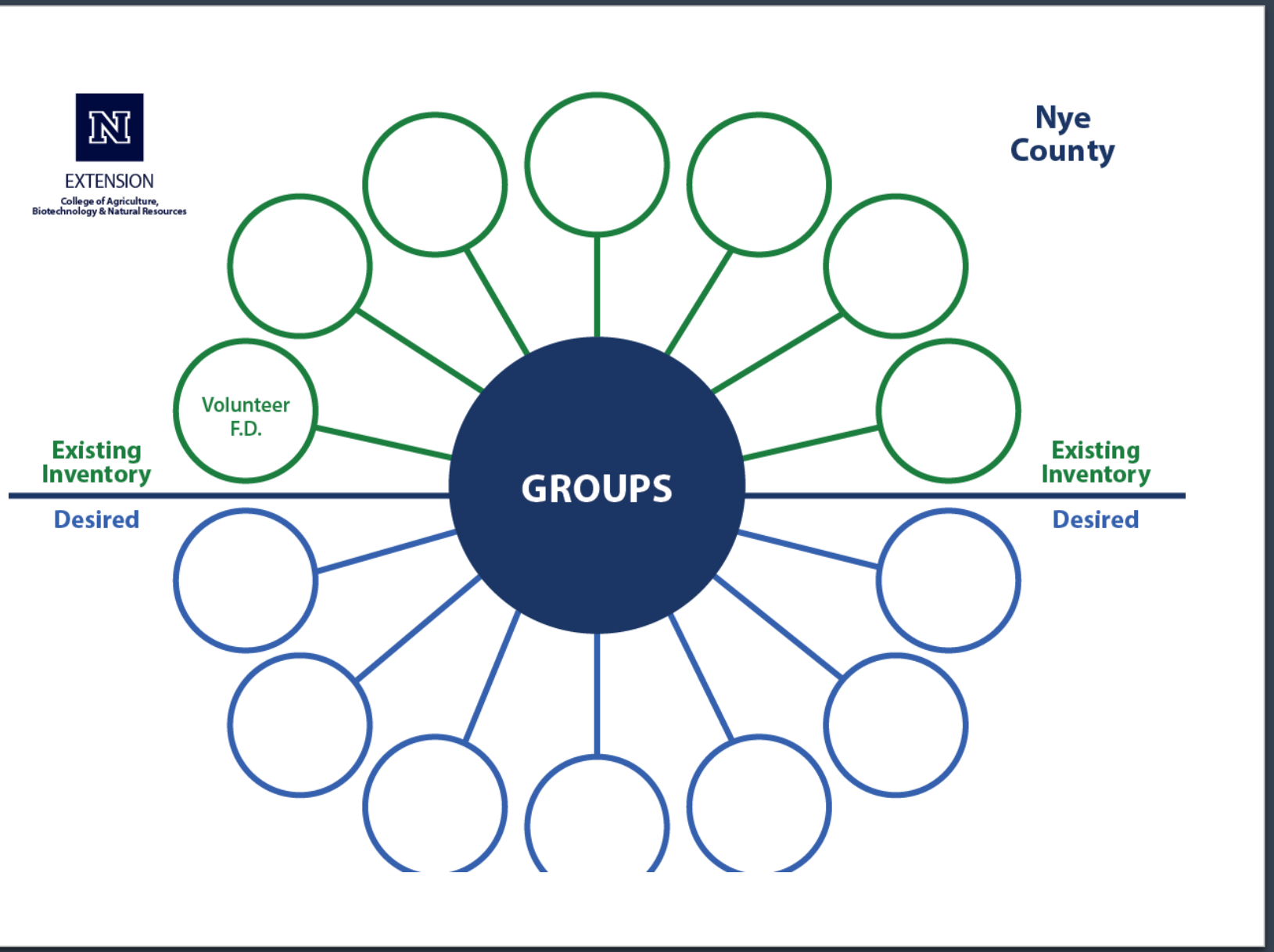
Nonspecialized counties, 2015 edition



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

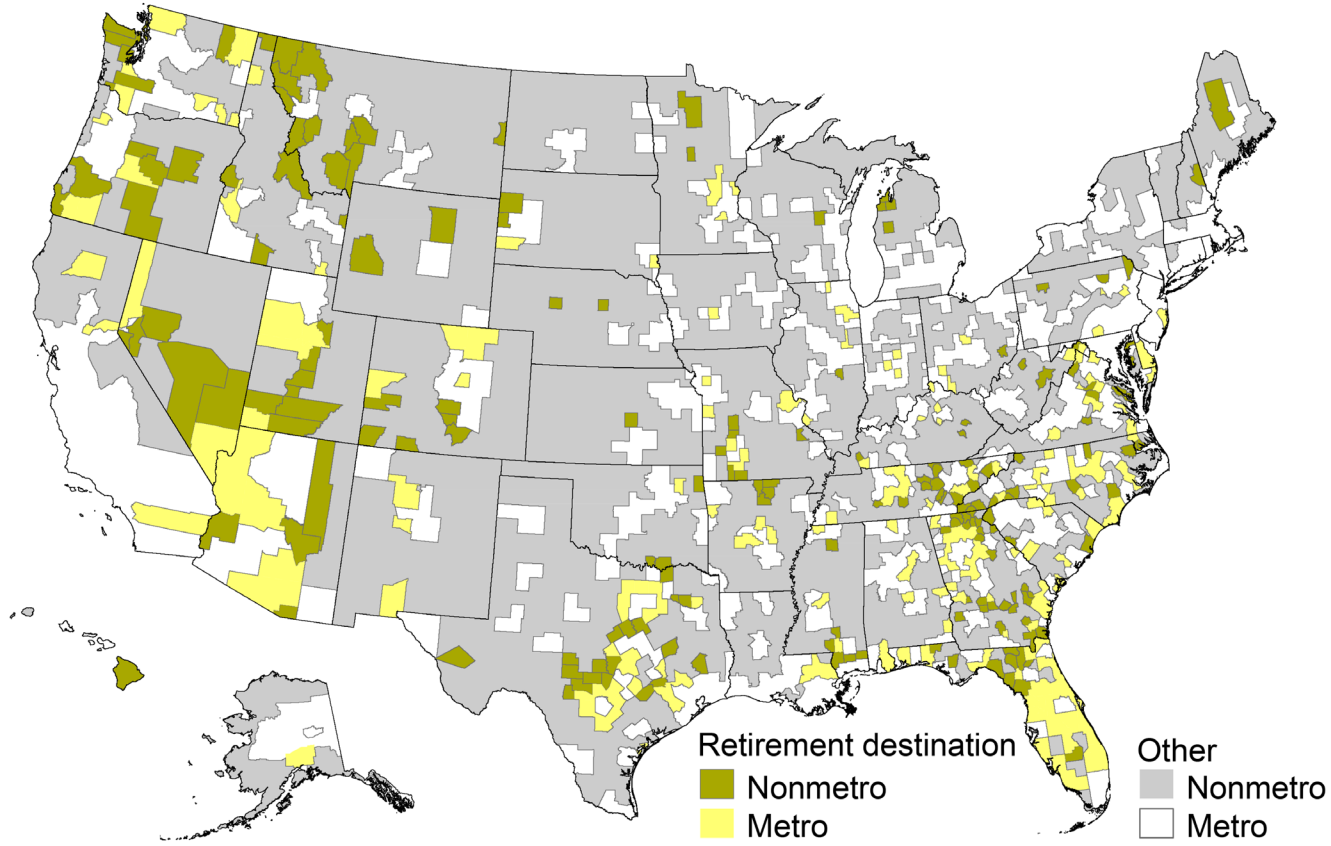
- Organizations or Volunteer Groups
- Formal or Informal
- What groups do you have?
- What groups do you desire to have?


EXTENSION
College of Agriculture, Biotechnology & Natural Resources
Nye County
Volunteer F.D.
Existing Inventory
Desired
GROUPS
Existing Inventory
Desired

Groups

Retirement Destination

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.

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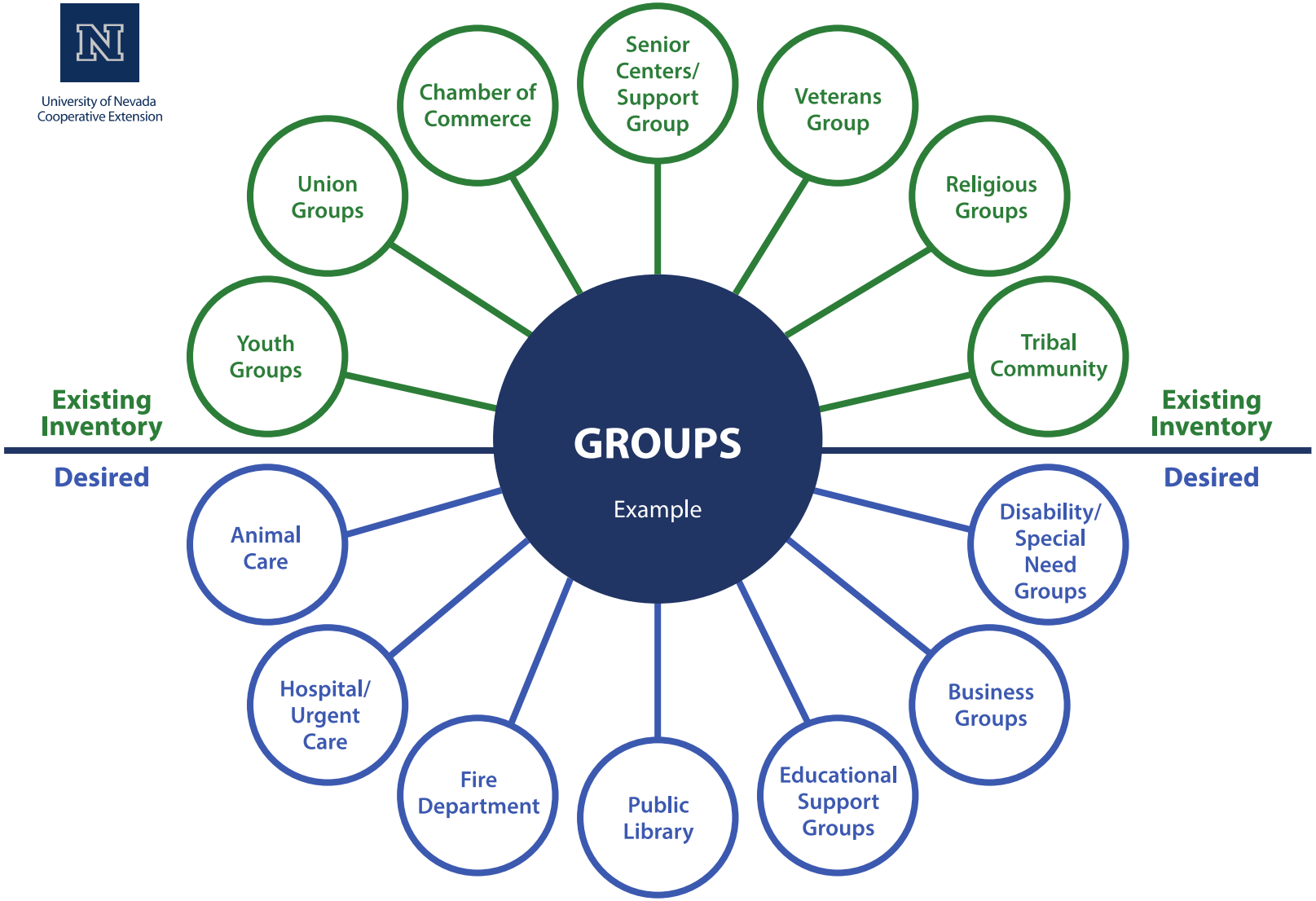
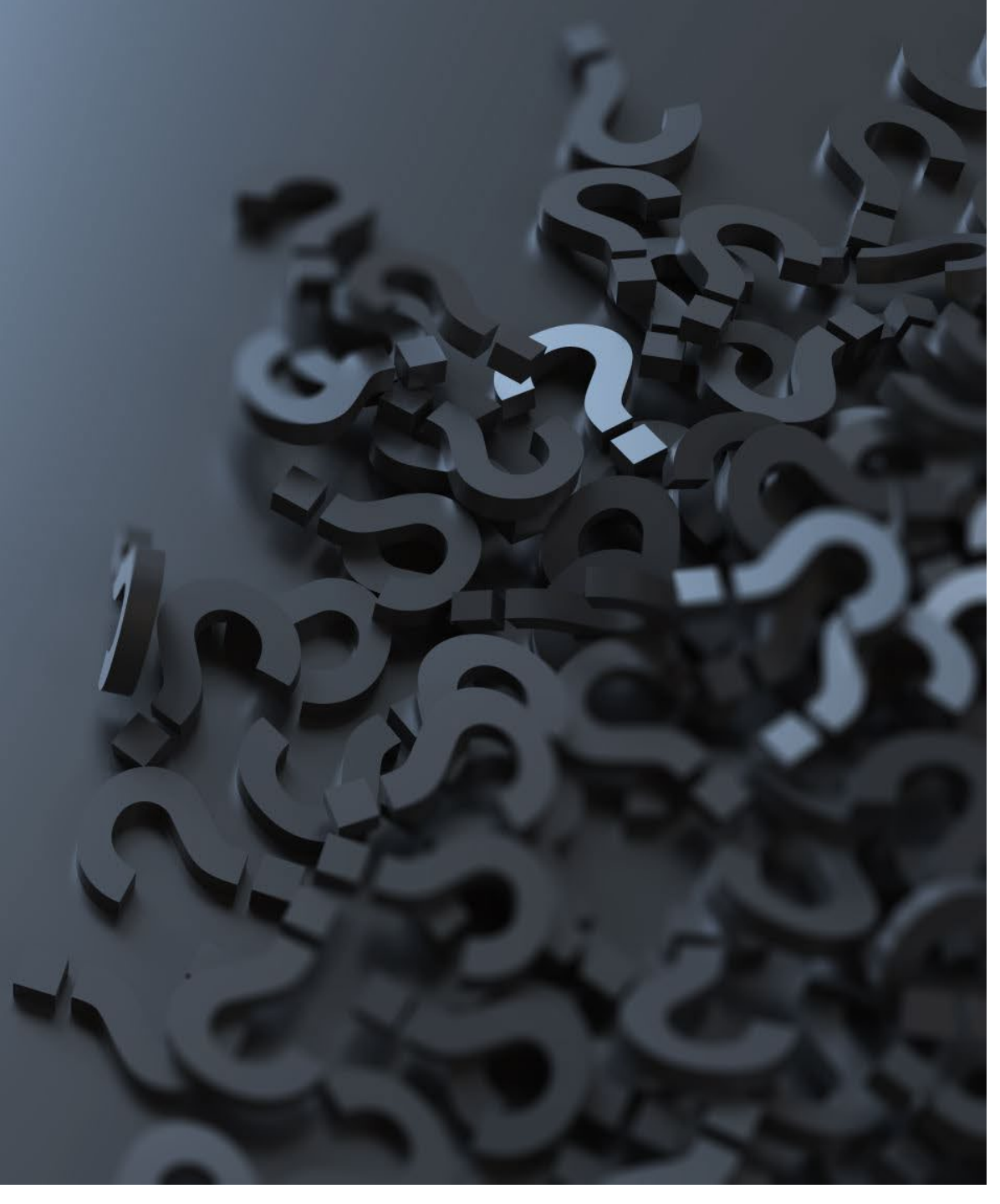
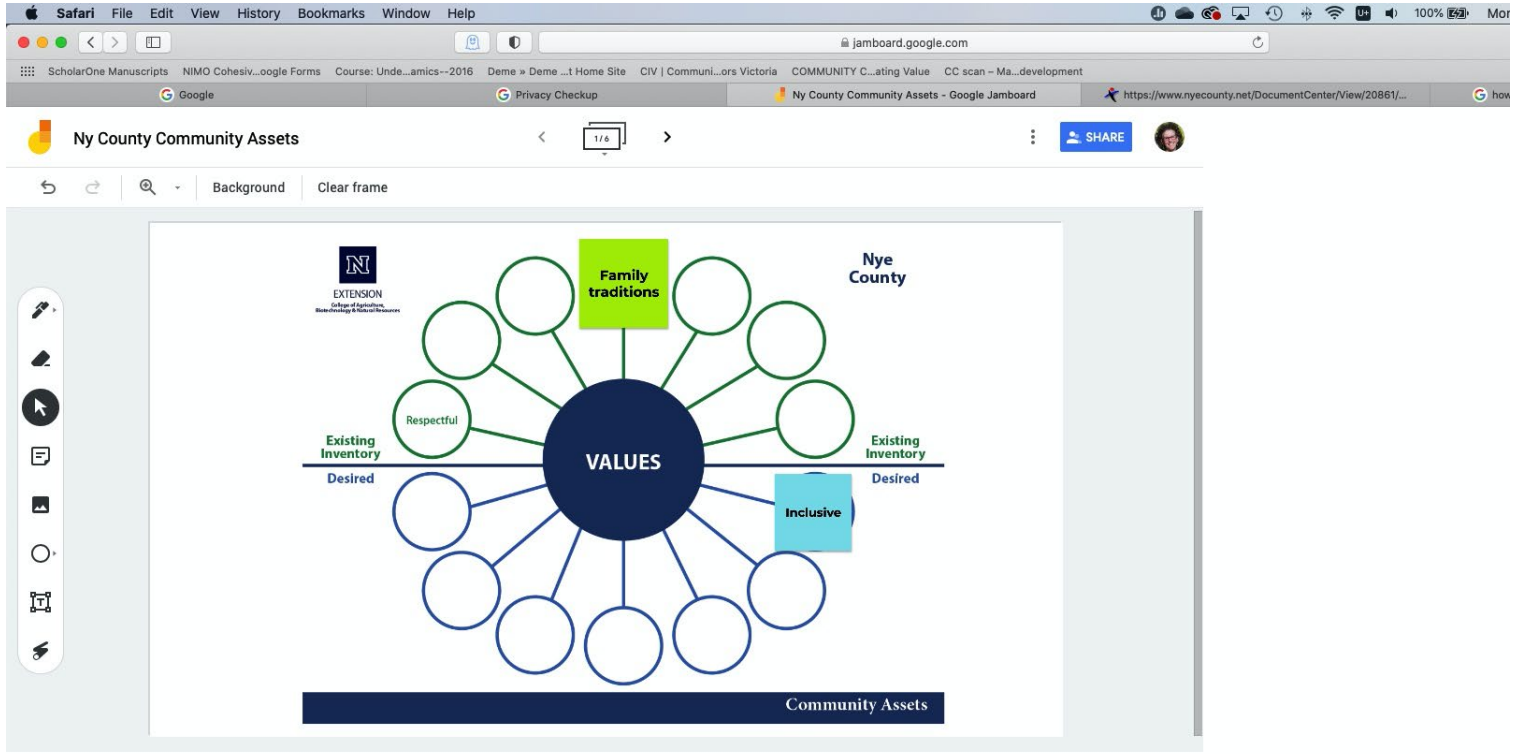


Community Assets

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

Next Steps:

Nye County

Community Asset Survey:

Tell us about your community assets!

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

Lincoln County Snapshot of Assets:2020