

NEVADA ECONOMIC ASSESSMENT PROJECT



University of Nevada
Cooperative Extension



University of Nevada, Reno
Center for Economic Development



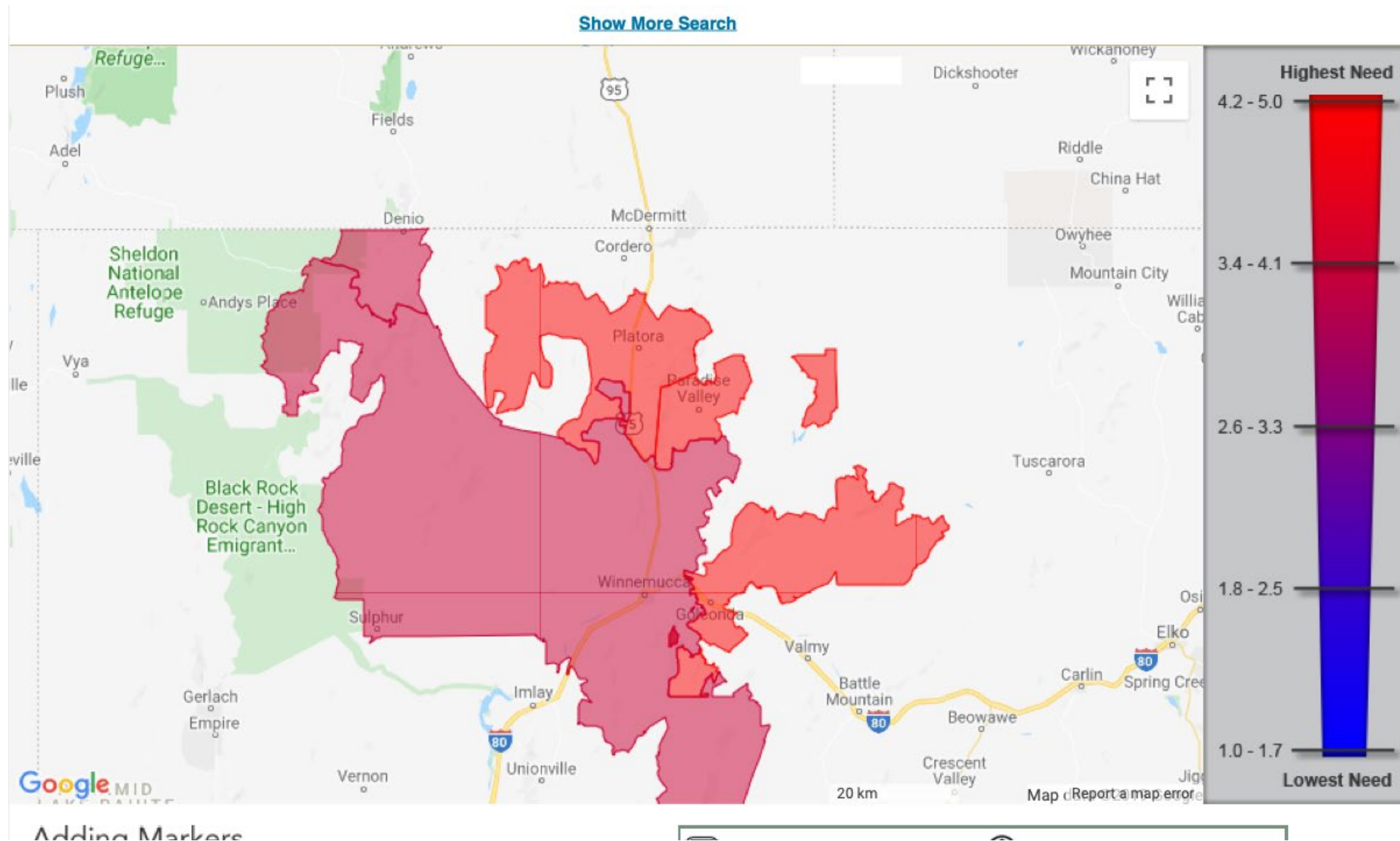
— College of —
Agriculture, Biotechnology, & Natural Resources
SUSTAINABLE SCIENCE FOR LIFE

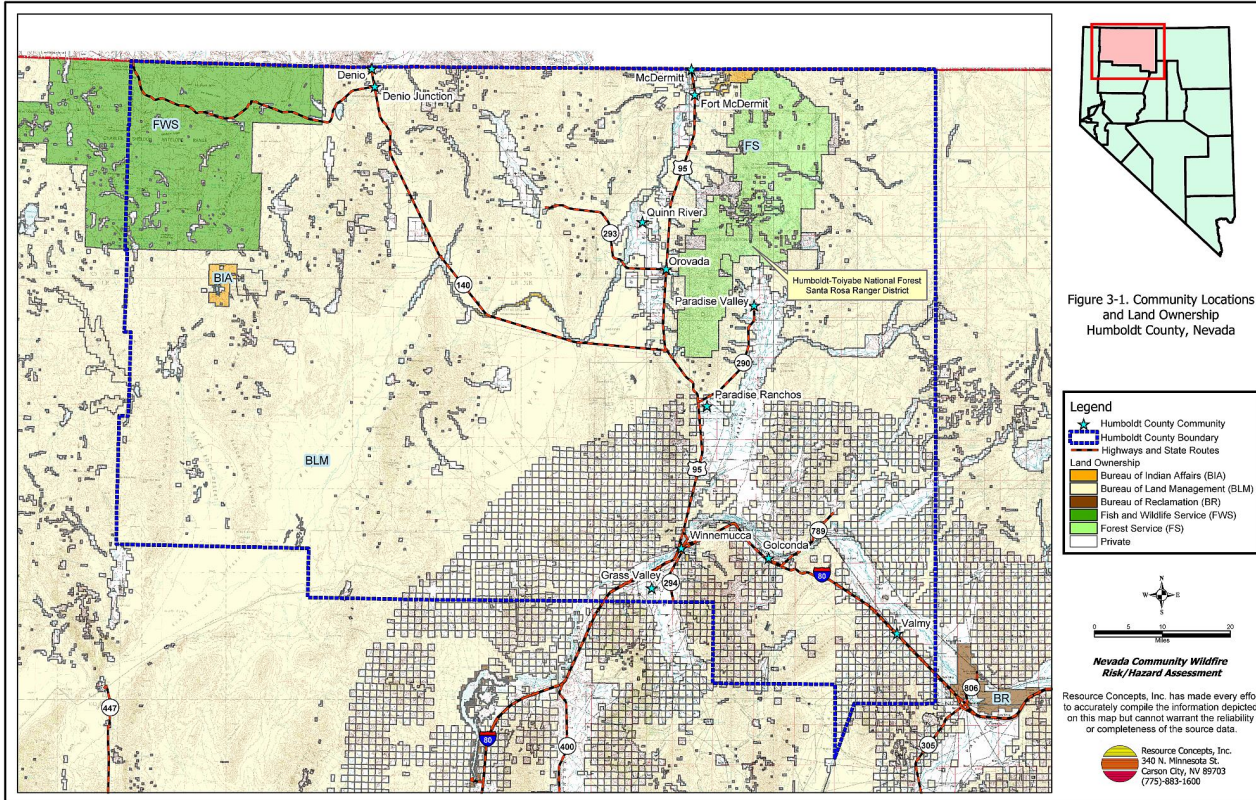


Rural Development
U.S. DEPARTMENT OF AGRICULTURE



Asset Mapping:
Every Community has a
story





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

Why community assets?



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**

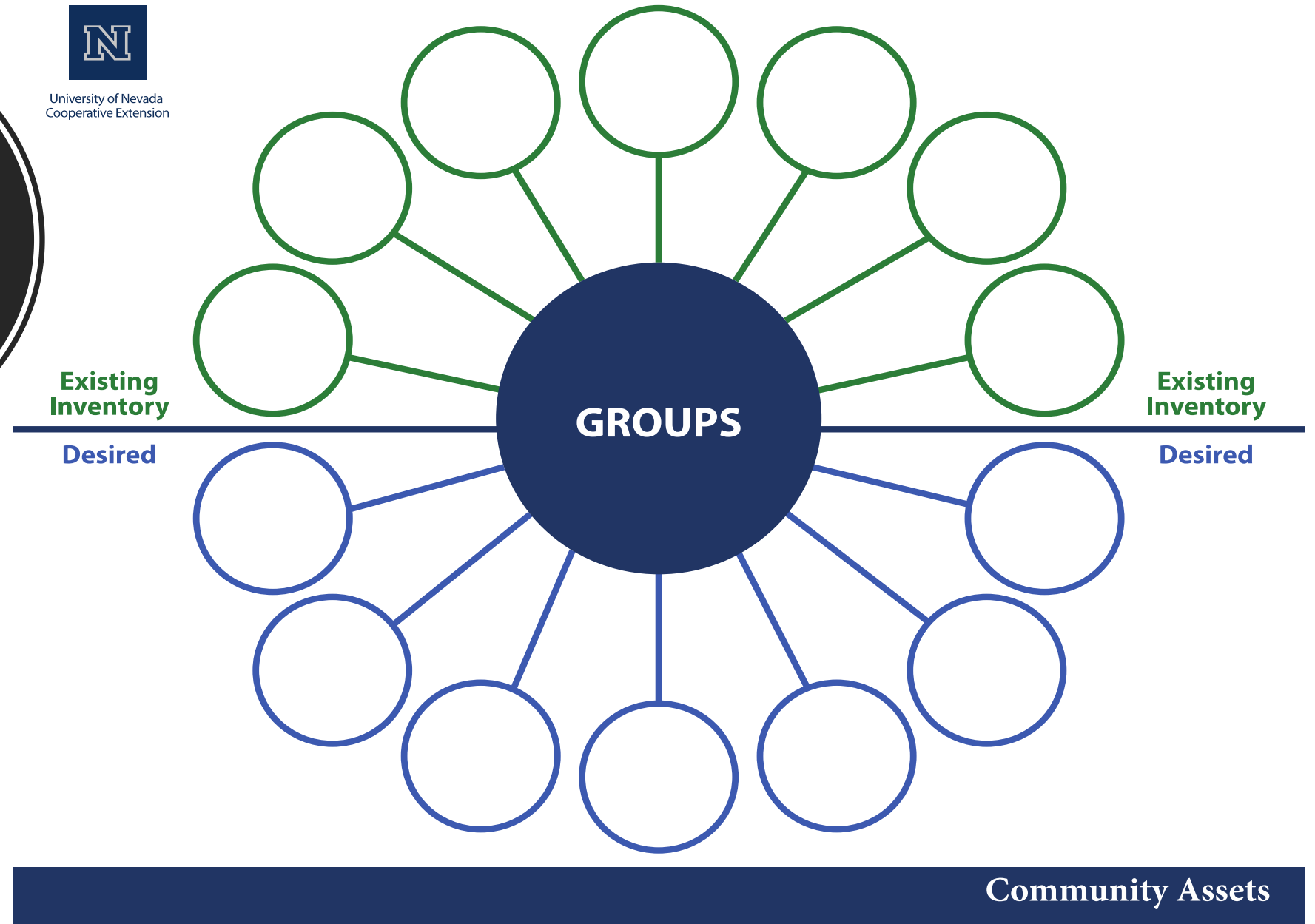
Asset Mapping Process

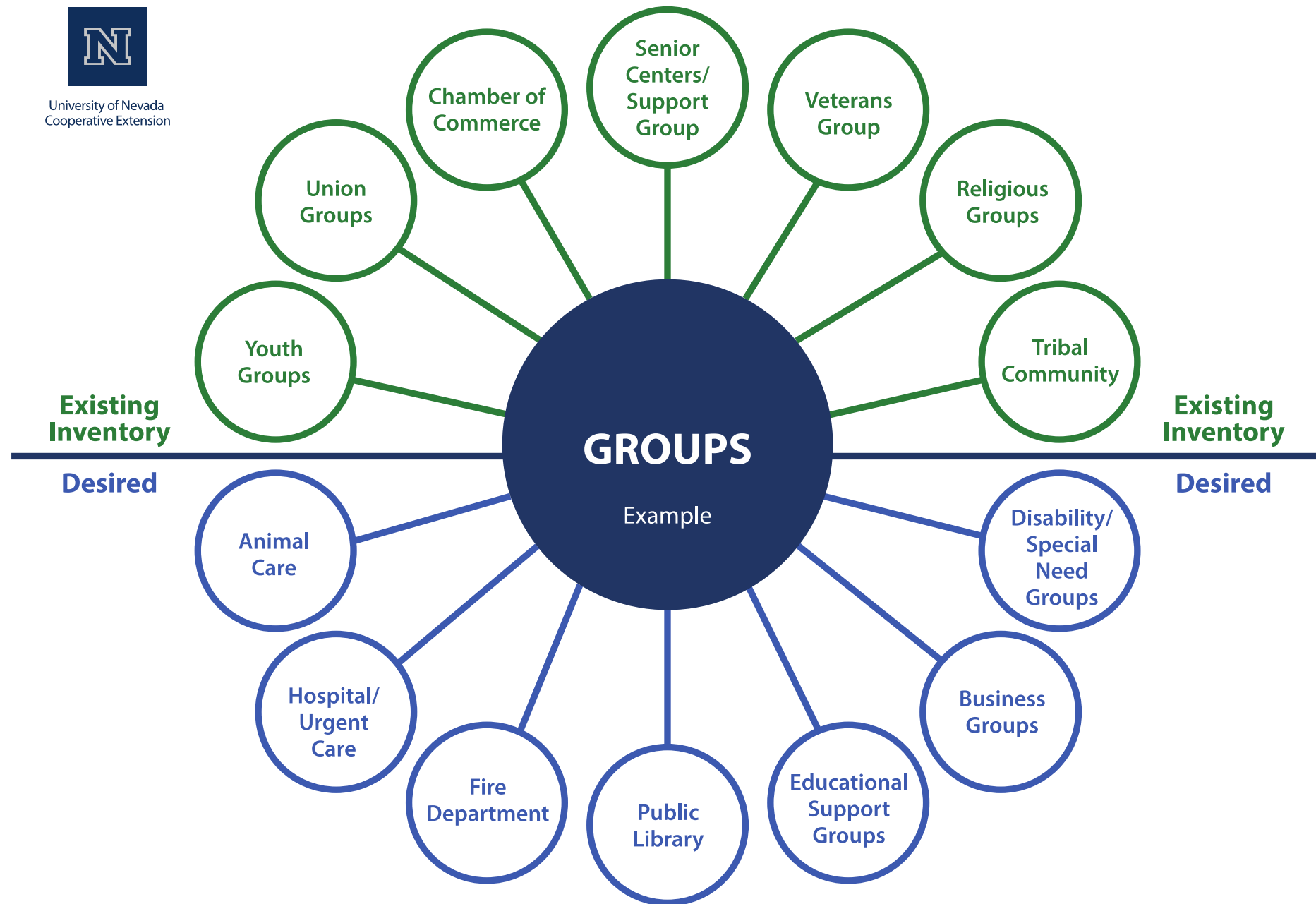


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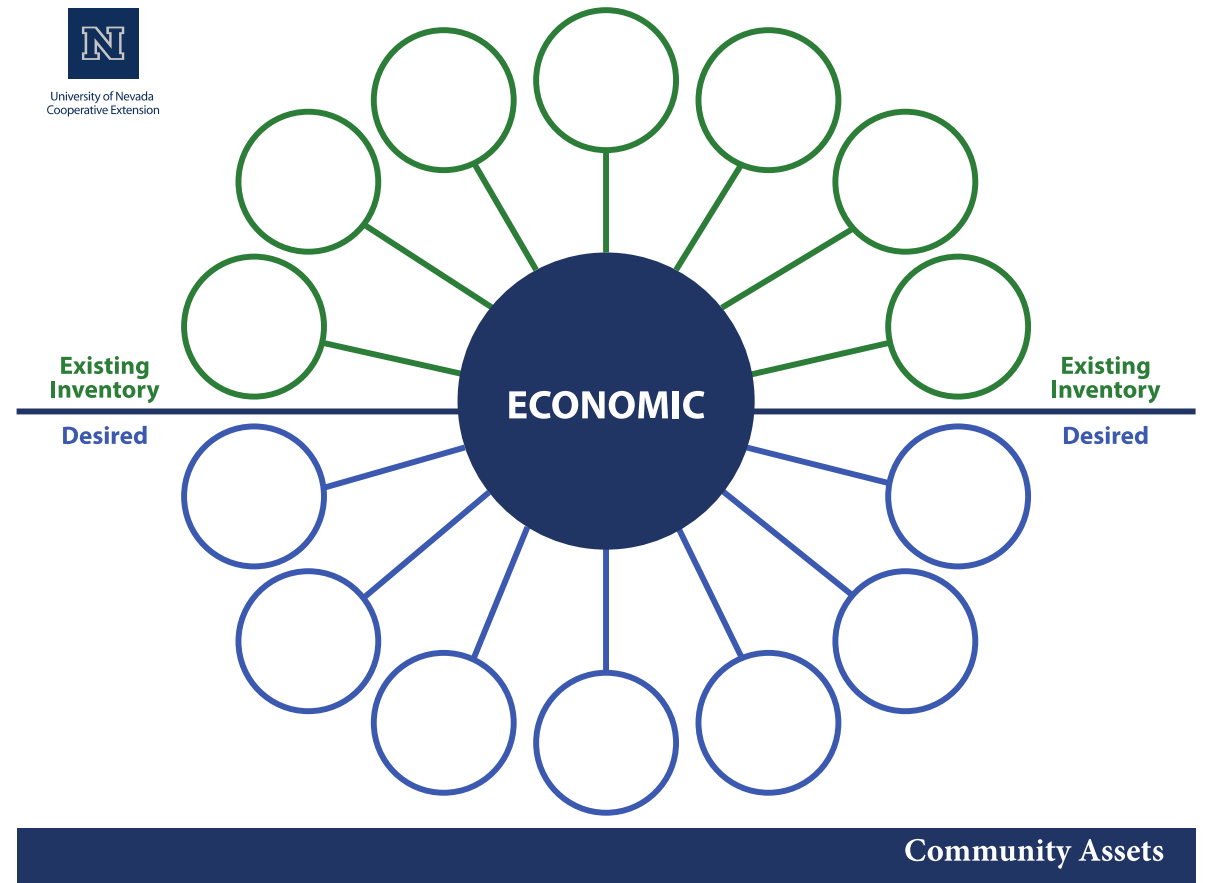
Organizations
Volunteer
groups

Both informal
and informal





- 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 One

Snapshot of Assets



POSTERS



MAPS



MARKERS



PENCILS



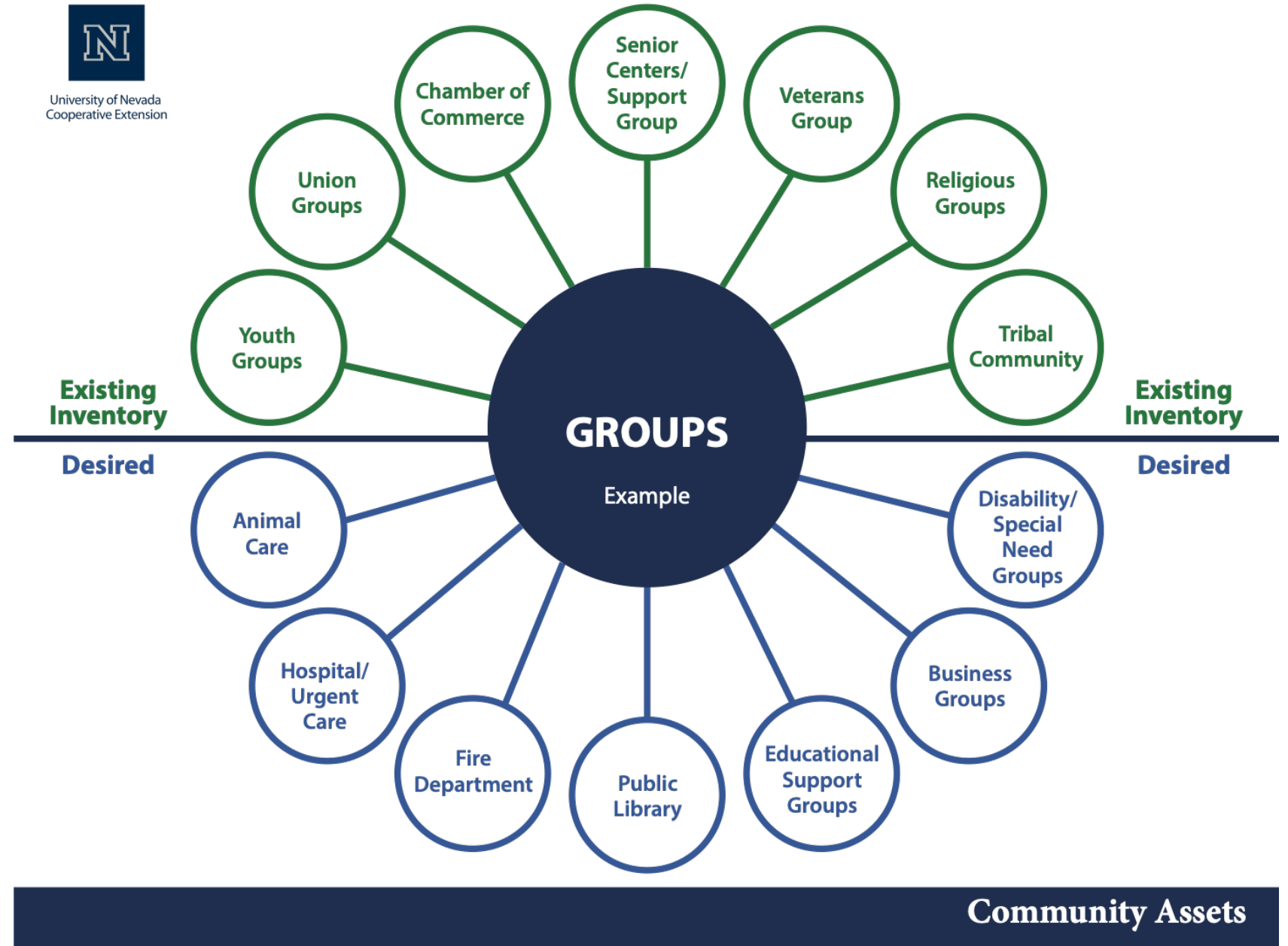
GUIDELINES

Organizations
Volunteer
groups

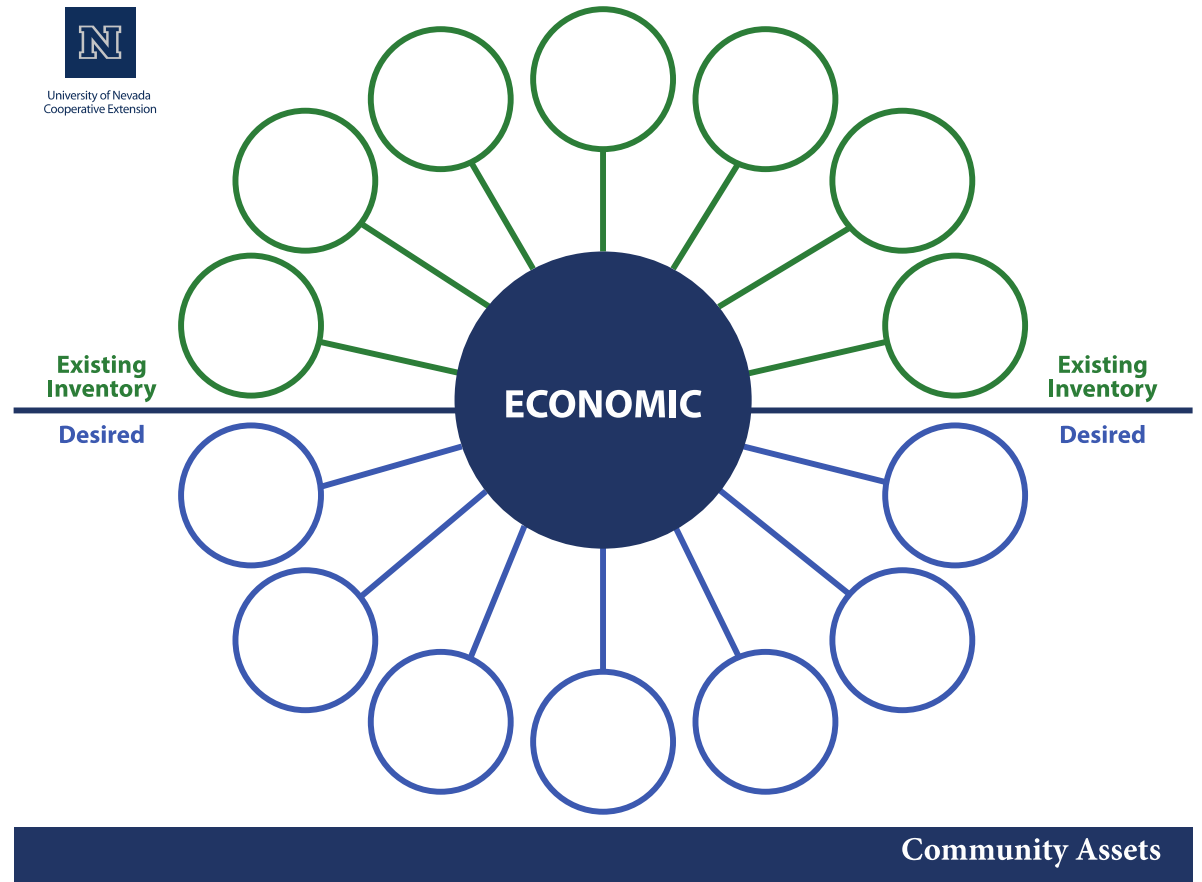
Both informal
and informal



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Humboldt County

Economic and Community Analysis—Phase I



Better City
Solving Problems. Creating Opportunity.

1100 Country Hills Dr. Suite 100
Ogden, UT 84403

Assets Not
New to
Humboldt
County

Assets per *Better City Report*



Natural Assets



Developable Land



Built Land



Intangible Assets

Mining Relations

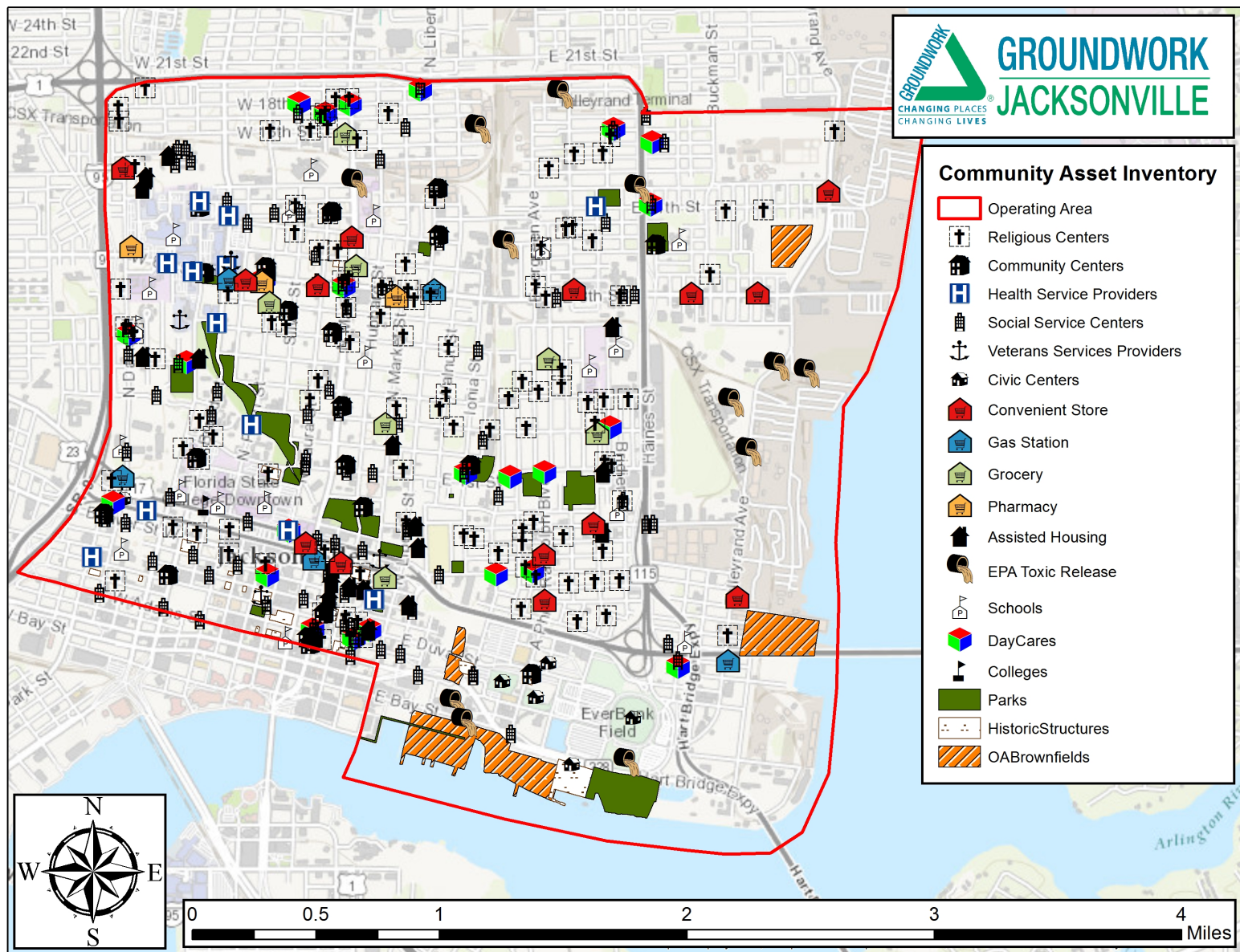
City/County Relations

Community Participation

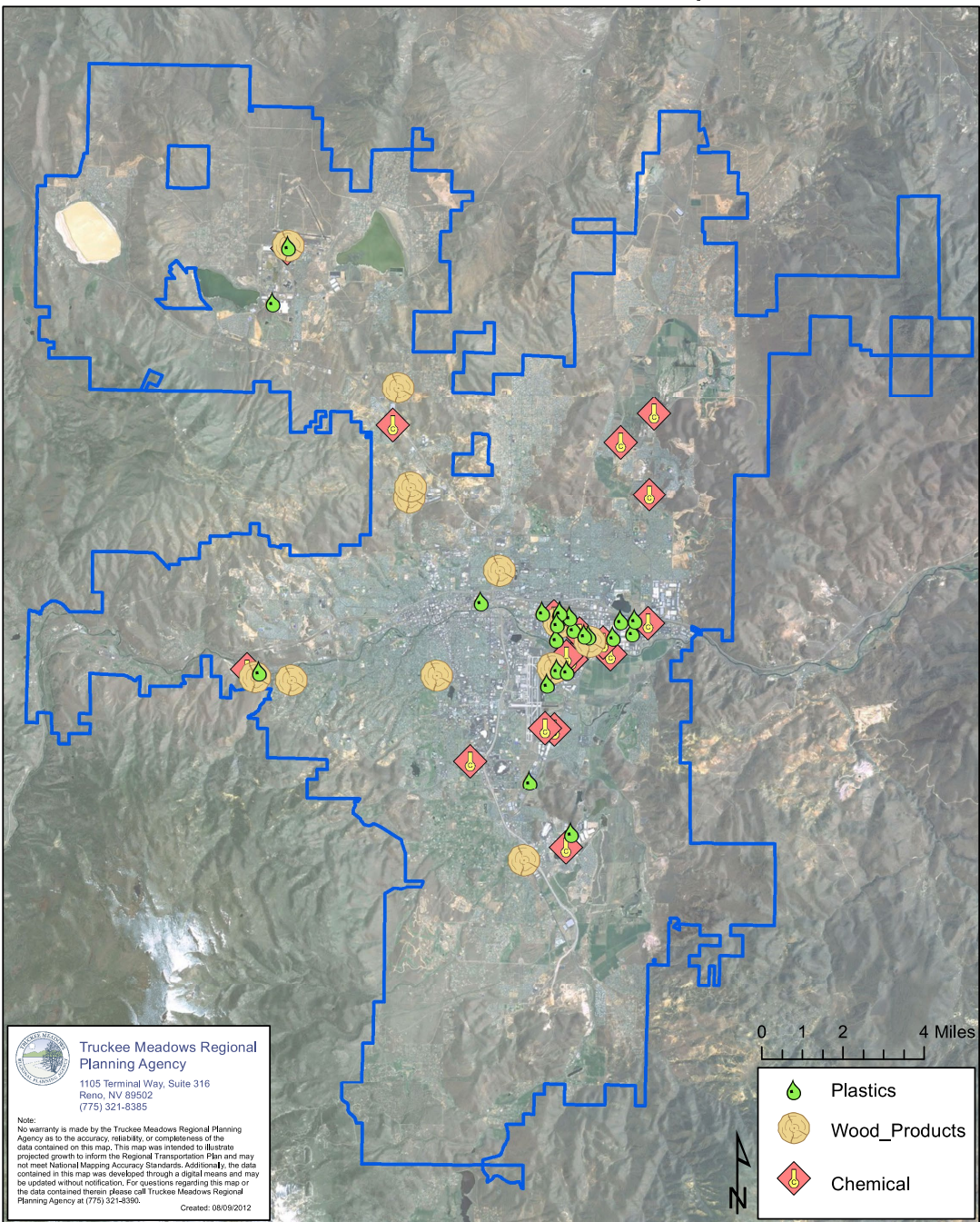
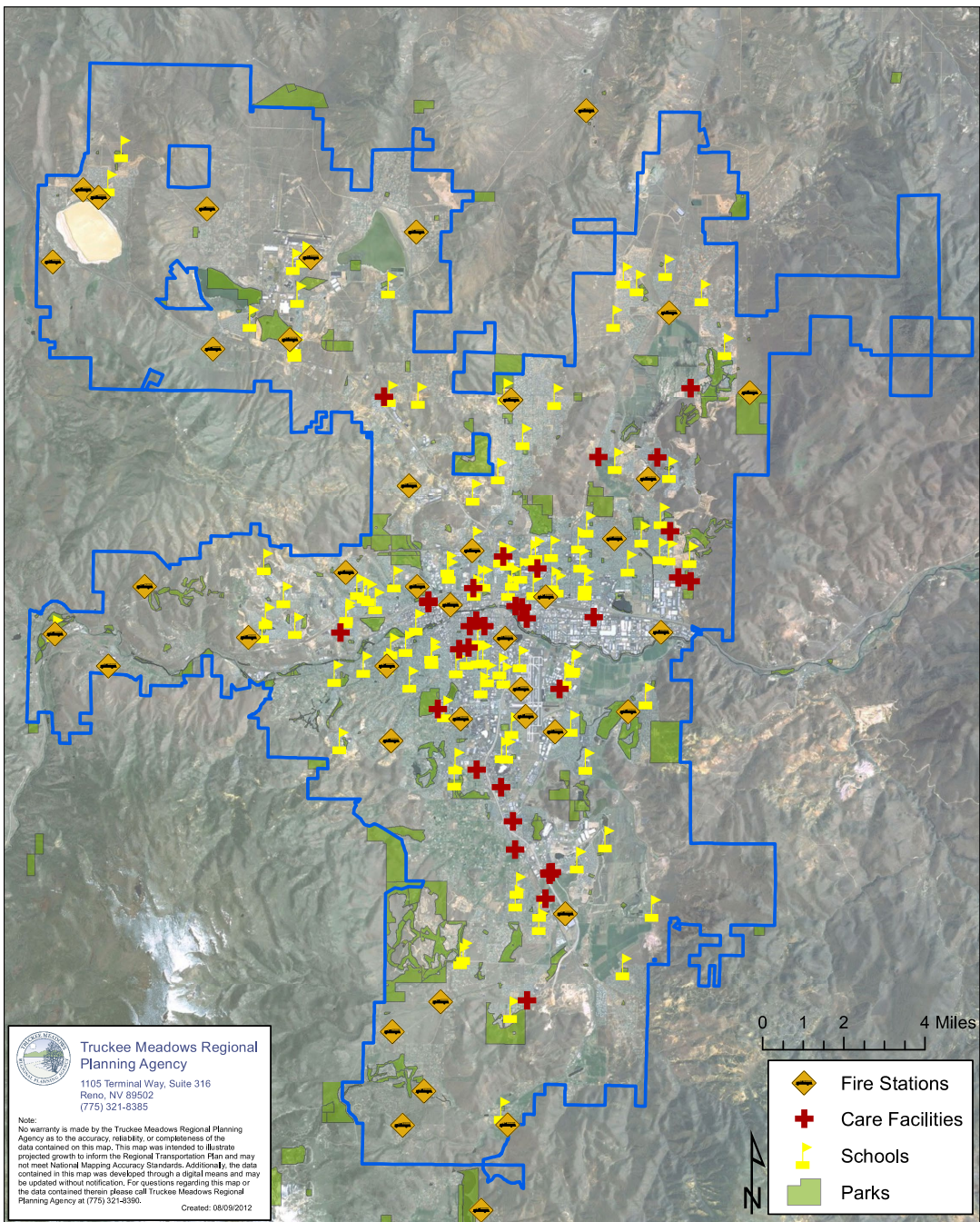
= Strong social network



Asset Map examples
from other regions

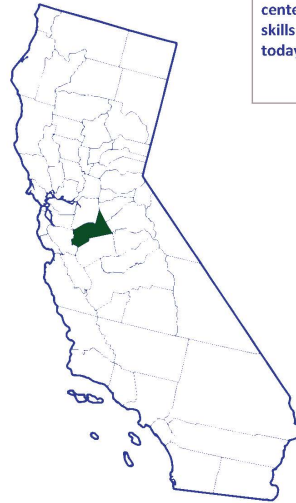


Economic Resources Example



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



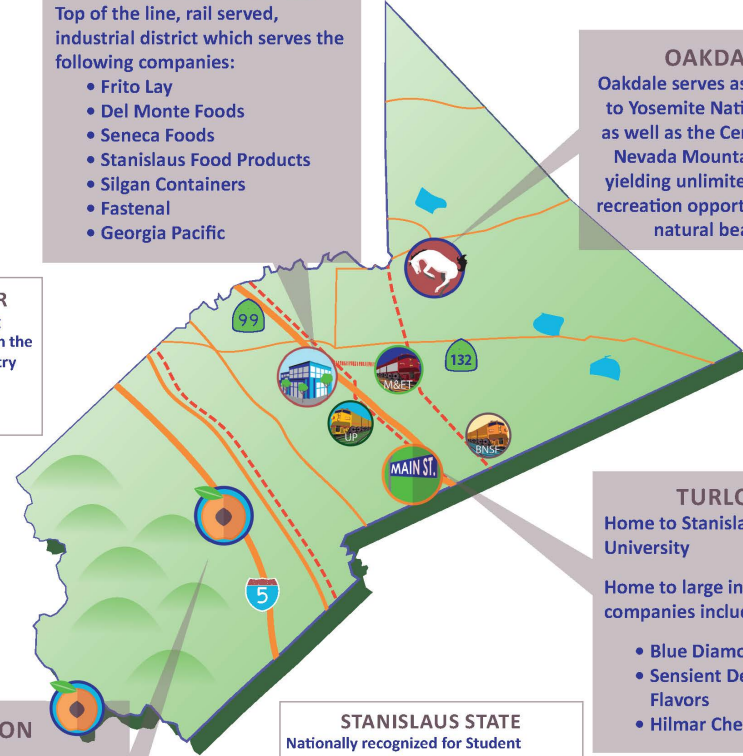
VOLT TRAINING CENTER
Privately led manufacturing training center, providing our workforce with the skills to meet the need of our industry today and tomorrow.

VOLT

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

PATTERSON
Along Interstate 5
Best in Class Logistics Hub featuring:

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

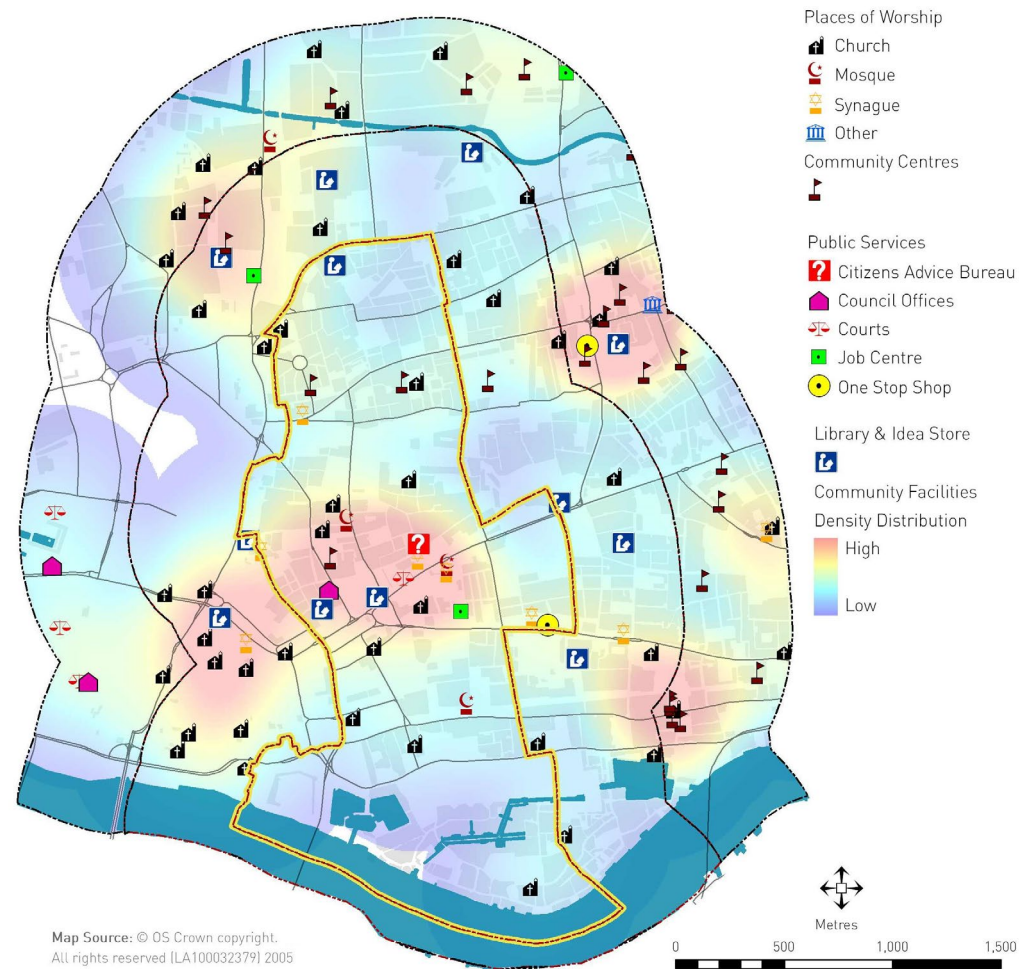
STANISLAUS STATE
Nationally recognized for Student Success. Listed on the Princeton Review's "Best 381" Colleges for 11 straight years. Ranked for the 21st consecutive year by U.S. News & World Report, No. 14 public school in the West.

CSUS

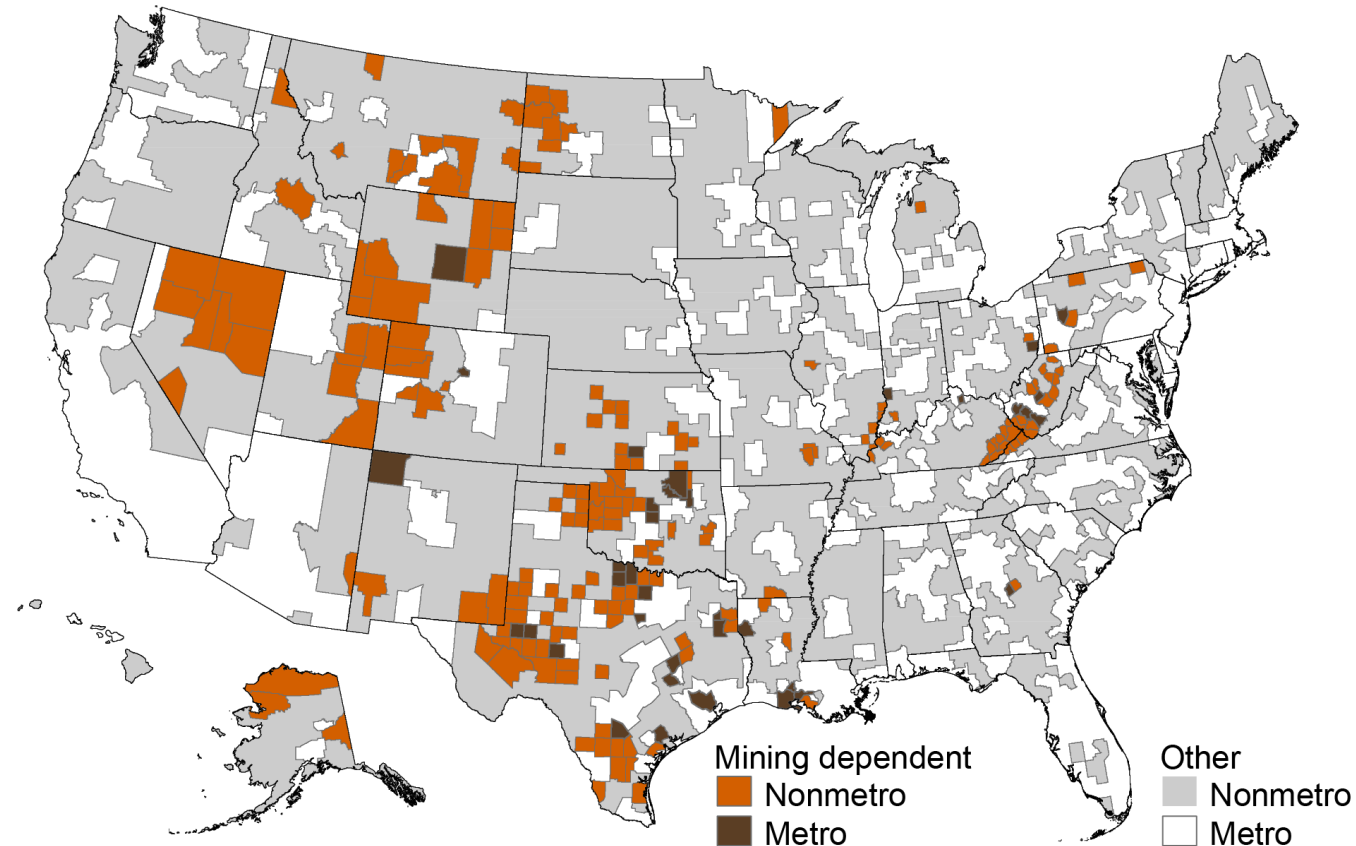


Community Facilities & Services

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

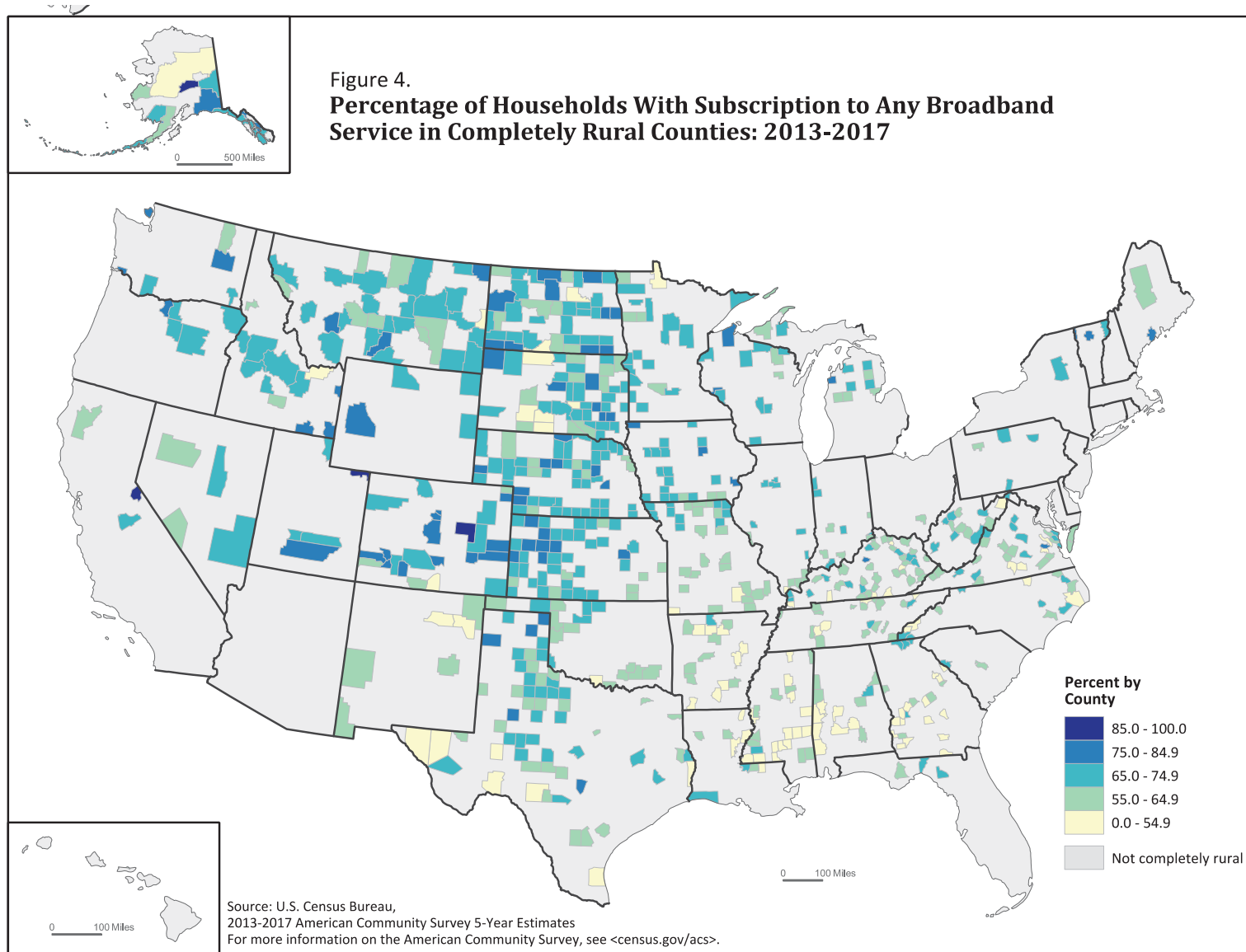


Mining-dependent counties, 2015 edition

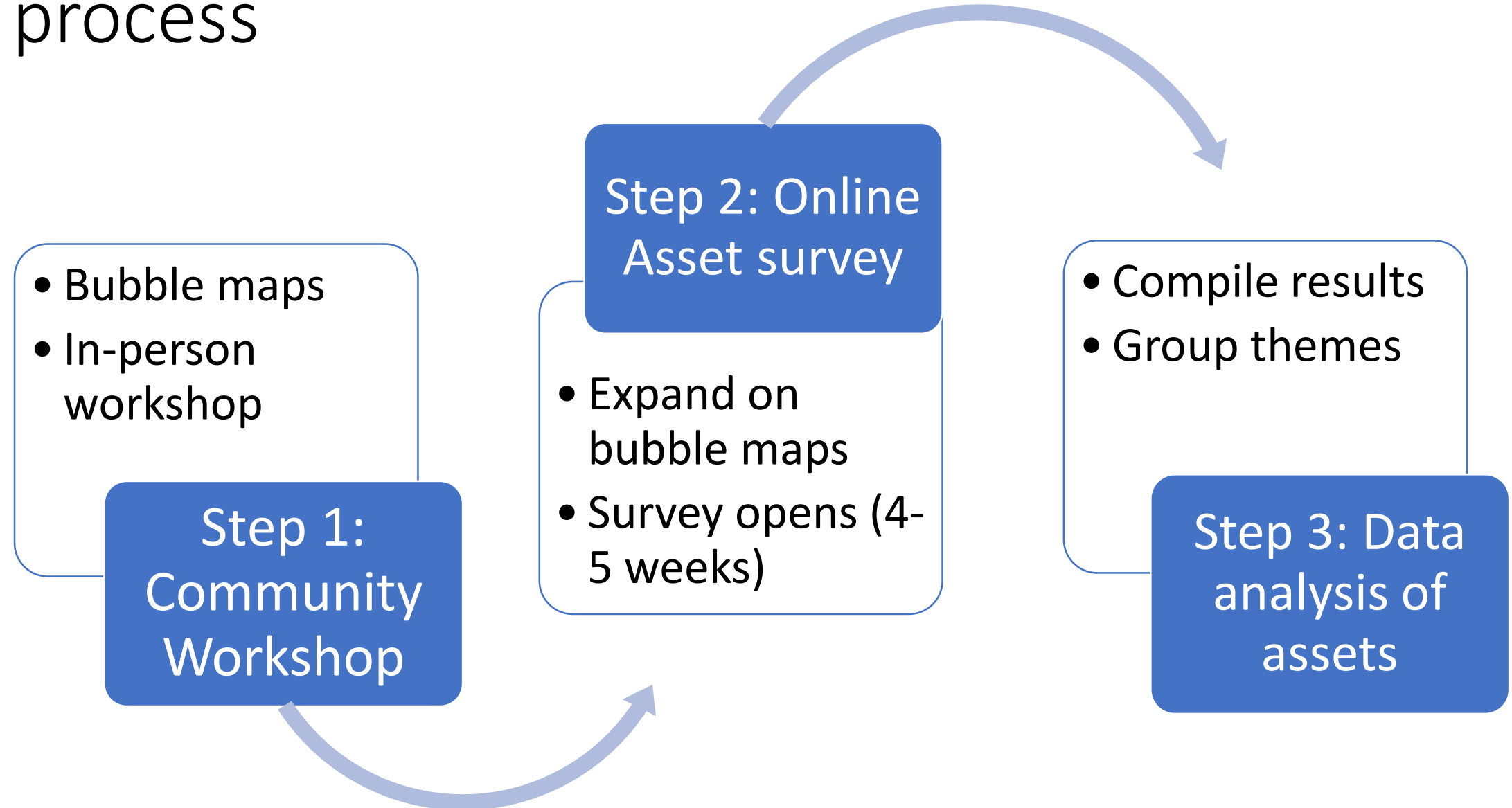


Mining-dependent counties are those where 13 percent or more of the county's average annual labor and proprietors' earnings were derived from mining, or 8 percent or more of jobs were in mining, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that 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.



Community Assets: Snapshot, three-step process



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

Next Steps:
Community Asset Survey:

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

Survey open: November 12, 2019 Through January 21, 2020.