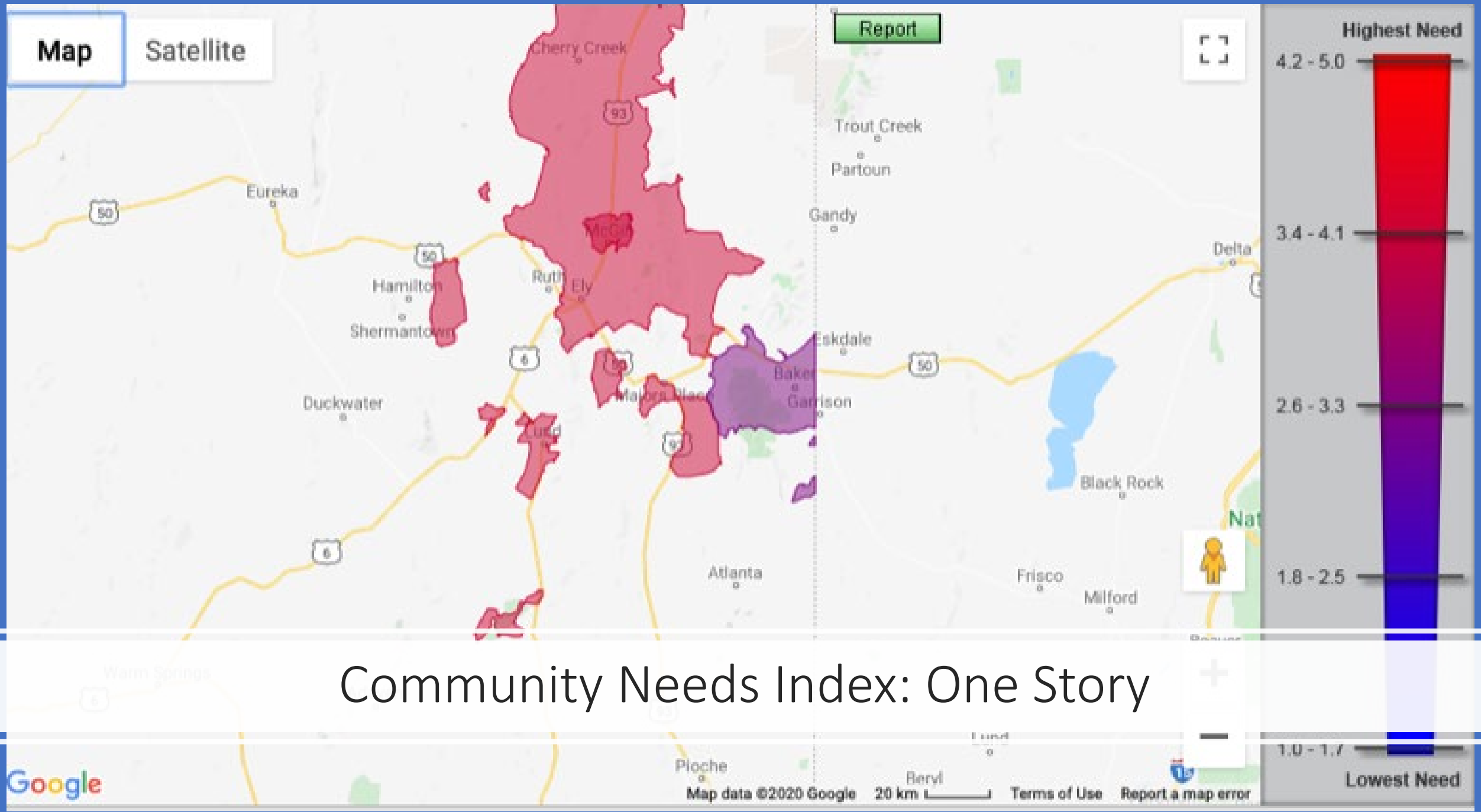
NEVADA ECONOMIC ASSESSMENT PROJECT (NEAP) White Pine County, Nevada

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



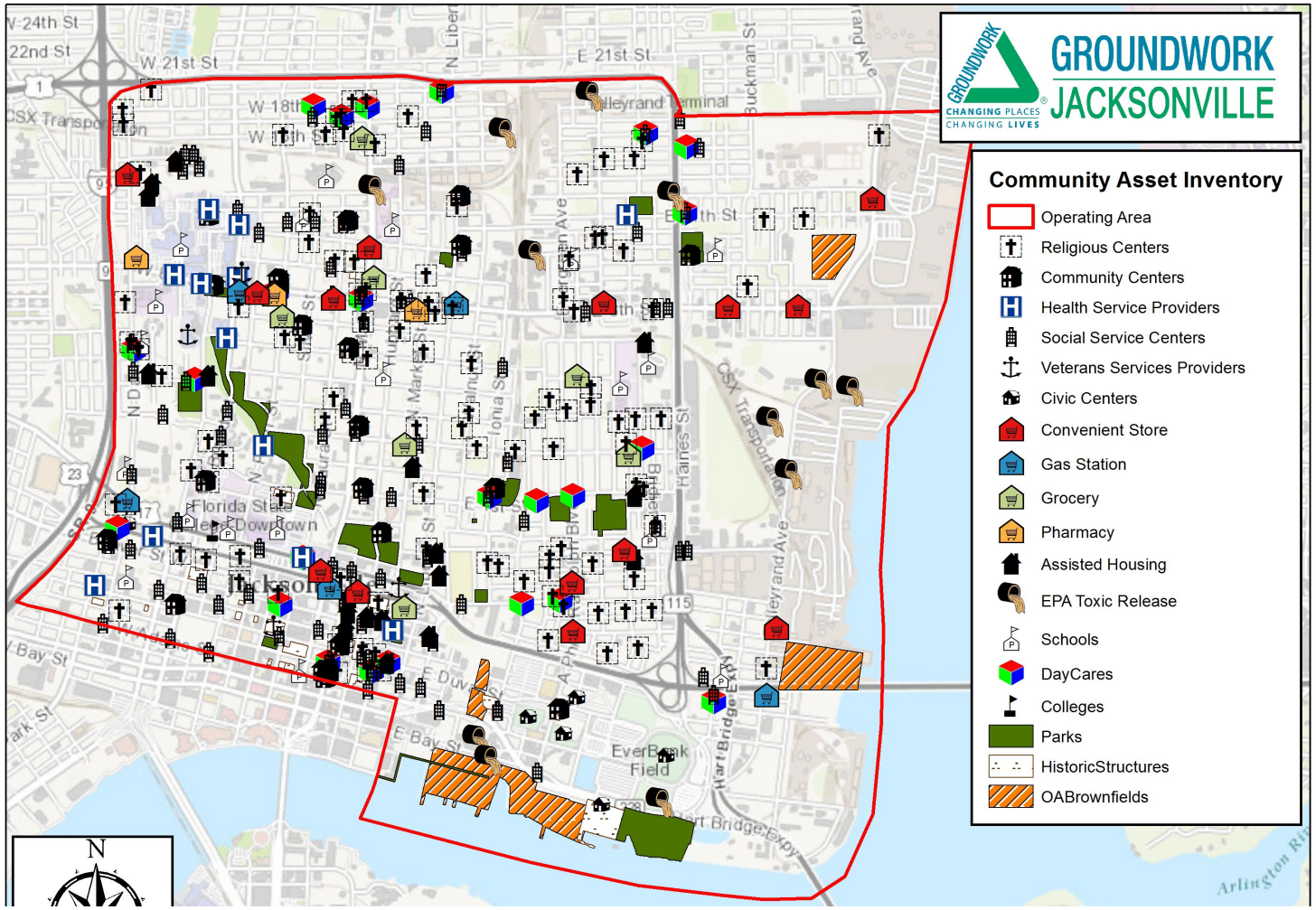
Community Needs Index: One Story

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**


GROUNDWORK
JACKSONVILLE
CHANGING PLACES
CHANGING LIVES
Community Asset Inventory
Operating Area
Religious Centers
Community Centers
Health Service Providers
Social Service Centers
Veterans Services Providers
Civic Centers
Convenient Store
Gas Station
Grocery
Pharmacy
Assisted Housing
EPA Toxic Release
Schools
DayCares
Colleges
Parks
HistoricStructures
OABrownfields
N
W 24th St
22nd St
W 21st St
E 21st St
Buckman St
Haines St
Florida State
Jacksonville
E Bay St
EverBank Field
Hart Bridge Expy
Arlington Ri

Mapping information about the community

BY THE COMMUNITY to tell their story

Asset Mapping Process

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Guidelines

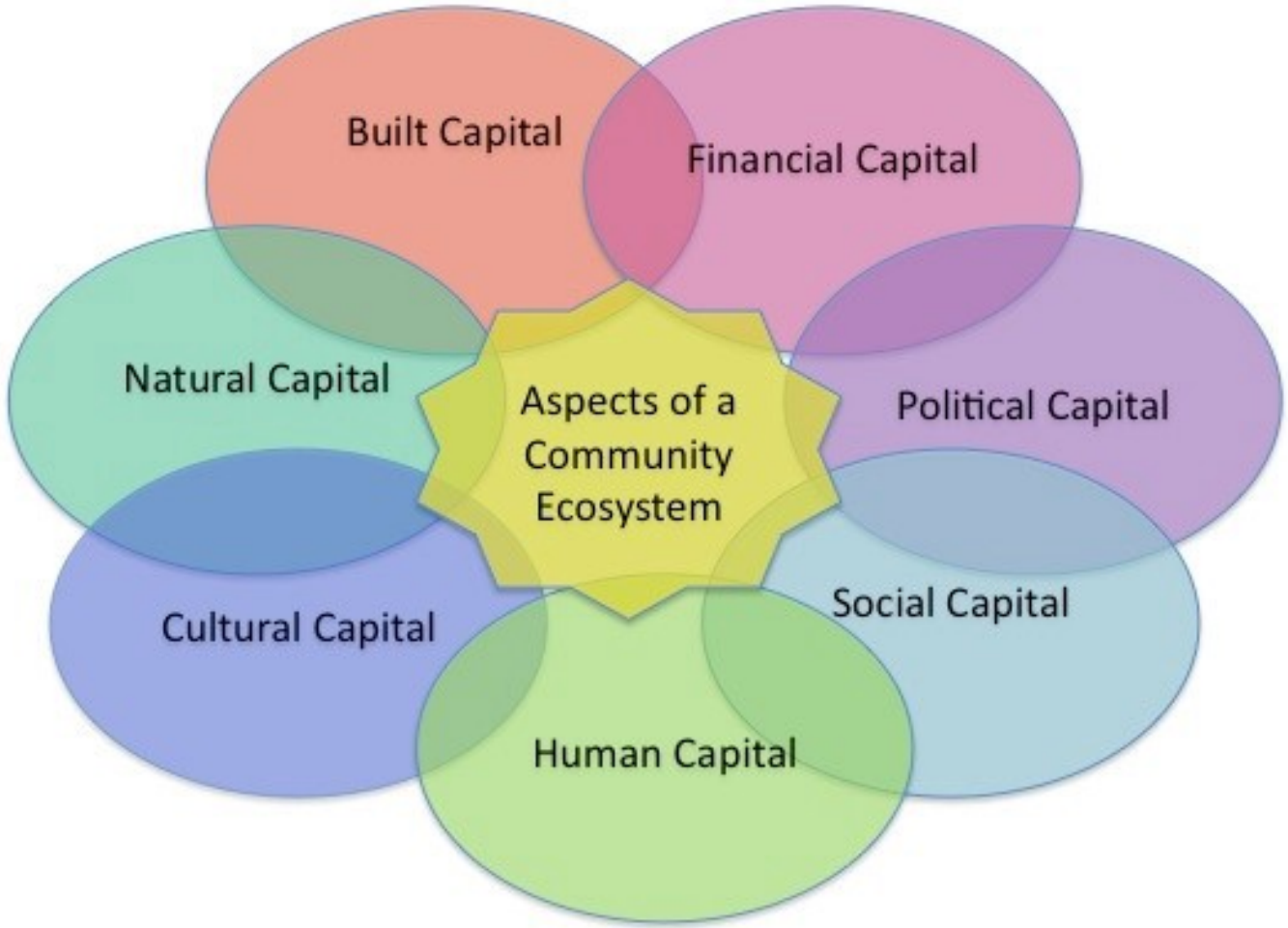
- Process (i.e., relationship driven) and a product (visual display)
- Our Boundary is the County
- Generating list, but only a snapshot—at this point in time.
- Assets not debated, only identified and discussed.
- Share Existing Assets
- Share Desired Assets
- Asset Mapping is a Snapshot rather than 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.

- **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

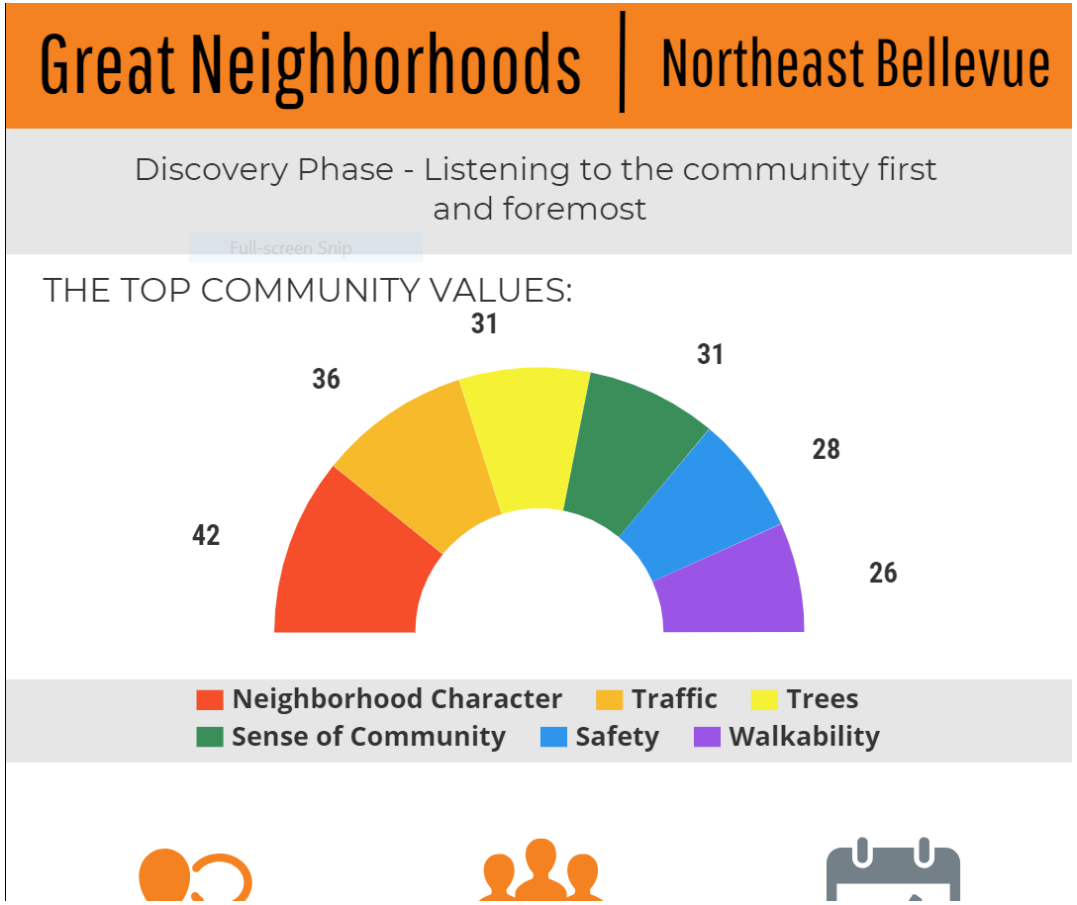
People→ Human

Places→ Built/Natural

Groups→ Social/Cultural

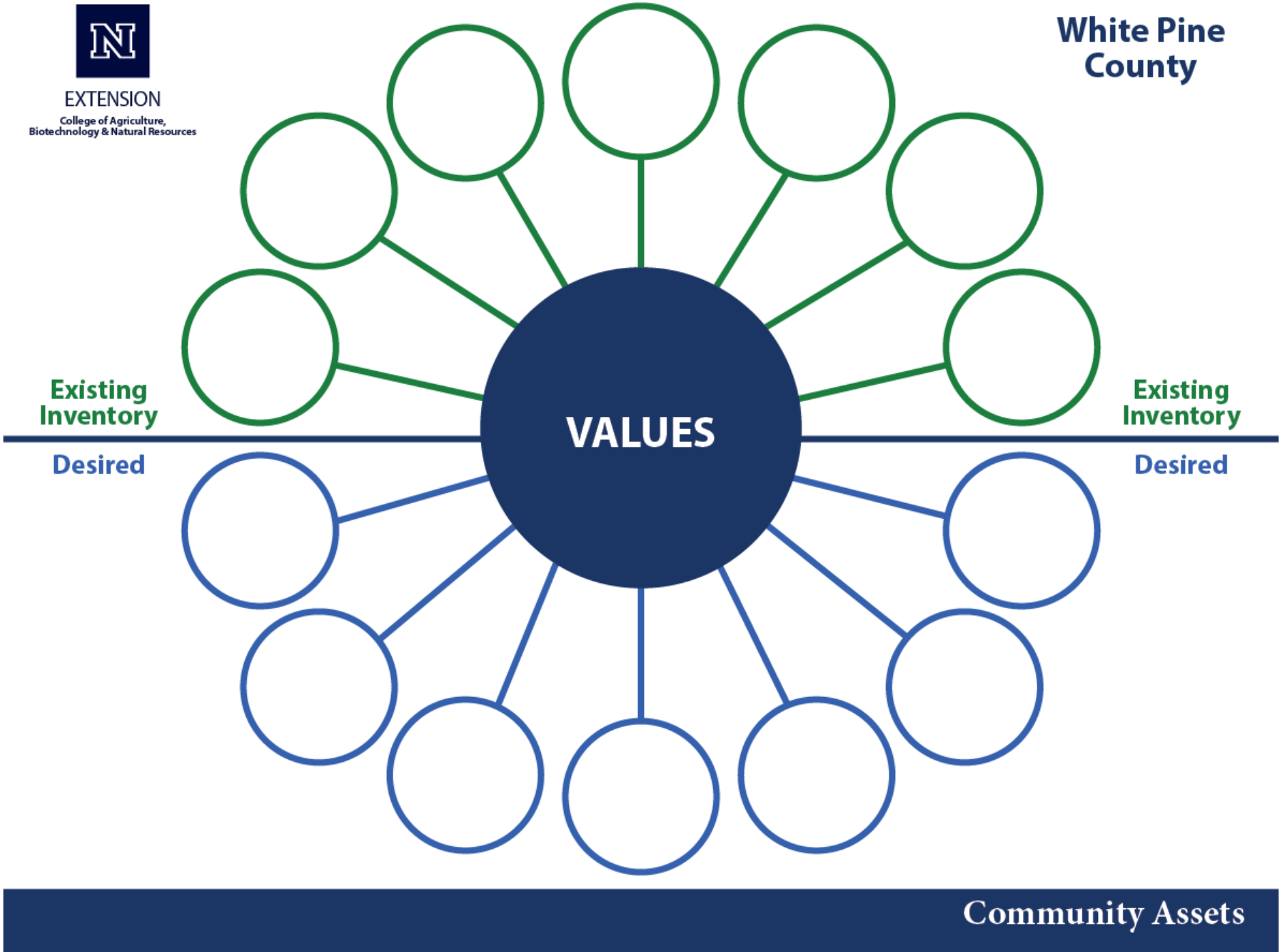
1. Values

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



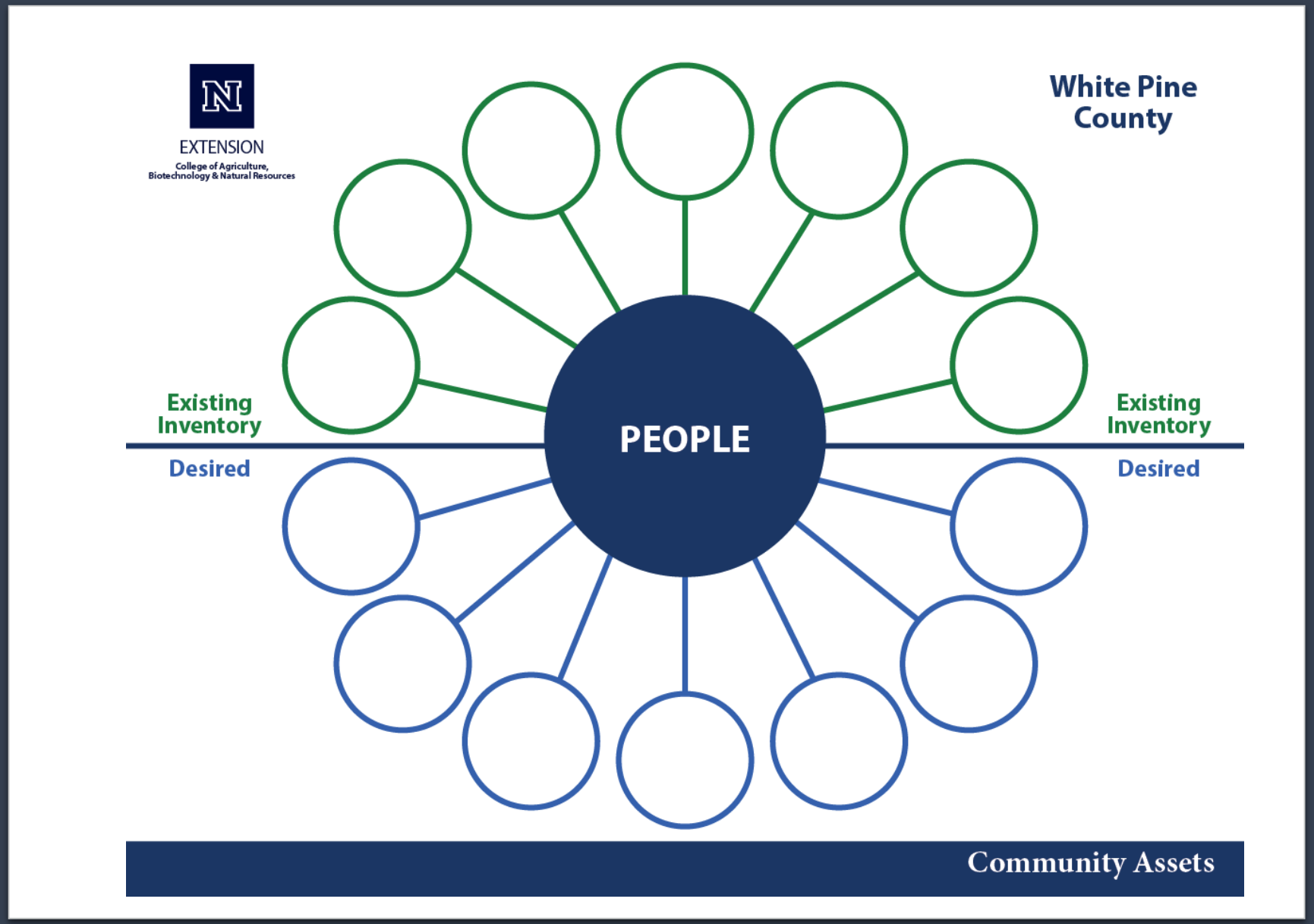
Bubble Maps for each Asset Category

Qualitative Data



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?



People Assets

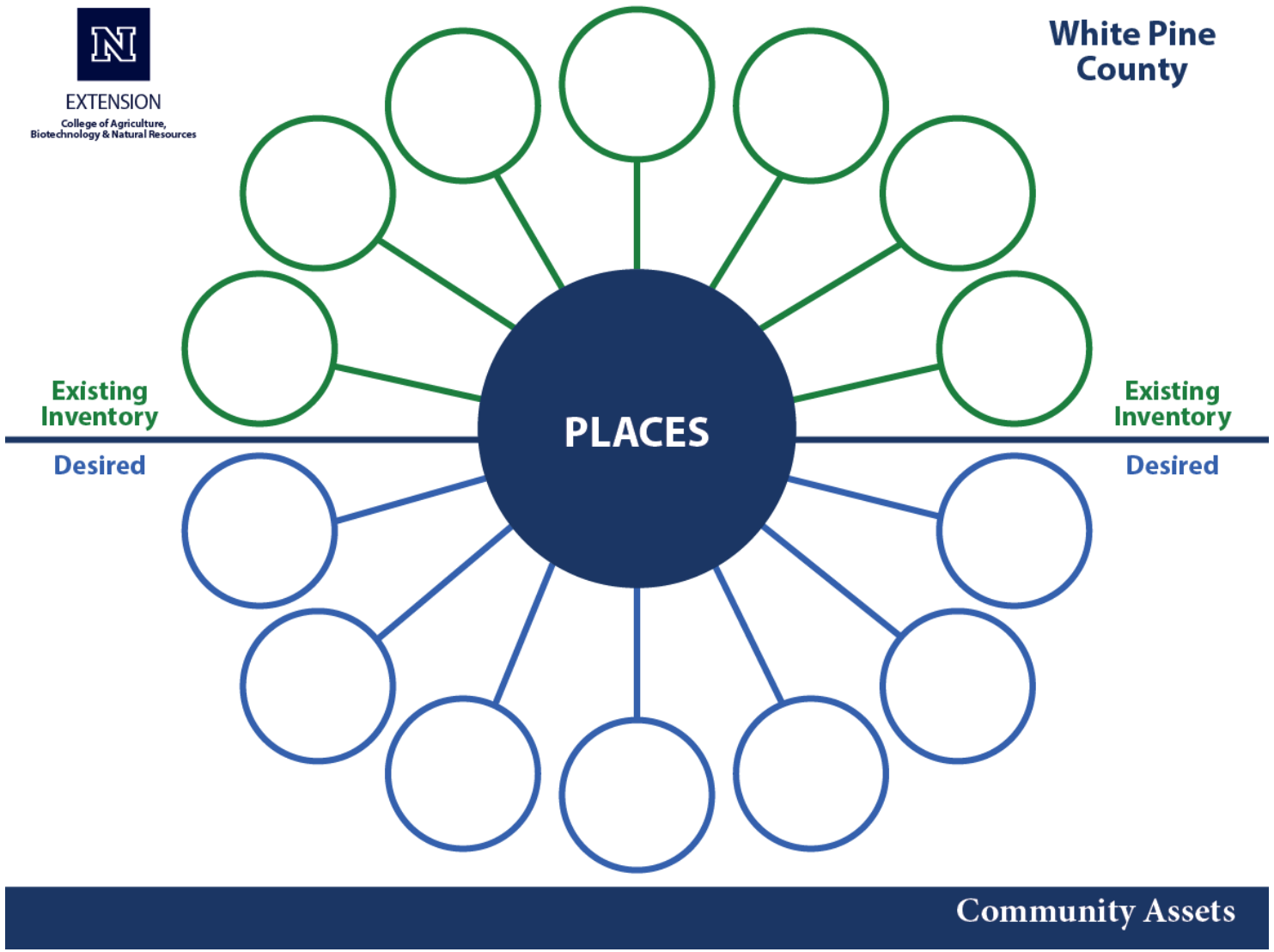
Human Capital

3. Places

Examples may Include:

- Gardens
- Parks
- Playgrounds
- Historic sites

What places are important in your community?



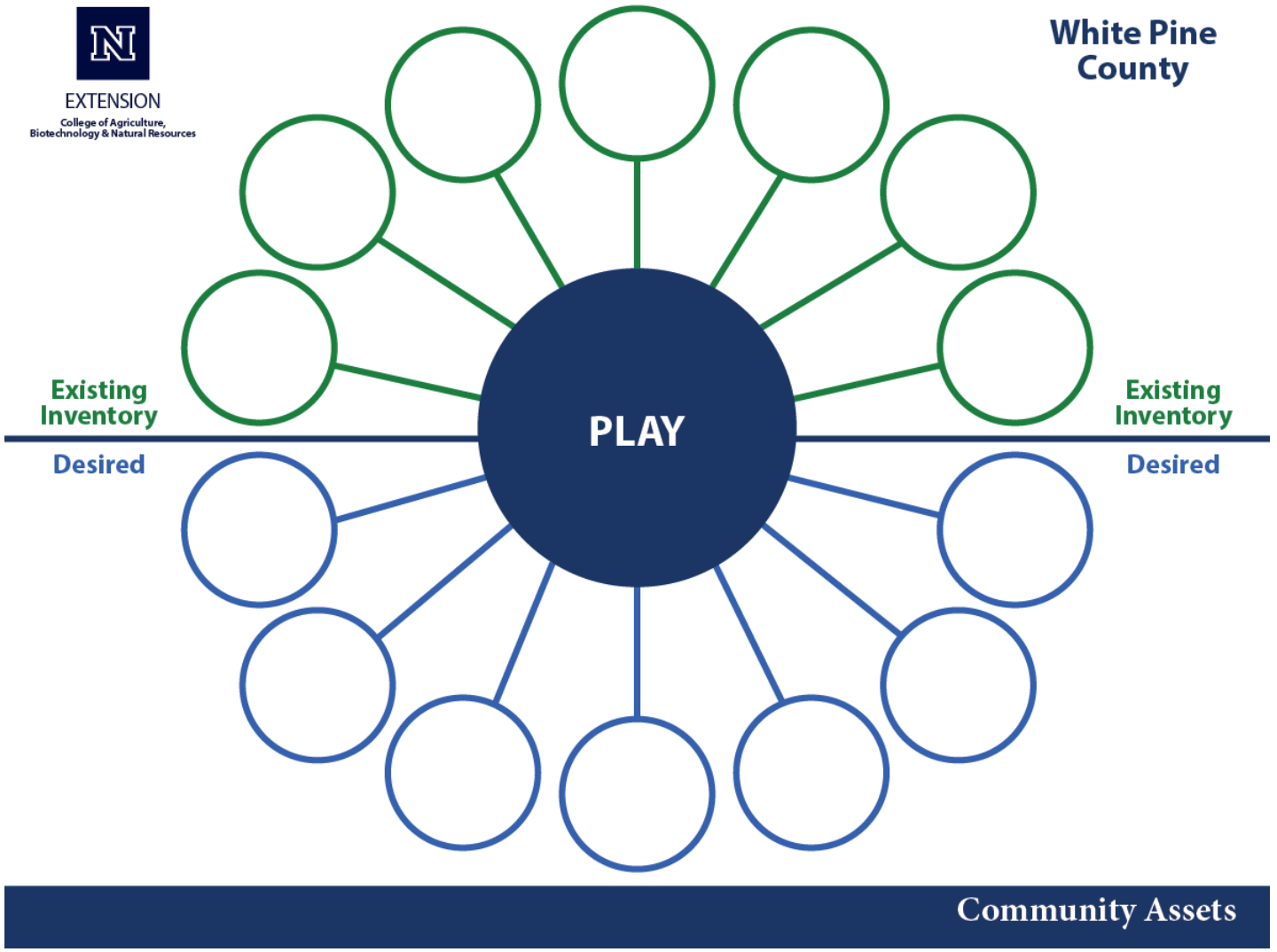
Places as Assets

Built and Natural Capital

4. Play

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

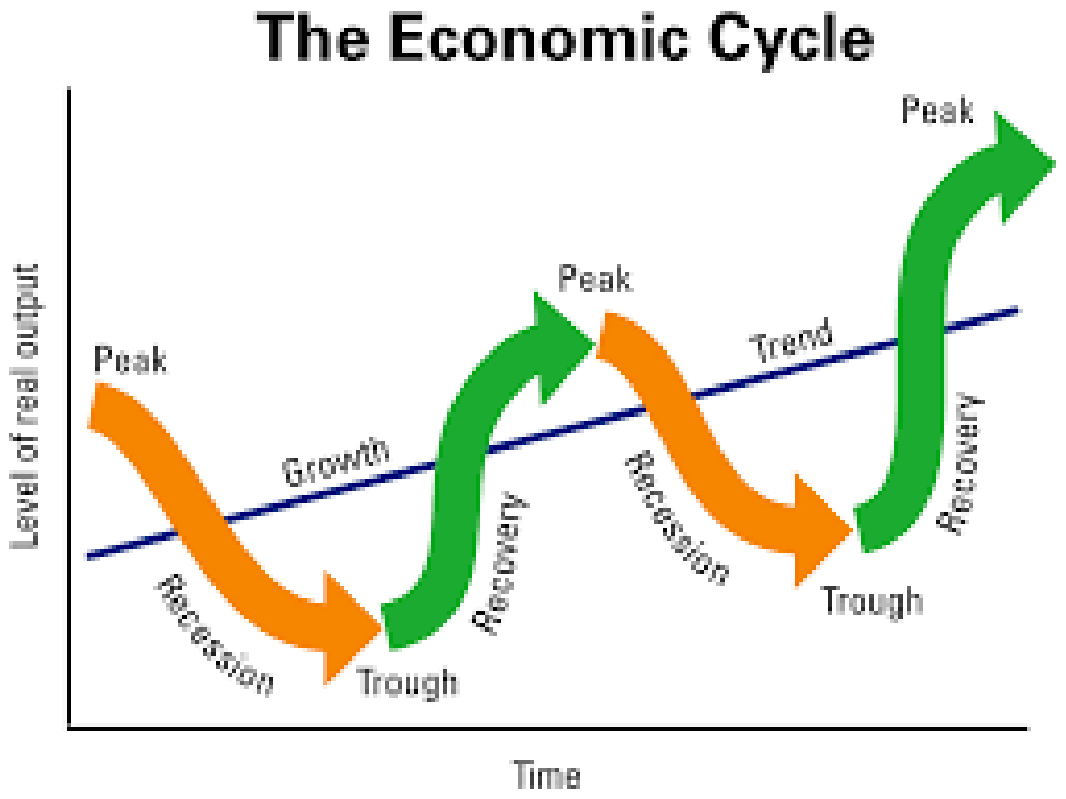
What Play opportunities are available in the community?

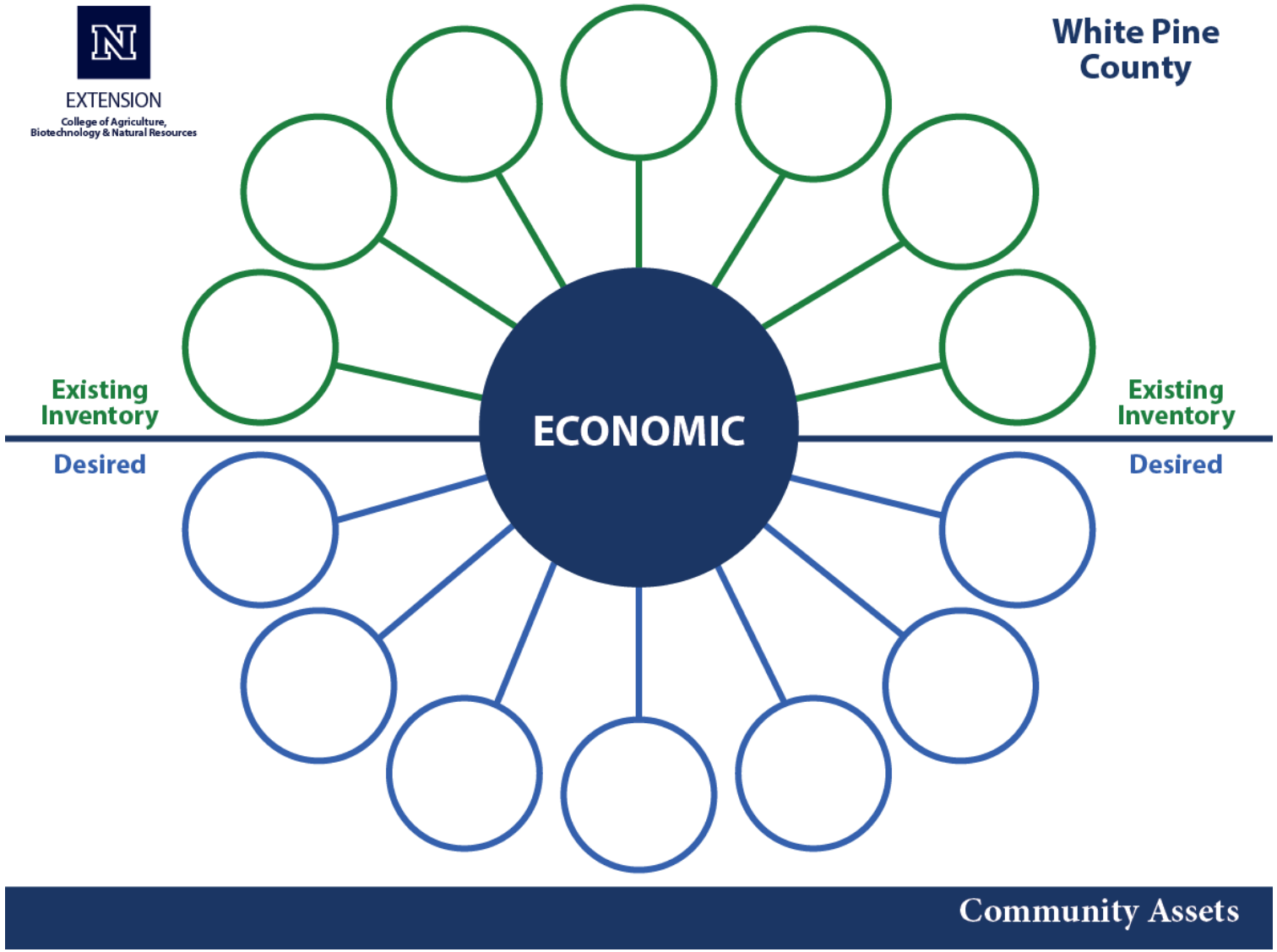


Play Assets = Quality of life and Socialization

Economic Assets

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



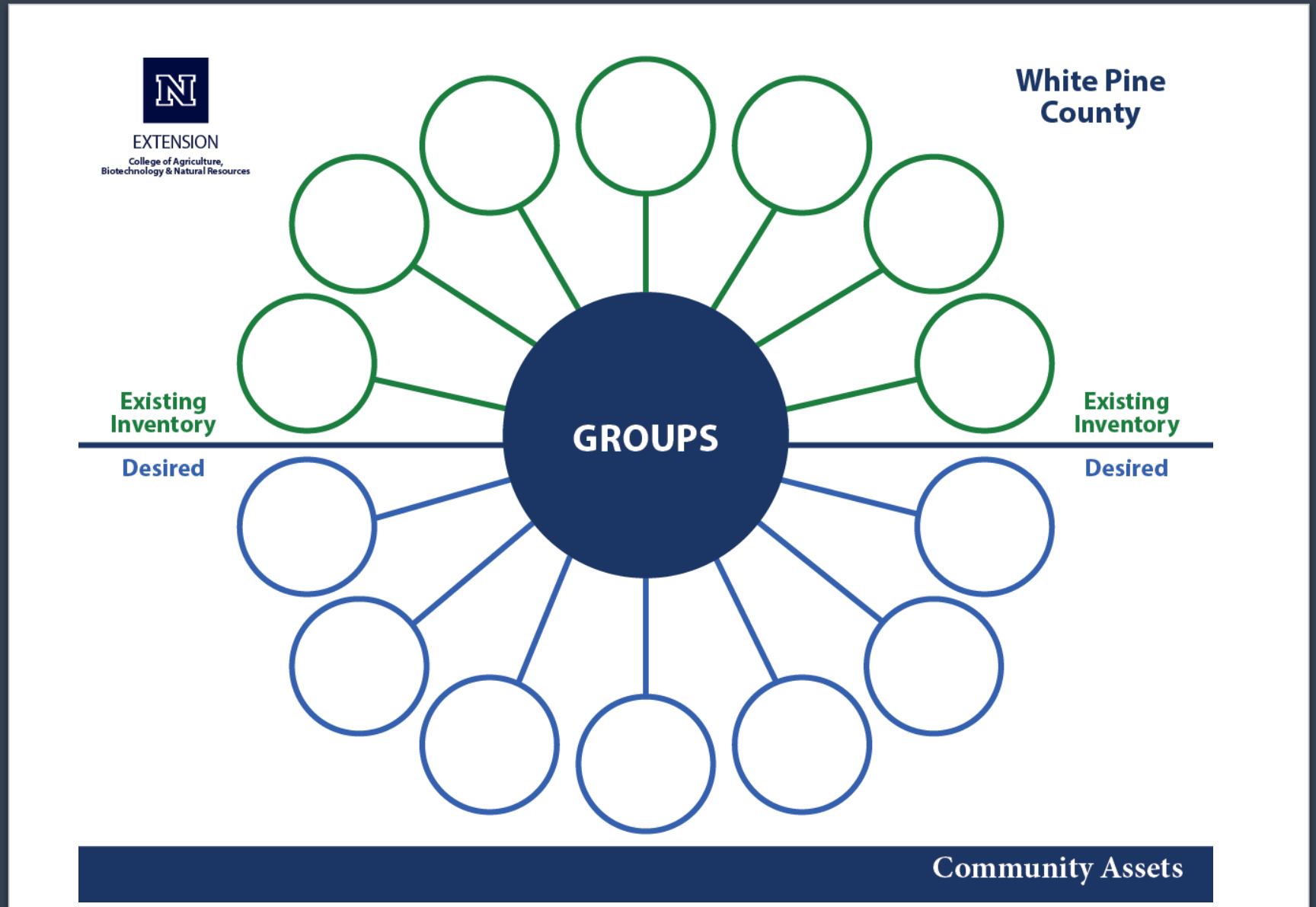


- Economic Assets

= Financial Capital

6. Groups

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



Groups= Social Capital

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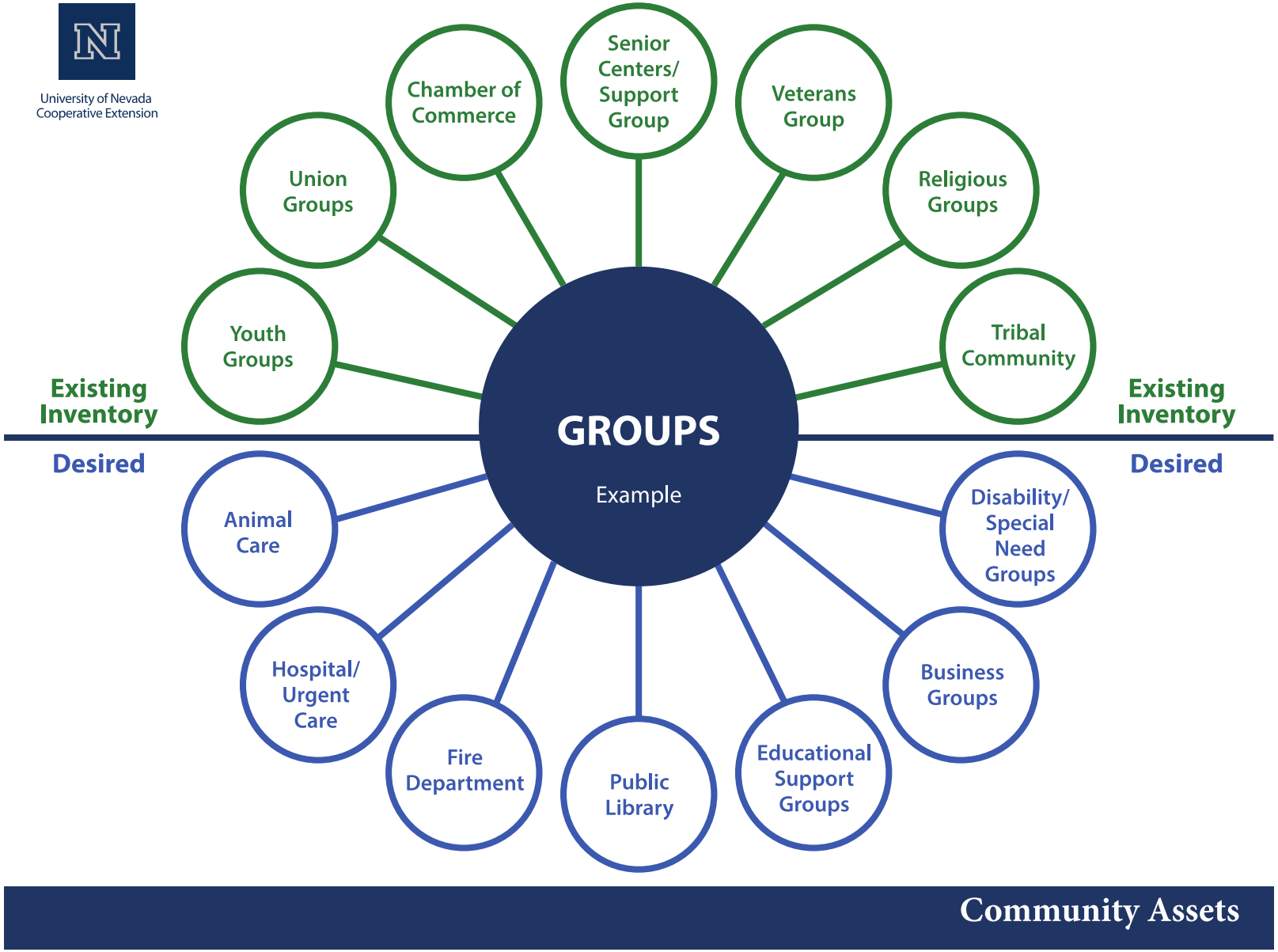

Next Step: White Pine County Community Asset Survey

https://www.surveymonkey.com/r/HVR7Q3N

Lincoln County Snapshot of Assets:2020