

NEVADA ECONOMIC ASSESSMENT PROJECT (NEAP) Pershing County, Nevada



University of Nevada
Cooperative Extension



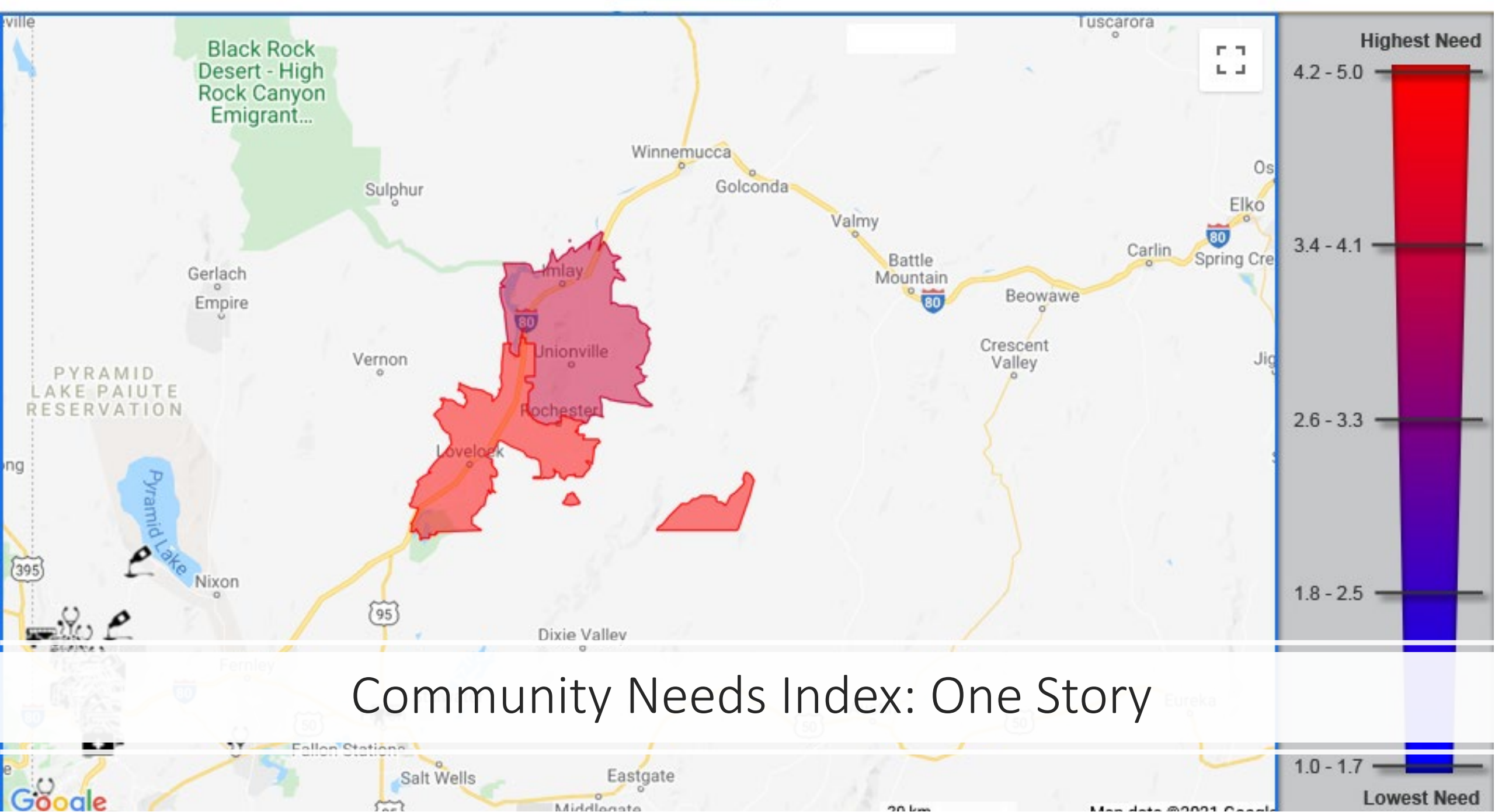
University of Nevada, Reno
Center for Economic Development



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



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

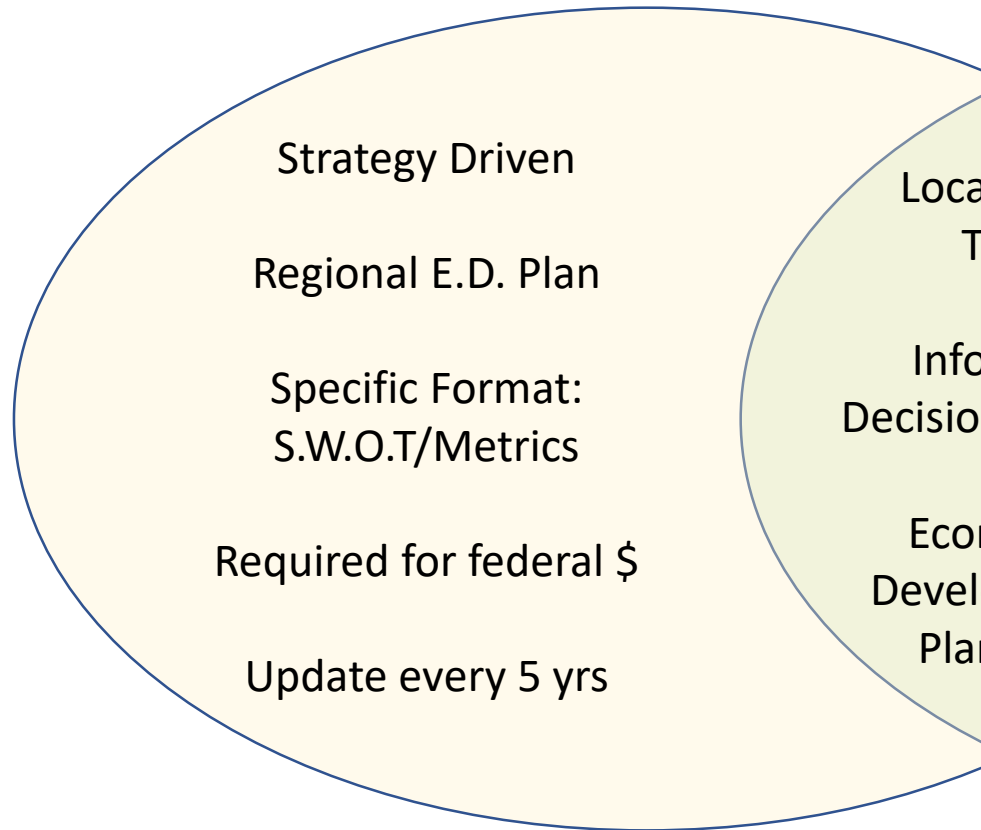
Asset Mapping

WHY Do It?

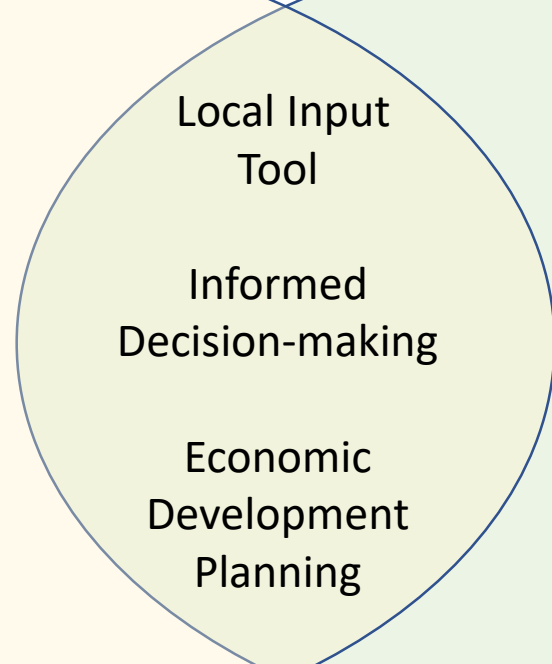
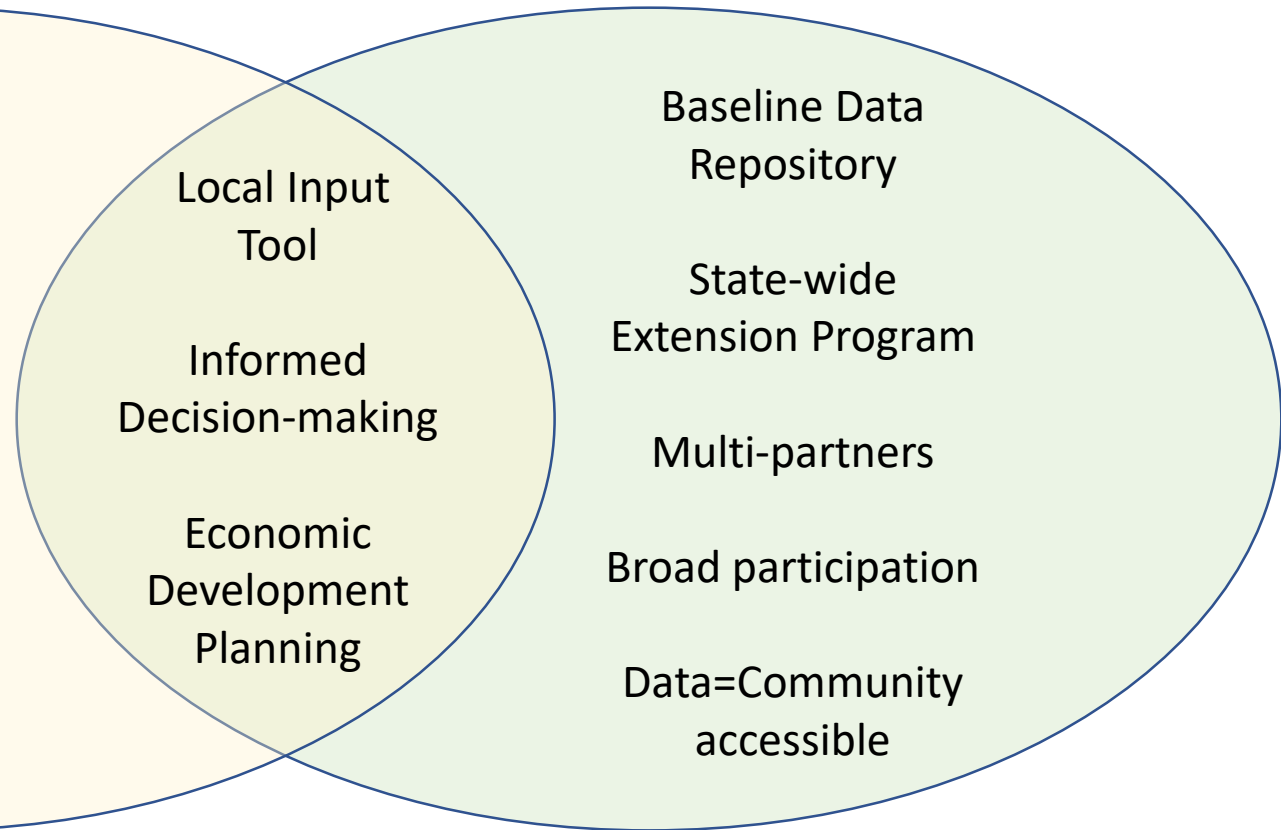


- Local Assets are the Building Block to Communities
- Uncovers talents and skills (resources) found in the community
- Internally focused—relies on community, not outsiders
- Create your own story of your community
- **Snapshot process, Not a full inventory**

CEDS



NEAP



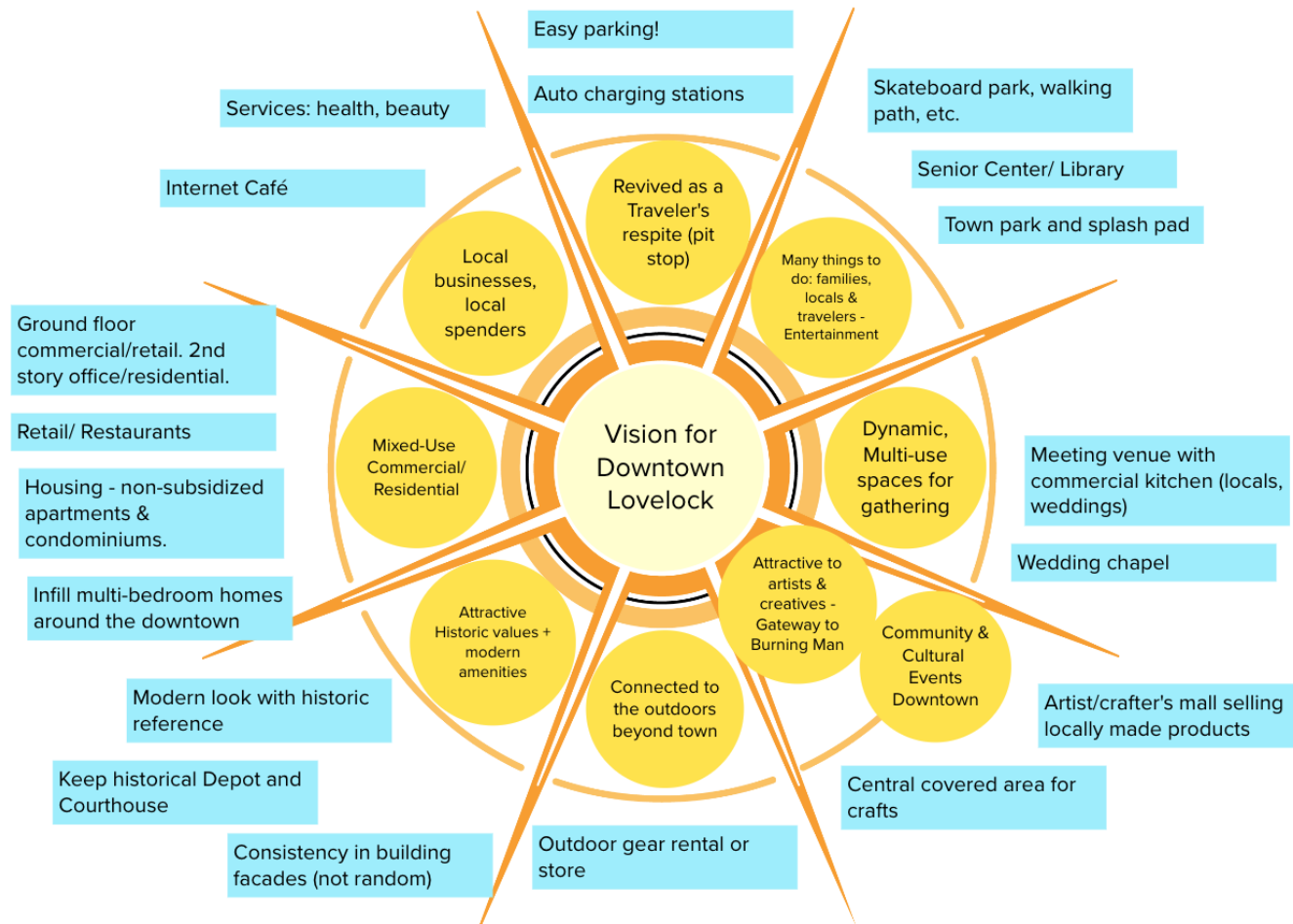
Sounds Familiar....but wait:



Downtown Lovelock Community Visioning Workshop #2
Creating a Vision for the Downtown Corridor
December 11, 2020, 1–5p Zoom Meeting

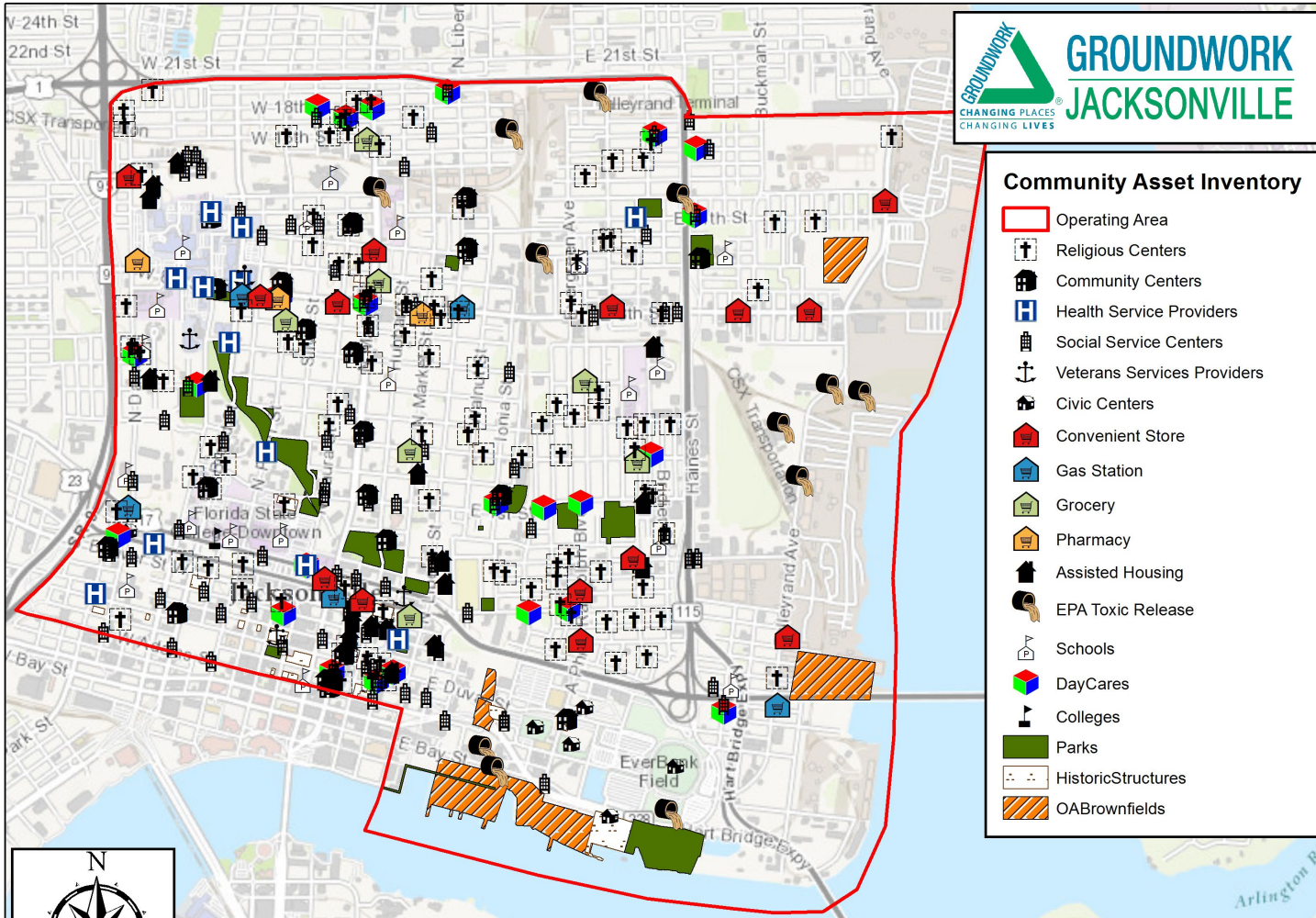
FIRST DRAFT VISION THEMES

Harvested from Virtual Tour, Meeting #1 & Survey Answers



Community
Vision Workshop:

Dec 11, 2020
The Grove



Mapping
information
about the
community

BY THE
COMMUNITY
to tell their
story



Asset Mapping Process

Guidelines

- Process and Product
- Boundary=County
- Generating assets
- Dialogue not debates
- Existing
- Desired
- Snapshot → not a full inventory
- Participatory process
- Story of your community.

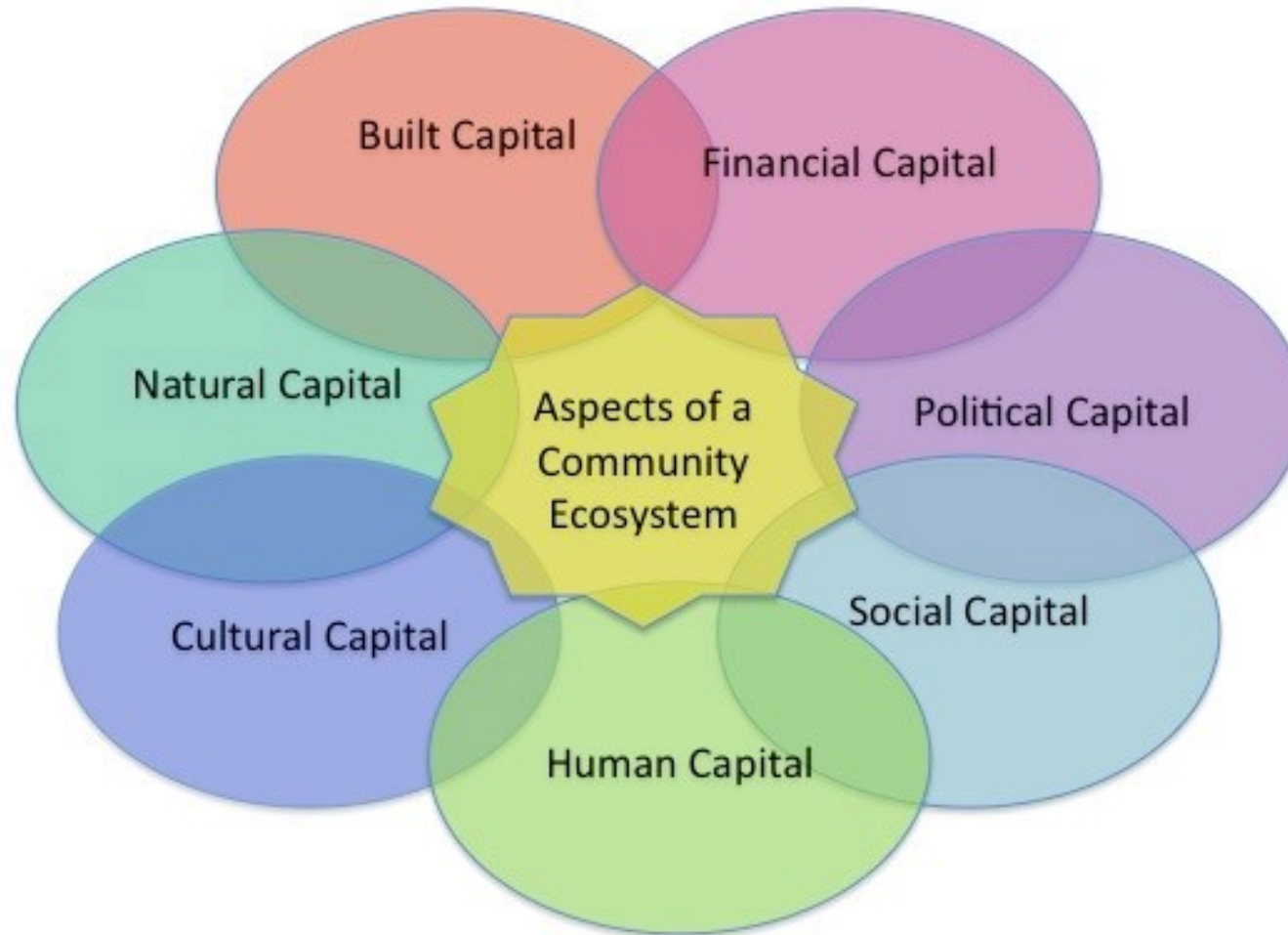
Asset

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

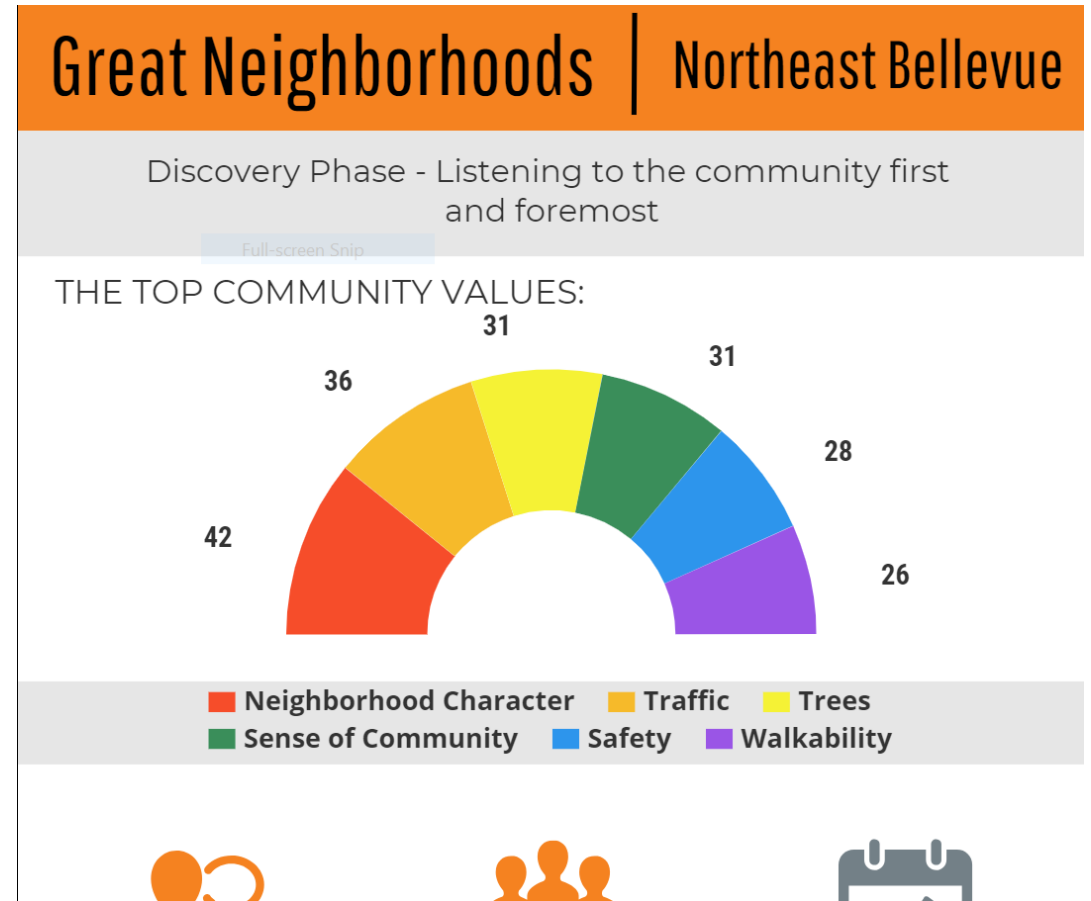
Places → Built/Natural

Groups → Social/Cultural



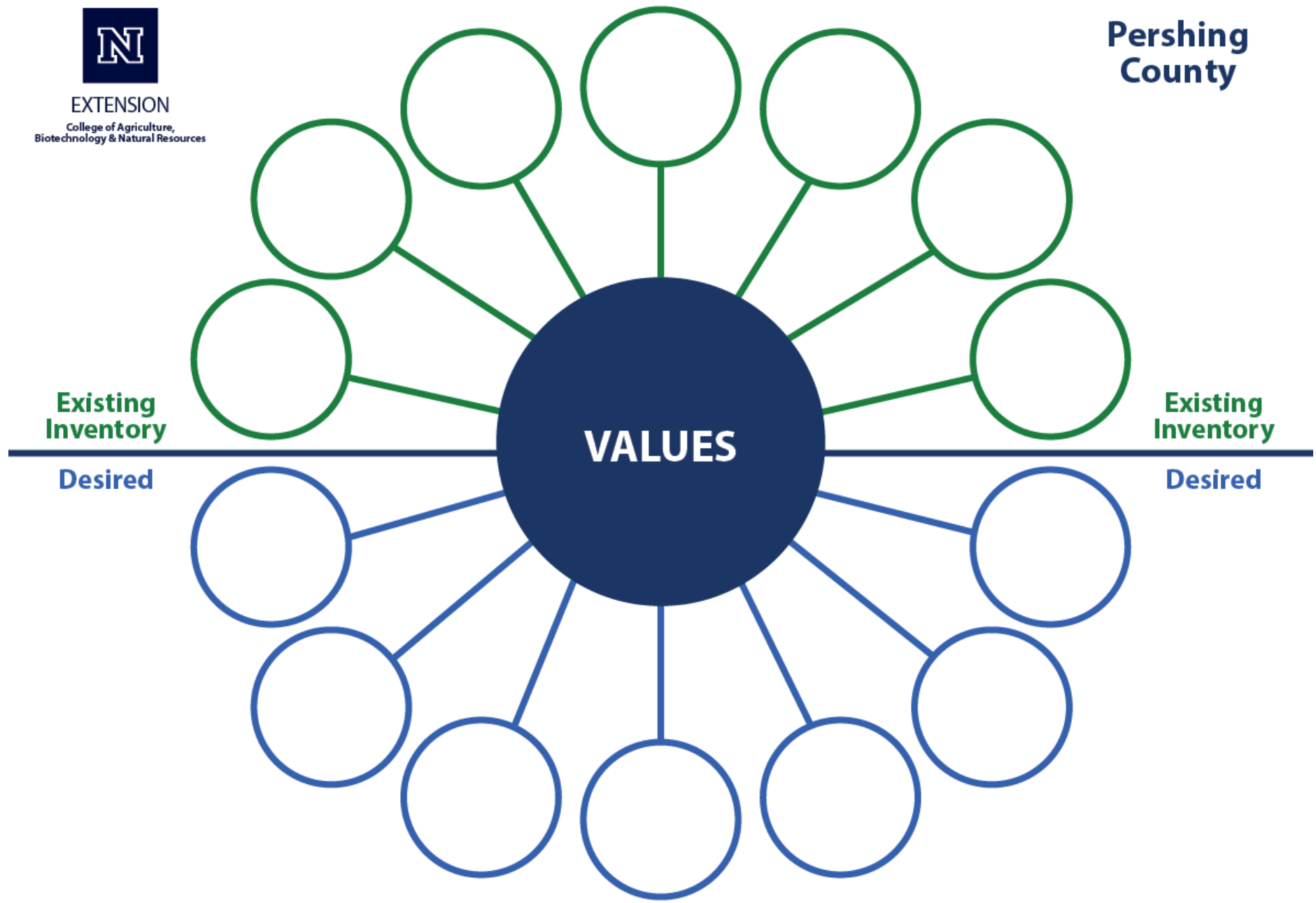
1. Values

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



Bubble Maps
for each Asset
Category

Qualitative
Data



JamBoards

https://jamboard.google.com/d/1YMA_1mPkHzArv0Bw3_c8R_7pT-85a4qINm0UdENUrPFQ/edit?usp=sharing

2. People

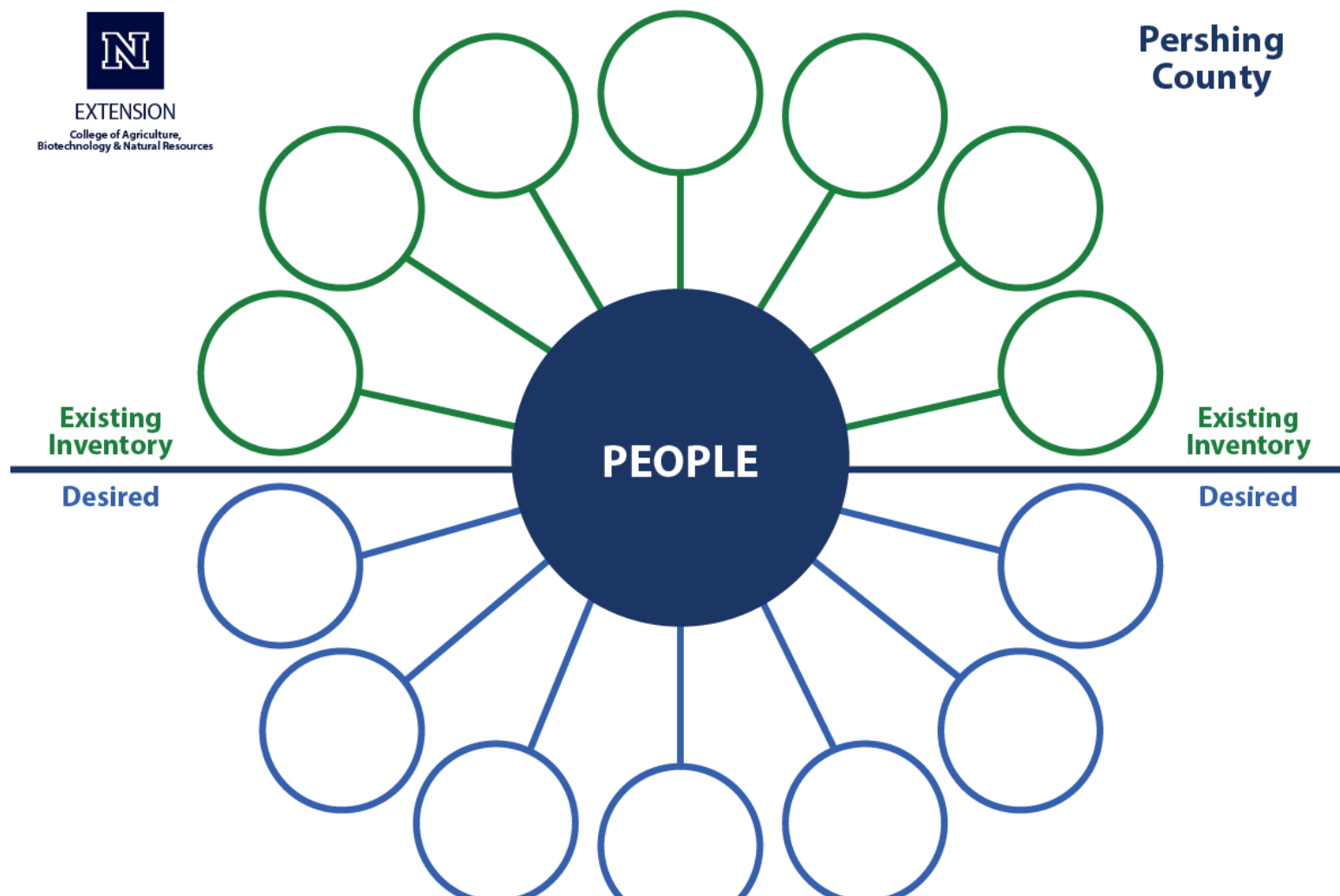
- Skills and Talents of people in the community.
- Are there Skilled craftspeople?
- Are their Story Tellers/Artists?
- What skills and talents do residents have in your community?





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People
Assets

Human
Capital

3. Places

Examples may include:

- Gardens
- Parks
- Playgrounds
- Historic sites

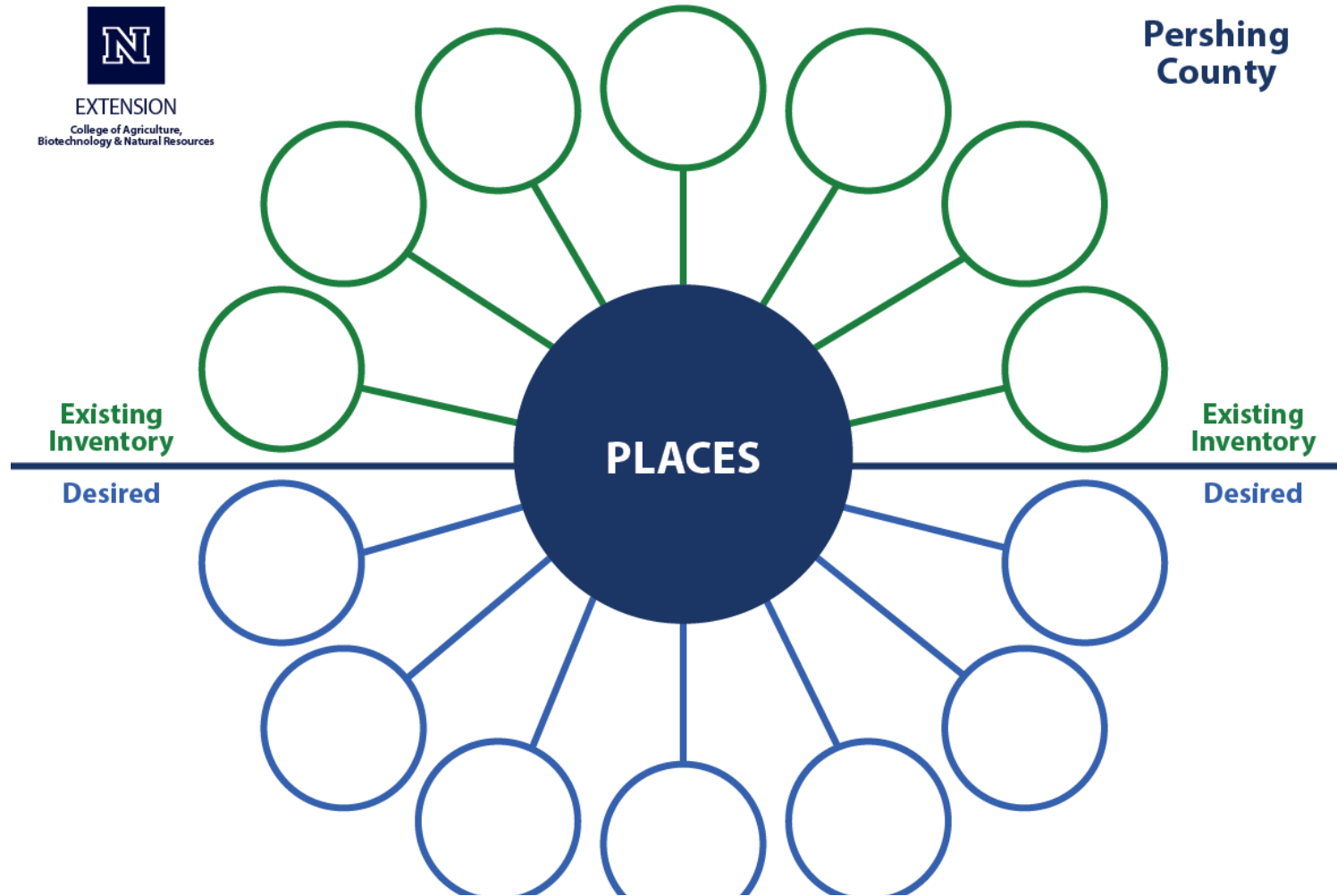
What places are important in your community?





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Places as
Assets

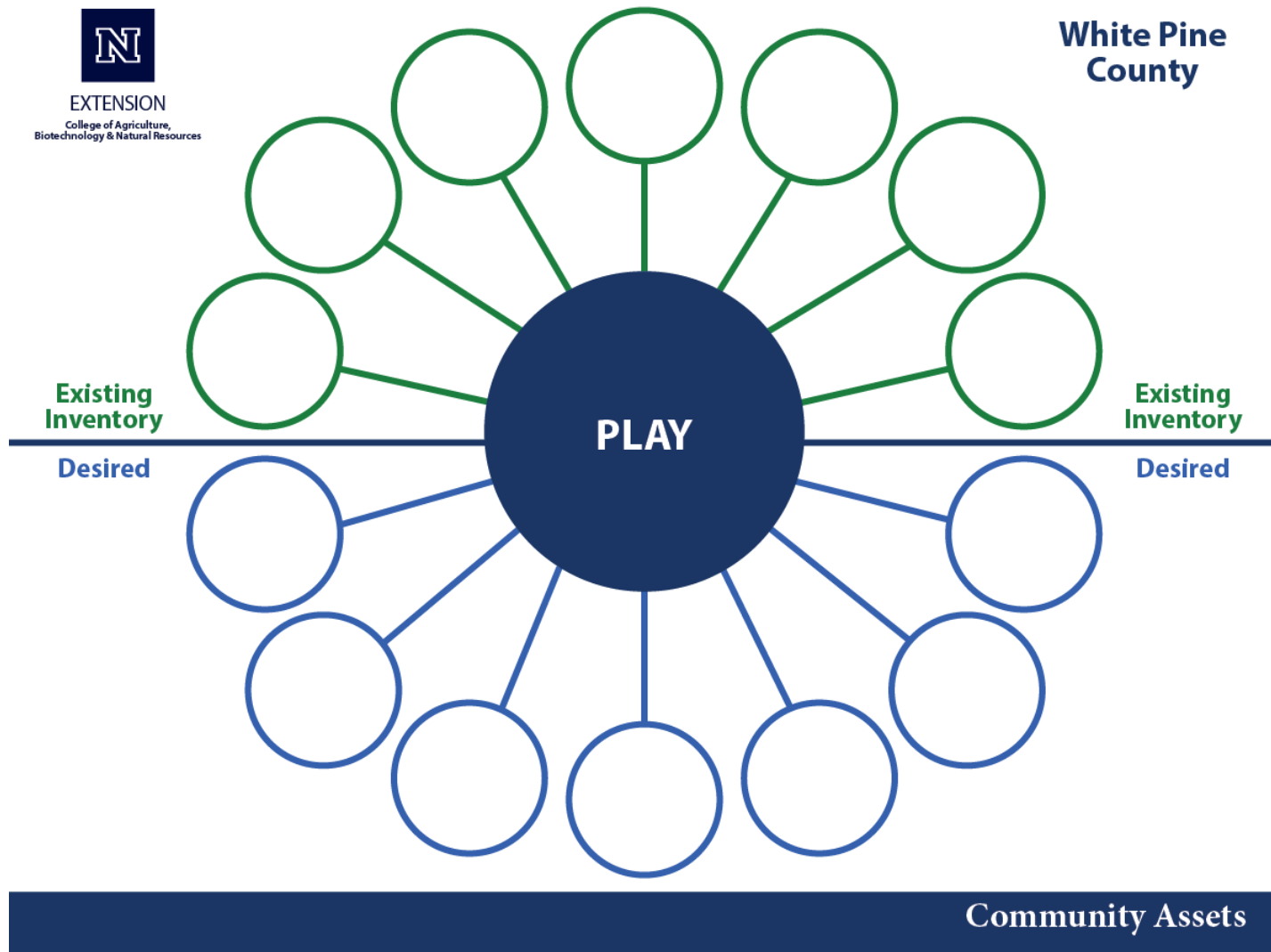
Built and
Natural
Capital

4. Play

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

What Play opportunities are available in the community?

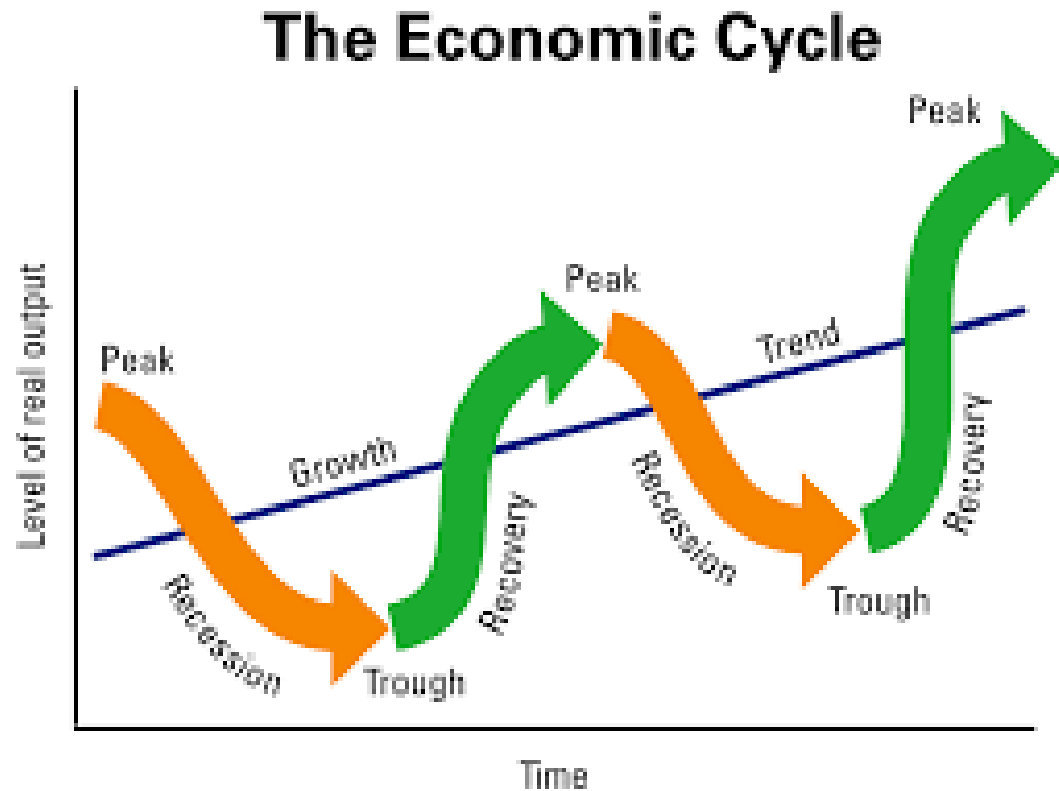


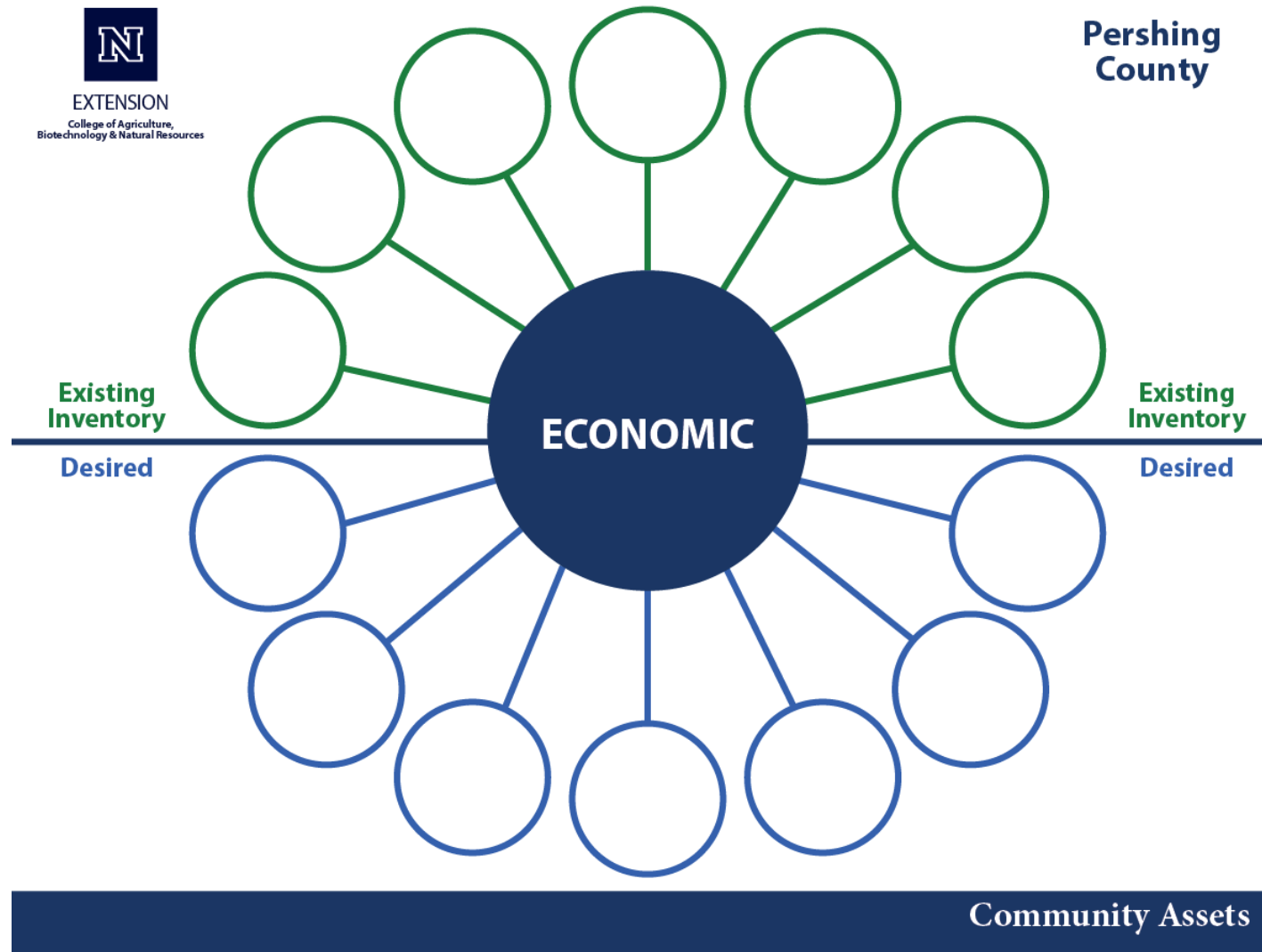


Play Assets =
Quality of life and
Socialization

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

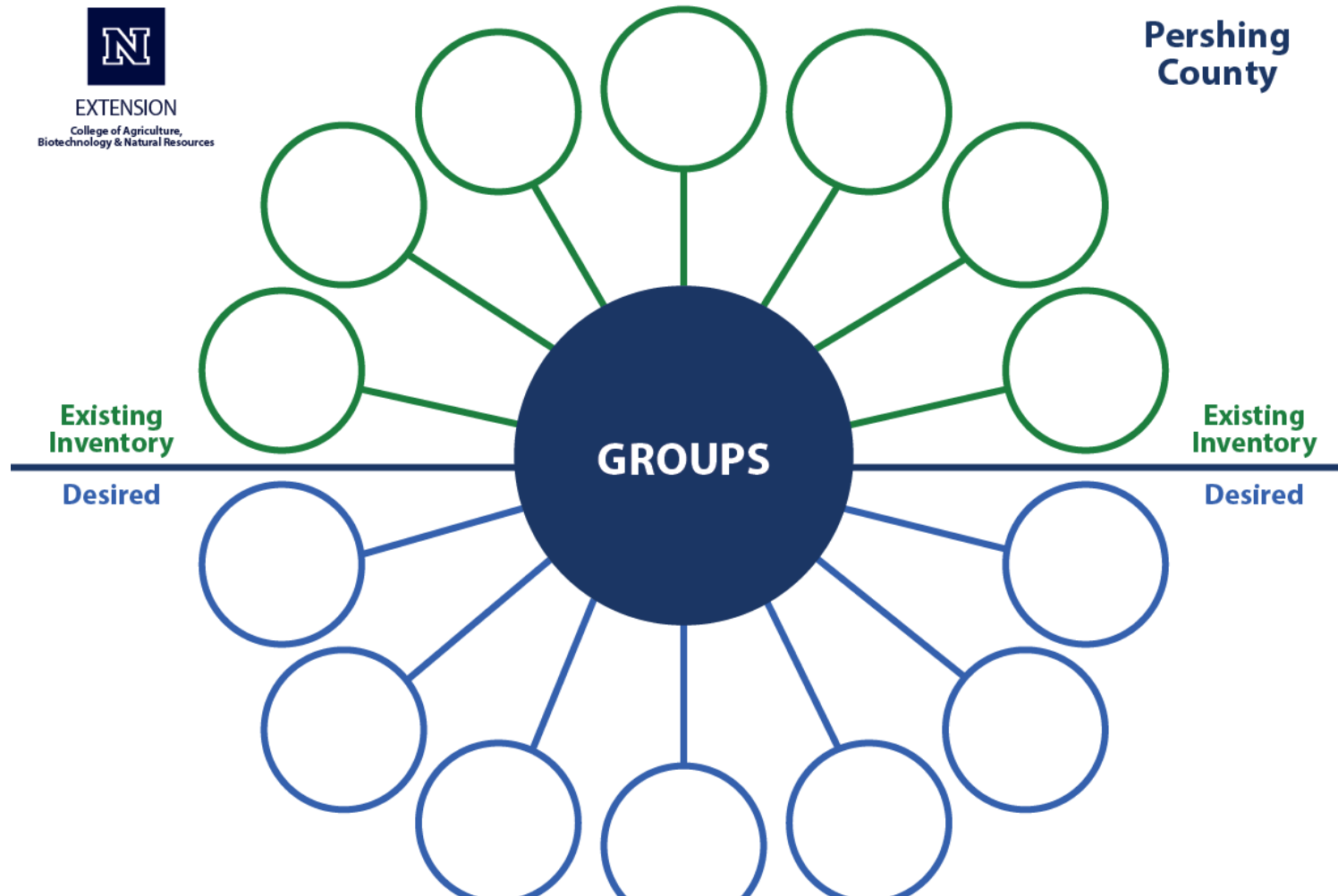
- Organizations or Volunteer Groups
- Formal or Informal
- What groups do you have?
- What groups do you desire to have?



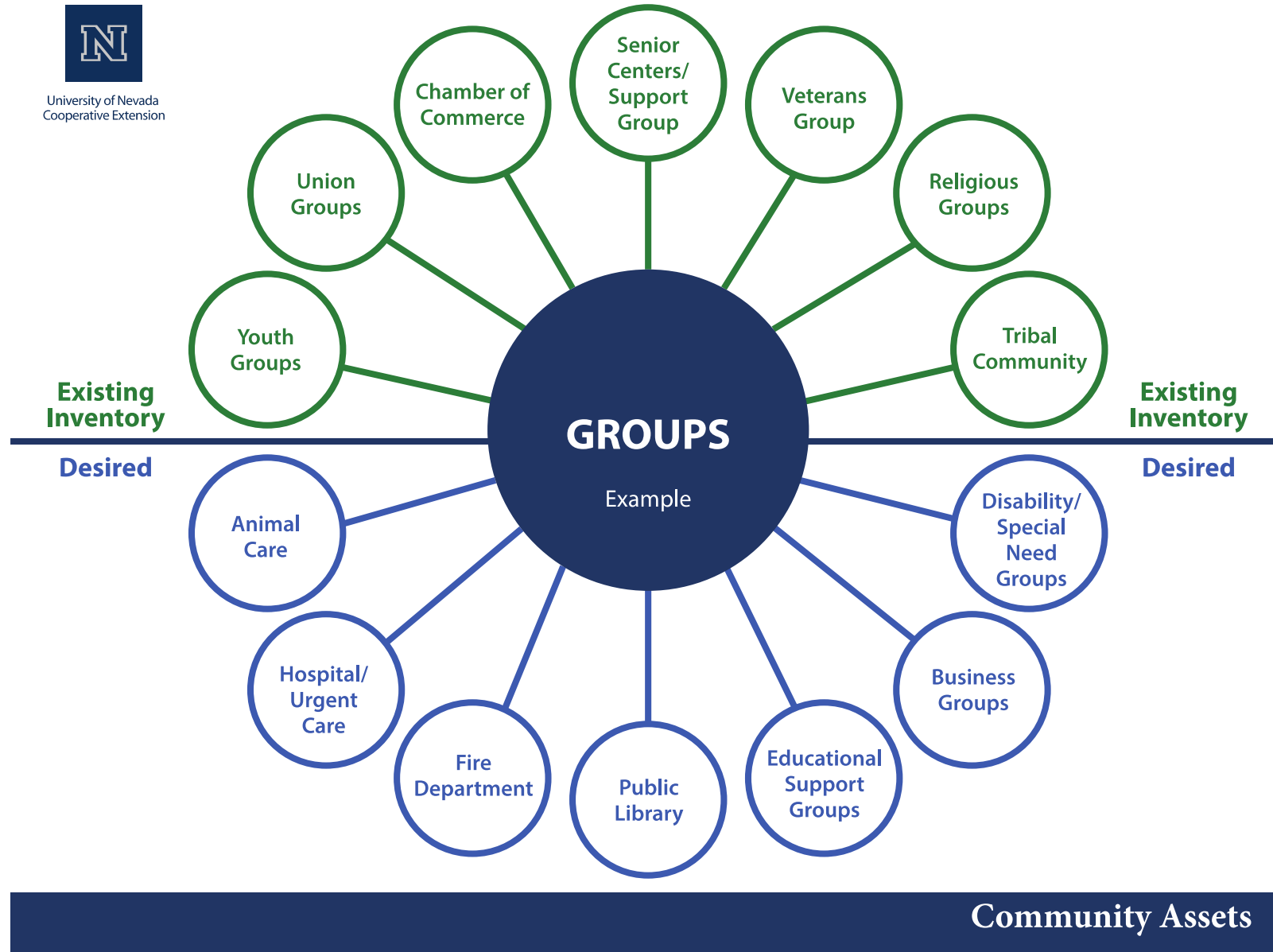


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Groups=
Social Capital



Next Step: Pershing County Community Asset Survey



Pershing County Asset Survey link:

<https://www.surveymonkey.com/r/VMPR2KM>

