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## Results from the Community Asset Survey: Pershing County, Nevada

Marlene Rebori

Joseph Lednicky

University of Nevada, Reno Extension

This publication was produced under the **Nevada Economic Assessment Project (NEAP)**, which aims to provide county, state, and federal agencies, and their partners, with quantitative and qualitative baseline data and analyses to better understand trends in each county's demographic, social, economic, fiscal, and environmental characteristics.

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# Results From the Community Asset Survey: Pershing County March 2021

Marlene Rebori, Community Development Specialist  
Joseph Lednicky, Economist II

## Introduction

The Nevada Economic Assessment Project (NEAP) is a statewide Extension program aimed at providing a baseline repository of socio-economic data for each county in Nevada. One component of NEAP includes a community asset mapping workshop conducted with community leaders and residents. The asset mapping component includes a community workshop, followed by an online community asset survey. The online survey is an opportunity to provide broader community participation, beyond the workshop participants, to help identify community assets.

As part of the NEAP process, the community asset workshop for Pershing County was held virtually with county officials and staff on Jan. 22, 2021. The community asset mapping component of NEAP is a “snapshot of assets”. It is not a full inventory of every asset that exists or is desired in the county. A snapshot provides a broad overview of the key assets in the community, at this moment in time (hence a baseline). Asset mapping is a positive way to promote and think about one’s community and can typically serve as a starting point for further discussions of possible actions and initiatives.

Asset mapping is a process to create awareness of local resources. Its intended purpose is for community members to recognize what their community already has while noting desired additions to their community. Typically, when community members gather, people begin by listing all the problems or needs within the community. When members begin with identifying needs first, they see an endless list of problems. Funding often tends to go to outside service providers, and residents view themselves and their community as deficient. As a result, residents can feel as though they are victims who lack the capacity to make change happen within their own community (Kretzman and McKnight 1993).

However, if residents focus first on assets and strengths within the community, they are far more likely to be committed to investing in their communities and use existing strengths to address needs. Empirical evidence strongly suggests community economic development is more successful when people are willing to commit to investing in themselves and their resources (Burkett 2011; Underwood and Friesner 2017).

Communities that focus on assets first are more able to effectively address needs by partnering with outside entities to leverage the resources and assets within the community (Kretzman and McKnight 1993; Pitzer and Streeter 2015).

Hence, successful community development must begin within the community itself. Results from the Pershing County Community Asset Survey are provided in this special publication to provide a snapshot of existing and desired assets as provided by Pershing County residents.

### Survey Results

Following the virtual community asset mapping workshop on Jan. 22, 2020, an online community asset survey was open in Survey Monkey from Jan. 24, 2021, until March 7, 2021. Links to the survey were made available on the NEAP website and the Pershing County website.

A total of 25 residents (n=25) completed the online community asset survey for Pershing County. A majority of survey respondents were women (88%) compared to men (8%), with one respondent choosing not to respond. Ages of respondents included a cross-sampling of adults, with the highest responses (36%) within two age categories, 45-55 years and 65+ years. The online survey is not intended to be a complete inventory of all assets in Pershing County, but rather a snapshot of assets identified by residents at this point in time.

Respondents who provided input into the survey were from one of the two zip codes in Pershing County. All survey respondents (100%) were from residents in the 89419 zip code (Table 1).

*Table 1. Pershing County Community Assets Respondent Zip Code Distribution, 2021*

Zip Code	City	Survey Responses	Percent
89419	Lovelock	25	100%
89418	Imlay	0	0%
<b>Total</b>	-	25	100 <sup>1</sup> %

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<sup>1</sup> Percent total may not equal 100 due to rounding.

Respondents were asked on the survey to share, “*In one word, what is something you would like to brag about your community?*” The following word cloud (Figure 1) reflects respondents’ one word to brag about their community. The larger the word in the word cloud, the more often the word was used from residents on the survey. Therefore, the more frequently it was cited, the larger the word appears.

The process used to identify assets was grouped into six categories. These six categories were provided to residents during the community workshop and in the online survey as a framework to think about assets. The six asset categories are based on the seven community capitals (Flora and Flora 2013). The seven community capitals (i.e., built, natural, political, social, natural, human and cultural) are commonly identified as the ecosystem of a healthy community. The community capitals approach builds on the notion that all communities have assets. These assets may be inactive, or they may be invested to create more assets or leveraged to help fill gaps in the community.

Figure 1. Pershing County Community Asset Word Cloud, 2021



Respondents were asked to provide what assets exist currently and what assets they desire for each of the six categories. The six asset categories can be fluid, implying the categories themselves are not the focus, but rather it is the the identification of the asset itself that is most important. For example, residents may identify a desired asset to have “reliable broadband”. This asset can be identified under the category of *Play*, *Economic* or *Values*. The six categories of assets are identified as follows.

1. Values
2. People
3. Places
4. Play
5. Economic
6. Group

## Assets

### 1) Values:

Values are an intangible asset of a community; however, shared values add to the quality of life in a community. Examples of values may include “safe community,” “a small-town feel” or “rural values.” Community values are important because values are the foundation to a community and local decisions often reflect these core values. Table 2 outlines existing and desired assets of values as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 2 regarding values as assets.

Table 2. Pershing County Online Survey List of Assets: Values

Existing	Desired
small town feel	more self owned small businesses that stay open
Friendly, small town feel	more community pride, cleanliness
Compassionate townspeople	Reasonable growth minded individuals
Hospital, Clinic, Elder-Care and Pharmacy, historic Values, Education	Indoor/outdoor pool, Wal-Mart or Fred Meyer's, full time vet
Close-knit Community; good schools; outdoor activities	Business Development
Ethnic diversity. Rural values.	
Rural values	Keep the small town values
Sense of home	Community pride as the primary driver to clean up the community.
Great opportunity for kids to participate in a variety of activities	More awareness and pride in property; ie, graffiti, clutter, junk
Safe community	Sustainable community
Strong community values	More support to existing business and new
Hunting fishing hiking county wide	More camping day spots Rye Patch
Lovelock is a very pedestrian friendly community with good side walks and pleasant paths. We are readily accessible to off road adventures as well. We have good schools and lots of community support for school activities. We have a good infrastructure of medical and emergency services. We have valued historic locations and worked to preserve some.	Our community needs more people to support the existing values and create opportunities for growth
A handshake still means something, you feel like you are driving in a parade because everyone waves as they pass, Our kids are a top priority for the community, the community will band together to help its citizens in time of dire need (illness, injury, etc.), most of the tellers/checkers/frontline people know your name	When a newcomer asks what there is to do the person being asked will have several ready answers for unique things to do in our community
Rural Values	

Existing	Desired
Telemedicine	Non subsidized housing, single family homes
Hard working, Friendly, Caring. Sometimes single interest domination	Forward thinking, open to ideas for community good. Skilled, educated.
Good schools, hospital	Friendly welcoming people, entertainment, businesses
family, friends, community, taking care of neighbors/friends/family and even strangers during times of need. Outdoor lifestyle	education--some kids say they don't need it cause they are just going to work in mines, stronger families--care of children (we have some children raising themselves), anti-drugs and alcohol, parental support of educators
Pershing County is free from natural disasters, unlike a lot of other Counties.	Needs more four season activities and county wide tree planting beautification program.
	Willingness to become involved
friendly atmosphere, people who care about one another	quaintness, a uniqueness about Lovelock downtown area

*\*All data in this table were submitted by residents and survey respondents. Please excuse any spelling, grammar, or other inconsistencies. These are not the views nor opinions of the authors of the report.*

## 2) People:

Everyone in a community has some gift or talent he/she can contribute to help strengthen the community. The core of community rests with the capacity of its residents, the individual members of the community and how individuals can contribute. When people use their skills and talents in the community, they make the community stronger. Table 3 outlines existing and desired assets of people as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 3 regarding people as assets.

Table 3. Pershing County Online Survey List of Assets: People

Existing	Desired
youth	supporting self owned small businesses
artists, craftspeople, inventive business people	more community involvement in government and economic development
Local businesses	community pride, volunteerism
Agriculturally minded	Technical skills/trades
Music, Art Teachers, Pet groomer, veterinarian, tax consultant, doctors and nurses	More volunteers; put those on food stamps to work. County Manager
Artists, volunteers	specialized health care, tradespeople
We have a very good small hospital with caring medical professionals. Variety of churches that support the community and each other. 4H program is building . Many activities for youth.	Lovelock has always depended on volunteers. Know they are appreciated.
Friendly atmosphere	New families that want the same
Willing volunteers	More willing volunteers that bring pride to what a completed job looks like and celebrate success.
Volunteers, youth programs	Self responsibly to help create change
Thoughtful, hard working	Broader thinking
Creativity, trying to create more activities to support businesses but also to have things to look forward to doing in this stressful time	More creative outlets and beautification of our communities
Volunteerism	Attract more people to live in community rather than commute
Pershing County is blessed to have high quality professionals who choose to work in Law and Health fields. As well as education.. We also have a strong sense of volunteerism in our community	If there were more opportunities for employment Im sure we would attract more highly skilled professionals.
Crafters/Artists of all medians (fabric/quilters/sewers/knitters/crocheters/scrapbook/painters/fabricators/woodworkers), Educated people (teachers, farmers, ranchers, and others have college degrees), kid related activities directors (4H, FFA, coaches for school and leagues), miners, metal detector people,	We need more skilled workers in the building trades

Existing	Desired
hunters/guides, birders, beekeepers, ranchers/farmers, volunteers for numerous activities	
Volunteers	Handyman Services
Medical professionals	Clerical skills
Stability, deep roots. Multi-talented as people wear many hats	Local training/education so our kids can stay or return here because of good jobs. More housing so workers can locate here and be part of our community
Volunteerism, community helping the community	People who make new people in the community feel welcome., communication source
artists, educated, friendliness, support of youth sports,	mentors for youth and young adults, attract more residents due to community feel not because it's cheaper to live here, new people who want to live here because they enjoy the culture of our community not because they want to change it to be like where they came from
Farming, Ranching, Mining education.	Rural netzero home construction and high quality internet, cellular services and television.
artists, craftspeople, inventive business people	more community involvement in government and economic development

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### 3) Places:

Every community has special places where people come together. Community is about coming together, and the places where people congregate are spaces for building community. These places may serve as a microcosm of community. Places can also add to a community's identity through a historic building or traditional stories about the community. Table 4 outlines existing and desired assets of places as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 4 regarding places as assets.

Table 4. Pershing County Online Survey List of Assets: Places

Existing	Desired
Indian caves	shopping
Rye Patch Reservoir, Thunder Mtn, Safe Haven, Ghost Walks, Hay rides	Some organized tours and guides for those of us who aren't familiar with the trails, ponds and special places in the county.
museum, court house park and strip park	theater, additional restaurants
Temptations, Valero Station	Night club for find dining and dancing.
Library, Historical Courthouse, grocery store	more shopping opportunities
Do have Museum as well as other places listed below.	
Don't promote burning man	Events at the park
Public lands to explore, the new winery	Offroad Park
Historic and old buildings, homes	Less blight
Courthouse Park, community center, McDougal Sports Complex	Wedding venue, more restaurants, hiking trails, golf course
The Catholic Hall, Community center and the parks	A public garden, with areas for picnics or place to just have a quite place
Locking your love	Walking tour and signage
Pershing County has several parks some with playgrounds for public gatherings. The Senior Center and many churches are places where people of like minds can come together	no comment
Big Meadow Recycling Center; Kruze Road Winery; Grass Valley, Pershing County and Imlay Community Centers; Safe Haven Wildlife Sanctuary; Thunder Mountain; Mohea Park in Unionville; Unionville; Seven Troughs; Rye Patch State Park; Rogers Dam, Big 5 and other places to access the Humboldt River; Lone Mountain; Rifle Range, Pistol Range; the "L"; Derby Field; Lovelock Cave; Marzen House Museum; Vounteer Fire Departments; Amehurst Park; Courthouse Park and Pool; Library; Skate Park; Lions Club Park; Imlay Park; McDougal Sports	A major business in Downtown Lovelock that would generate tourism and benefit the redevelopment of the downtown; better usage of the Depot - make it a tourist destination, not a "closed to public" business

Existing	Desired
Complex; Lovelock Rodeo Grounds; 4H Building;	
Depot	Lumber yard
	Bowling Alley, movie theater, Housing, clean hotels
Downtown hub that can be developed. Lock Your Love is fairly well-known. Wide open space close to major urban areas.	Make downtown a gathering area for locals & visitors. Outdoor performing venue like an amphitheater. Make I-80 interchange more interesting so people visit us. Housing of course. Capitalize more on the Lock your Love theme, maybe an outdoor wedding place near the locks.
Library, Senior Center, community center	Entertainment, housing
Library, churches, parks, pool, Rye Patch, indian caves, school sports events	Youth gathering places, youth activities on nights sports events aren't happening, activities for youth who are not athletes, maybe combine youth center and library
Rye Patch Reservoir, caves and ghost towns.	Overlanding 4x4 outfitter like 4Wheel Parts, REI and Bass Pro ship. Four season outdoor and indoor activities.
Rye Patch Reservoir, Thunder Mtn, Safe Haven, Ghost Walks, Hay rides	Some organized tours and guides for those of us who aren't familiar with the trails, ponds and special places in the county.

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#### 4) Play:

Play is an important part of life for all of us, from children to adults. Play gives us the time and space to meet and socialize with others, and improves our physical and mental health and our overall quality of life. The evidence outlining the benefits of play in the development of young children is overwhelming. Likewise, the value of play from children to adults offers wide benefits for a community. Locations for play are often seen as a focal point for communities. They offer opportunities for social interaction for the wider community, support the development of a greater sense of community spirit and promote social cohesion. Table 5 outlines existing and desired assets of play as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 5, regarding play as assets.

Table 5. Pershing County Online Survey List of Assets: Play

Existing	Desired
parks	entertainment
All those listed	maybe some organized events for trail hiking, bird watching
swimming pool, parks	theater, live entertainment
Playground areas	More family focused activities/business
Parks, swimming pools, skate park and tourist attractions	Walking park
parks, outdoor exploration, swimming pool	swimming pool needs repairs, music venue, local theater
Pat Rowe's activity schedule for summer events is a plus. Library has one of the best Nevada History collections.	Need more communication like this since the weekly newspaper is now three counties.
Family activities	Concerts in the park
Pool, playgrounds, parks	Access to public rec center
Rye Patch, Haybale theater	Swap meet
Two playgrounds	An indoor Waterpark/swim center with a fitness center
Hiking, four wheeling, parks and swimming	Indoor pool for winter
Town parks	Entertainment
We have lovely parks with playground equipment, shooting ranges, swimming pool, and are close to Rye Patch Dam recreational facility	Development of more hiking trails and bike paths would create other venues for play in our community
Parks, Community Centers, Humboldt River/Rye Patch, out of town trails, ghost towns, hunting/shooting, race track, hiking trails	create more tourist opportunities out of a existing asset
parks	bowling alley
	Boys and Girls Club
Parks & other public facilities. ATV friendly open spaces.	Bring visitors from close urban area for a themed weekend. IE: Wedding weekend, ATM treasure hunt, Country Flea Market downtown.

Existing	Desired
Swimming pool, hunting and fishing areas	Bowling alley, golf course, movie theater
Kids often gather in the library--we need more room for them to play games and socialize; pool, parks, car races, outdoor movies, rodeos	more performing event, events that are in town and don't require a car to get to, arts classes, dance and acting, more events in the park or downtown
	Musical instrument store that gives lessons, cyber cafe, square dance studio that gives lessons that doubles as a yoga/workout facility. Bicycle path and mountain bike tours. Pershing County tours in general: fishing, hiking, biking, camping, side by sides, snow mobile, ice skating, bowling, drag racing, mud bogging 4x4 off-roading park. Ice cream, taco, hot dog truck. Live music venue inside a great big red barn. Do what works in other thriving towns, no need to re-invent the wheel, just make sure it's four season useable.
All those listed	maybe some organized events for trail hiking, bird watching

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### 5) Economic:

Communities have economic power in local businesses. This power includes who they hire, what they purchase, what skills they teach and what resources they offer. Revitalizing a community's economic life is at the very center of local economic development. Communities have many steps to rebuilding the local economy, and it begins by recognizing the local institutions and organizations that exist. Table 6 outlines existing and desired economic assets as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 6, regarding economic assets.

Table 6. Pershing County Online Survey List of Assets: Economic

Existing	Desired
	local health/beauty
all those listed below	more tourist attractions to support local businesses
retail stores, restaurants	more variety in shopping and eating out
Agriculture	Adult education - successful contributions back to community
Internet, restaurants	more broadband, incentives for youth to stay or return to the community before it dies.
hair and nail salons, shirt printing	more reliable internet, more restaurants, brewery
Shop local.	Understand why fire damage could not be removed. One bad spot has taken away from all work done by other businesses to spruce up and keep going during this pandemic.
Local shops	High speed internet's
Antique store, machine shop, hardware store	Stable internet service, junk ranch type flea market, tire shop
Affordable	Openness to outside business opportunity
Five motels, Safeway, various dining options, Family Dollar, mining	More restaurants, shopping options, art exposition
Local businesses	More businesses, restaurants, entertainment so you don't always have to go out of town
Local businesses	Encourage and assist Mom and Pop shops to succeed
Private enterprise is severely limited in this community. We have a very limited work force pool and with the low population it is not likely that that will improve in the near future.	Work force development is essential to growth in this area as is increase in available housing. Programs that draw college educated residents to return to this community and more opportunities for enterpenure growing concern will be an interegal part of economic development
Mining, Ranching/Farming, A few eateries, an industrial park with rail access in Lovelock, a warehouse that would be ideal for cold storage facility, a few small retail shops,	Increase to housing of all types is needed; we are expecting West Coast Salmon Nevada to start construction in late 2021, would like to see NV Soy and Tolsa come out of the mothballs
mom/pop shops	more reliable internet

Existing	Desired
Healthcare Scholarships for Pershing County residents with acceptance to medical program - commit to working in Pershing County	Skilled trades
Major transportation: I-80, US 95, Rail. Airport. Available land. Less than 2 hours to major Urban area.	Internet Equality on par with urban areas. Thriving local small business. New businesses to expand the community tax base. Build the community capacity - housing, workforce, infrastructure, education
Safeway	Hair dressers, jobs, housing
farming and mining, grocery store,	mentors for small businesses, fill up the stores on main street
	Small business manufacturing and services are paramount. Have got to ramp up insentives for manufacturing for sure.
all those listed below	more tourist attractions to support local businesses

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## 6) Groups:

Groups and organizations are the foundation to a community’s social fabric. Linkages and networks among community groups create social capital. Community groups (whether formal or informal) can often serve as the avenue for creating social trust, build relationships, and connect networks among community members. Involvement in these groups builds individual skills and increases involvement in community associations. Those involved in groups often help “fill the gaps” in a community and take on leadership roles. Table 7 outlines existing and desired groups as identified by workshop participants in Pershing County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 7, regarding groups as assets.

Table 7. Pershing County Online Survey List of Assets: Groups

Existing	Desired
4-H	craft groups
Youth Activities, HS Sports, strong church involvement	Art classes, cultural activities - outdoor plays
Senior Center, 4-H	community theater
Youth activities - sports, 4H, Leadership	Adult activities with more familial values
Church, Senior Center, 4 H Groups,	Saturday night gather place for dancing and playing music.
several advisory boards, 4-H, Scouting, Church,	
Street Fever Car Club , Race track, as well as others listed below.	Coming back after COVID.
Activities for kids	Chamber of commerce
AA/NA, FCC, volunteer fire dept, youth sports.	Youth sports advisory groups, shooting sports
Volunteer firefighter, youth leaders	Increased advertising of current groups
Rec Board, Planning Committee, county commission, city meetings, revitalization committee	Not sure
Senior Center, Lone Mountain Grange, Wizards Flower Magic Flower arrangement class	A public gym, exercise groups etc
Youth groups local 4H	Need more active chamber of commerce
There are many groups that were very active in the past in this community unfortunately the younger generations do not seem as interested in volunteerism as would be needed to make these groups viable to community development	none
youth groups	boys and girls club
	Music and art in the schools
Church & Facebook groups. Schools are actively supported. Pershing economic development office. Caring local government. Volunteers quickly show up for quick, short term needs.	Strong Chamber of Commerce. Recognize what community capacity needs exist, plan to address them. Support PCEDA. As revenue improved, hire staff to support/work with volunteers who cannot do everything themselves.

Existing	Desired
Senior Center, 4H	
quilters club, artists, churches, Frontier Days organizers, churches	Youth and young adult volunteers--they need leaders/mentors to show them how.
	Pershing County Overland 4x4 Club. Lovelock radio station and Ham radio club. Lovelock shooting range/ firearms store/club.
Mines, small businesses	More local business
Youth Activities, HS Sports, strong church involvement	Art classes, cultural activities - outdoor plays

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## Snapshot of Assets

As stated earlier in this document, asset mapping is a process to create awareness of local resources and strengths. Its intended purpose is for community members to recognize what their community already has while noting desired additions to their community. Identifying community assets is an important process in driving local economic development (Burkett 2011). To create a “snapshot of assets” across each category, comments were qualitatively grouped into key themes. Themes were identified based on survey responses for each of the six asset categories. Participant comments, as listed in Tables 2-7, were reviewed and categorized into dominant themes based on similarity of responses.

Developing themes from qualitative survey responses required responses to be reviewed and coded. Similar coded responses were grouped together to create a theme (i.e., the individual responses of all the service and civic clubs listed were placed under a general theme of “Service/Civic Clubs” to reflect a broader theme). The higher frequency of coded response per theme is reflected by a sequence of listing for each asset. A snapshot of assets listing the top three existing and desired assets for each category is provided in Tables 8-13 and summarized below.

### Values

*Table 8. Themes of Existing and Desired Values as Assets in Pershing County*

<b><i>Existing Values</i></b>	<b><i>Desired Values</i></b>
<b>1. Sense of Community</b>	<b>1. Community Beautification</b>
<b>2. Accessible Health Care</b>	<b>2. Development Opportunities</b>
<b>3. Good Schools</b>	<b>3. Diverse Dining/Recreation</b>

### People

*Table 9. Themes of Existing and Desired People Assets in Pershing County*

<b><i>Existing People</i></b>	<b><i>Desired People</i></b>
<b>1. Professionals</b>	<b>1. Skilled Workforce</b>
<b>2. Artists</b>	<b>2. More Local Involvement</b>
<b>3. Volunteerism</b>	<b>3. More Employment Opportunities</b>

## Places

Table 10. Themes of Existing and Desired Places as Assets in Pershing County

<b><i>Existing Places</i></b>	<b><i>Desired Places</i></b>
<b>1. Outdoor Opportunities</b>	<b>1. Fine Dining</b>
<b>2. Historic Places</b>	<b>2. Walking Tours/Guides</b>
<b>3. Community Centers/Parks</b>	<b>3. Diverse Shopping</b>

## Play

Table 11. Themes of Existing and Desired Play Assets in Pershing County

<b><i>Existing Play</i></b>	<b><i>Desired Play</i></b>
<b>1. Parks/Playgrounds</b>	<b>1. Performing Art Center</b>
<b>2. Public Library</b>	<b>2. Indoor Pool/Fitness</b>
<b>3.</b>	<b>3. Hiking/Walking Trails</b>

## Economic

Table 12. Themes of Existing and Desired Economic Assets in Pershing County

<b><i>Existing Economic</i></b>	<b><i>Desired Economic</i></b>
<b>1. Local Businesses</b>	<b>1. Reliable Broadband</b>
<b>2. Grocery Stores</b>	<b>2. Diverse Retail/Dining</b>
<b>3. Mining/Ranching/Farming</b>	<b>3. Accessible Housing</b>

## Groups

Table 13. Themes of Existing and Desired Group Assets in Pershing County

<i>Existing Groups</i>	<i>Desired Groups</i>
1. Youth Groups	1. Art/Craft Activities, Groups
2. Advisory Boards	2. Chamber of Commerce
3. Church Groups	3. Exercise Groups/Public Gym

### Limitations

A few significant limitations need to be noted in this report. First, a very small percentage of residents completed the online community asset survey (n=25) out of a county population of 6,725 (U.S. Census 2019). Additional limitations to the survey are a majority of those who did complete the survey were female (88%), and survey respondents represented only one of the two zip codes in Pershing County, with 100% of responses from zip code 89419. Given these limitations to the community asset survey, the results are a first step in identifying existing and desired assets within the community. However, the snapshot of assets identified in this report can be used as a **starting point for discussion** among a more diverse set of residents with local decision-makers, to explore how existing and desired assets can guide economic development decisions.

### Conclusion and Next Steps

Asset mapping is an important tool to assist communities in identifying resources and strengths that currently exist, and it can help reveal desired assets that residents believe should be improved upon to help drive local change in their community. The information provided in this report reflect results from the Pershing County Community Asset Survey, in connection with the Nevada Economic Analysis Baseline Report. Both of these reports are tools that can be used to help inform and guide local decision-making for economic development and to understand what residents value and desire in the community.

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