



Marlene Rebori, Community Development Extension Specialist
Joseph Lednický, Economist II
Buddy Borden, Community Development Extension Specialist
Lindsay Chichester, Douglas County Extension Educator

**PEER
REVIEWED**
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*A process mapped by the community.
Full report available at extension.unr.edu/NEAP.*

WHAT ARE COMMUNITY ASSETS?

Community assets are things that improve the community. These include items that community members want to keep, build upon and sustain for future generations. Assets can be a tangible aspect, such as a historic building, or assets can be intangible, such as community values or volunteer efforts. Identifying a snapshot of assets helps us to:

- Easily envision our strengths and possible gaps we can work on as a community.
- Continue discussions of possible actions and initiatives.
- Think about and promote the community.

ASSET CATEGORIES



Values



Play



People



Groups



Places



Economic

ASSET MAPPING PROCESS

Step 1:

Community
Workshop

- A meeting is scheduled with local community leaders.
- Attending participants are asked to record what they feel are assets for each of the six categories on the bubble maps.
- Afterward, a discussion of what was recorded takes place.

Step 2:

Online Community
Asset Survey

- Bubble maps for each asset category are developed based on participant data from workshops.
- Community members and Extension advertise the online survey to encourage broader community participation.
- A paper hard copy (PDF version of the survey) is provided for those without online access to the survey.

Step 3:

Data Analysis of
Assets

- Survey data is analyzed for each asset category, including both existing and desired assets.
- Themes are developed for each of the asset categories based on data provided by participants, hence reducing each individual response and placing responses into themes.
- Assets are discussed and summarized in the NEAP Report.

A full baseline data report, an economic impact report and additional infographics are available for this county. Full reports and infographics will be available for each county in Nevada. For more information, email us at EconDev@unr.edu, or call Marlene Rebori at 775-336-0264, Buddy Borden at 702-257-5505 or Joe Lednický at 702-948-5971. The Douglas County Extension office is administered by Lindsay Chichester, Extension educator, who can be reached at 775-782-9960. Visit us online at <https://extension.unr.edu/neap>.



VALUES

Values are an intangible asset of a community, but shared values of a community add to our quality of life.

Existing	Desired
Small Town Atmosphere	Acceptance/Tolerance for Diversity
Ranching/Agriculture	More Art/Culture Opportunities
Access to Outdoor Amenities	Clean/Accessible Open Space



PLAY

Play is an important part of life, from children to adults. Having time and space to play provides the opportunity to socialize with friends and improves our physical and mental health and our overall quality of life.

Existing	Desired
Outdoor Opportunities/ Trails	Dedicated Bike/Pedestrian Lanes for Connectivity
Community Events	River Trail/Waterfront Park
Swim Center	Community Arts Venue



PEOPLE

People are residents of the community. Everyone has gifts and talents to contribute to the community.

Existing	Desired
Strong Volunteer Spirit	Less Division in Politics
Skilled Retirees	More Inclusive Community Input
Artists	More Primary-care Doctors



GROUPS

Groups can be either formal or informal and often serve as our social fabric. Groups are residents working together to improve the community, get involved or add value to the community.

Existing	Desired
Diverse and Many Nonprofits	Rational/Honest Local Elected Officials
Many Civic Organizations	Art/Culture Collaborative
Chamber of Commerce	Network for Young Professionals



PLACES

Every community has special places where people come together. Places can be either the built or the natural environment.

Existing	Desired
Lake Tahoe/Local Trails	Bike/Walking Paths That Connect to Amenities
Community Centers	More Access to the River
Museums/Galleries	More Vibrant Downtown



ECONOMIC

Communities have economic power in local businesses. Economic power can also be understood through local banks, community foundations or development authorities.

Existing	Desired
Tourism/Gaming	Attainable/Affordable Housing
Chamber/Business Council	Workforce Dev./Job Training
Many Locally Owned Businesses	Grant Writer/Specialist