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Results from the Community Asset Survey:
Storey County, Nevada

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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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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 Storey County was held virtually with county officials and staff on June 16, 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 Storey County Community Asset Survey are provided in this special publication to provide a snapshot of existing and desired assets as provided by Storey County residents.

Survey Results
Following the in-person community asset mapping workshop on June 16, 2021, an online community asset survey was open in Survey Monkey from June 17, 2021, until July 7, 2021. Links to the survey were made available on the NEAP website and the Storey County website.

A total of 25 residents (n=25) completed the online community asset survey for Storey County. A majority of survey respondents were women (56%) compared to men (44%). Ages of respondents included a cross-sampling of adults, with the highest responses, (40%) within the age categories 65+ years, followed by 55-64 years (28%). The online survey is not intended to be a complete inventory of all assets in Storey County, but rather a snapshot of assets identified by residents at this point in time.

Twenty-three (n=23) respondents provided input into the survey regarding their resident zip codes. Three zip codes within Storey County are represented, and one respondent resides in a nearby county (Table 1). Twenty-two (22) survey respondents (96%) reside within Storey County, and one respondent is a landowner in the county, but resides elsewhere.

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

Zip Code	City	Survey Responses	Percent
89521	VC Highlands	9	39.1%
89440	Virginia City	7	30.4%
89434	McCarran/Lockwood	6	26.0%
89403	Dayton	1	4.4%

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. Storey 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 Storey 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. Storey County Online Survey List of Assets: Values

Existing	Desired
Messy homes and yards	Attractive homes and yards
Historical preservation	Increased diversity and inclusiveness, empathetic community members, more non-profit activity that serves locals
	Have public works install water lines and sewer lines . We used to see them replacingo them all the time. But nothing the last 6 years . They need to get back to pavingredients . These grants and loans raise rent and raise prices for all .
safety, close community, independent personalities	not on the list
	Support improved communications between communities, improved inter-agency collaboration (fire, LE, EM).
Our history! And preserving our history, close family community, educational values, our tourism giving locals and tourists something morally, fun play time	Having more "fun" things to do, Delta & Bonanza used to be sort of the jewel of VC, They had gambling, good food, honky-tonk piano music, now nothing they're boring
Senior care	Oral history of elders. Here in Lockwood, and LCC, many of our strong older women are mustang ranch originals. No matter your views on ranch, a 60 year legacy that promoted such tourism is worth writing down. Especially for the women that lived it in past decades.
Senior Care, Wildlife Respect, Safety	Better Community Spirit, Emphasis on being better neighbors
small town	
Conflicting ideas/attitudes causing friction in the neighborhood	Cooperation between all residents to create harmony in the area. Respect,acknowledge of all residents.
Governance culture is changing.	Better communications between groups.
Safety law enforcement small town family feel	Small town always commitment to your neighbors
Love of the natural environment	More open to new/different ideas or perspectives

Existing	Desired
Fire safety senior	Oral history better communication
Friendly welcoming communities	Less "old leaders" run everything. Be more Welcome to New ideas
Size	Better connectivity and communication between communities
Senior care, fire stations	More balance between local community and tourism, recreation for community kids
Small town feel. Tourism. Historic buildings and homes. Fire and medical safety.Organizations and groups to belong to such as the elks the masons the silent riders the campers the jeep possee etc. These groups contribute to charity and worthy causes within the county	Safety and the feeling of safety. This county completely lacks a comfort for quality of life and property by the local law enforcement.

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 Storey 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. Storey County Online Survey List of Assets: People

Existing	Desired
crazy and tweaker people	Clean and sober people
Workers and volunteers who keep businesses and community functions alive.	Quality Employers (especially those who will pay a living wage)
Geraldine Antanerow and Shawn Griffen	Hire department heads that are qualified . We need a puBlick works derector and crew that can pave and repack lines.
historians, volunteers, business owners	better relations between communities
	better access to County, state, and federal representatives
Youth sports coaches, drama coaches	Giving young people more, namely music teachers
Many people who live in Lockwood, who are diverse. We aren't usually recognized as part of the collective storey county	Diversity. In all forms, race, political, idealism, etc.
Volunteers, Retired Professionals, Trades people, Business leadesrs	Community Volunteer Director/Coodinator/Recruiter
virginia city performers, business owners, workers	
Care and concern for residents.	Treating all neighbors with respect
Business owners.	Better relations between communities.
Commissioner family sheriff	Communication with neighbors assist
Unique characters	Open mindedness
Historians volunteers	Restaurant and employees
Huge amount of untapped knowledge among seniors. From carpentry to mechanics to home making skills to academics to social building	Connect those who want to give to those who need.
Residents, sheriffs	Better communication and access between communities
Sheriffs, locals love where we live	All of the existing inventory revolves around tourism, not locals.
Arts. Construction. Historical knowledge. Organizations with a true love for the town. Fire Department and medical skill. Fun and unique townsfolk	new law enforcement/public safety leadership.

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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 particpants in Storey 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. Storey County Online Survey List of Assets: Places

Existing	Desired
Existing Pipers Opera House	A restored Pipers Opera House
Parks	Community garden, affordable housing, established resident parking
History	protected natural resources
	Dedicated county archery range, dedicated county pistol/rifle range- volunteer staffing coordination.
People come here for all of the historical buildings	Buildings that offer "things to do" for not just tourist but locals too!!
In Lockwood, we literally only have an elementary school. All we've had for decades. It is a park, but only outside of school hours. And dogs are not allowed in it the last couple of years.	A park. Even just one. That's open to public all hours as normal parks. With grass. Where dogs are allowed.
Senior Center; Club House (Pool, Exercise Room, Library, Event Room with Kitchen); Small Riverside Park)	New expanded Senior Center, School/Community Pool on School grounds
off-road trails, virginia city shops	
Community center, Truckee River	Improved community center
Historic buildings and museums.	Dog park and year around pool.
Fire safety parks hiking	Keep area private no more growth
Beauty of nature	More conveniences
Historic,	Housing, protection of historic places
Parks and hiking	Dog parks added to communities
Art center (more communication/made available with locals)	Recreation for youth and underage
Saloons and cafes'. Access to desert and off road areas. Mines and historical places to visit. Petroglyphs are amazing.	Better variety of shopping. More self sufficient shops barber/ food store/ hardware store/ in vc proper. We need better handicap parking downtown.
Existing Pipers Opera House	A restored Pipers Opera House
Parks	Community garden, affordable housing, established resident parking

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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 Storey 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. Storey County Online Survey List of Assets: Play

Existing	Desired
Fighting in bars	Hiking and riding trails
Bars, too many bars	Fine dining, theatre, events for locals to bring community together
	Need gate at vc ballfild so all of us can use it., mountain biking,
tourism, live music, parades, public land	shooting range
	(see above)
Washoe Club pool tables, tours, investigations, interesting guest speakers, Bucket used to have piano music, Mark Twain is the only gambling!!!!	Gambling!!! This IS Nevada!!! And historically VC had not just Saloons but Gambling& More Better Restaurants!! How about offering historical menus!?!?!
Kids have no parks, teenagers have ABSOLUTELY NOTHING to do in Lockwood. The rbhoa has talked about trying to make a teen hangout out of their clubhouse /private property. For years now. But nothing has come.	Something for kids/teens to do. Skate park, A park at all. A warehouse building with pool tables, ball courts. Anything. We have no public transport in Lockwood. There is nothing for kids who grow up here to do, besides find trouble. Please help.
Rainbow Bend Club House and Park	Youth Activity Center + Better use of School Facilities + School/Community Pool on School grounds + Outdoor Event Area with bleachers and handicap seating for community concerts, sports, barbeques, school events
off-road trails, virginia city shops	Virginia City Hill Climb
Christmas parade	No suggestions
Virginia City tourism	Dedicated and improved shooting range.
Historic town gallery art	Private roads with walking trails
Unique events in VC	Pool, trails, tennis courts
Parades, live music	Year round pool
Parks, playgrounds, walking / biking / riding trails	Places to eat, movie theater, grocery stores

Existing	Desired
Parks and facilities in communities	Lap swim size pools, dog parks and horse management out if communities to provide safe recreational locationsto allow
All focused around tourism	Skate park, year round pool, something for youth that rarely get to leave the hill. More (local)family events
Bars and live music. Parades. County wide activities for residents. Access to public land. Hiking. Biking. Off road vehicles.	Better pool and parks aimed for local kids. Movie theater. More interaction with other events in northern nevada such as bringing the Vegas to reno off road race to or through vc. Improved trailsvfor hiking biking and walking in the Lockwood area. Get local kids motivated with skate/ bike park. Host events at the fairgrounds that will actually bring a greater variety of people to vc. Open off road mx track in the north county area. Allow another brothel to operate in the north county area

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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 Storey County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 6, regarding economic assets.

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

Existing	Desired
None	B of A Versateller Machine
Local government, DMV, property owners and tax payers, tourism	Grocery stores, pharmacy, doctors offices, banking, well paying jobs, better education and more school programs (investing in our youth), businesses/non-profits that support local resident quality of life.
	Stop hiring retired employees, this just hurts all emploeyes retirement's . They all seem to be good old boys.
history, attractions, opportunity zone, easy to do business	water reliability, grocery
?	We NEED a bank again
TRIC. 8 miles from us.	TRIC. If you're going to allow all that crap 8 miles away from lockwood, where we have to deal with the environmental, fiscal, traffic, etc problems, maybe you could throw a little money our way for a park.
Small business area with existing market	Community Center - with rentable offices, club or worship area space
VC Events, Industrial Business Park TRIC	Gas Station
Easy to do business.	Water reliability.
Non profit community outreach	Maintain small community build relationships
	Grocery, gas station
History and attractions	Water relabel
TRIC, a few business.	Banks, activity centers (bowling, pool tables, snow/water activities)
Community chest, history	Quick food options, gas, more local education on resources and availability
History. Big business USA parkway. Bars. Antique stores for tourism.	Stop allowing beer stands to sell beer in direct competition with local bars during events. Get the gas station open. Help business in historical buildings to improve the outside look of the building to keep them historically correct. MORE public restrooms for tourists.

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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 assets of groups as identified by workshop participants in Storey 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. Storey County Online Survey List of Assets: Groups

Existing	Desired
Drunks in bars	County government advisory groups
Locals, schools	engagement of locals through community projects and events, more after school activities for local kids and families
	Think more of residence not just business. Noise, Traffic, Ect.
business owners, locals, volunteers	community events
Our exsisting groups are great	Rental housing group- local real estate not just buying and selling but Rentals!!
School, Country Club, Volunteers	More Community-Wide Activities (music, barbeques, clean up days, horseshoes, bocce ball, as well as children sports)
Locals, school, weekly food pantry	Acknowledge all communities
Schools	Acknowledge all communities.
Volunteers non profit willingness	Helping hands in rural areas private community
Locals school	Community events
CERT, community centers, senior programs, high school sports.	Youth activities, single teens & adults, parents ages 20 to 40
	More active horse coalition to keep horses outside of communities to prevent property damage
Locals love their home,	Community events, youth events, knowledge and education as to what groups are available
Campers. Silent riders. VCMC. Masons. Jeep posse.	C st business owners group. Encourage/ help groups to host events. Involve more citizens in the historical improvement group

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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 for each category are summarized below.

Values

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

Existing Values	Desired Values
1. Small-town Feel	1. Improve Communication, Collaboration
2. Historical Preservation/Tourism	2. Improve Community Connections in County
3. Senior Care	3. Welcome New Ideas and Perspectives

People

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

Existing People	Desired People
1. Local Business Owners	1. Improve Communication Between Communities
2. Volunteers	2. Increase Competence of Workers
3. Crafts, Skilled Workers	3. More Open-minded Community

Places

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

Existing Places	Desired Places
1. Historic Buildings, Places	1. Dog Park
2. Parks, Trails	2. More Activities for Locals Versus Tourists
3. Arts, Senior Center	3. Outdoor Shooting, Archery Range

Play

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

Existing Play	Desired Play
1. Virgina City Bars	1. Activities Aimed for Youth, Families
2. Virginia City Tourist Events	2. Year-round Pool
3. Access to Outdoor Opportunities	3. Shooting Range

Economic

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

Existing Economic	Desired Economic
1. Tahoe Regional Industrial Center (TRIC)	1. Reliable and Clean Water
2. Tourism	2. Grocery Store, Gas Station
3. Local Nonprofits	3. Local Bank

Groups

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

Existing Groups	*Desired Groups*
1. Schools	1. More Communicty Events for Locals
2. Volunteers	2. Engage Residents More With County
3. Nonprofits	3. Housing Rental Options

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 4,143 (U.S. Census 2021). Additional limitations to the survey are a majority of those who did complete the survey were female (56%), and although a cross representation of age groups completed the survey, the majority (68%) of survey respondents were 55 to 65+ years. 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 decisionmakers 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 Storey 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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