



e-Training Series

Asset-Based Economic Development: Asset Mapping & Mobilization



Webinar Overview



Amy M. Barnhart

- 1. Brief Overview of Asset-Based Economic Development**

- 2. Introduction to Asset Mapping & Mobilization**

- 3. Asset Mapping & Mobilizations Example and Exercise**

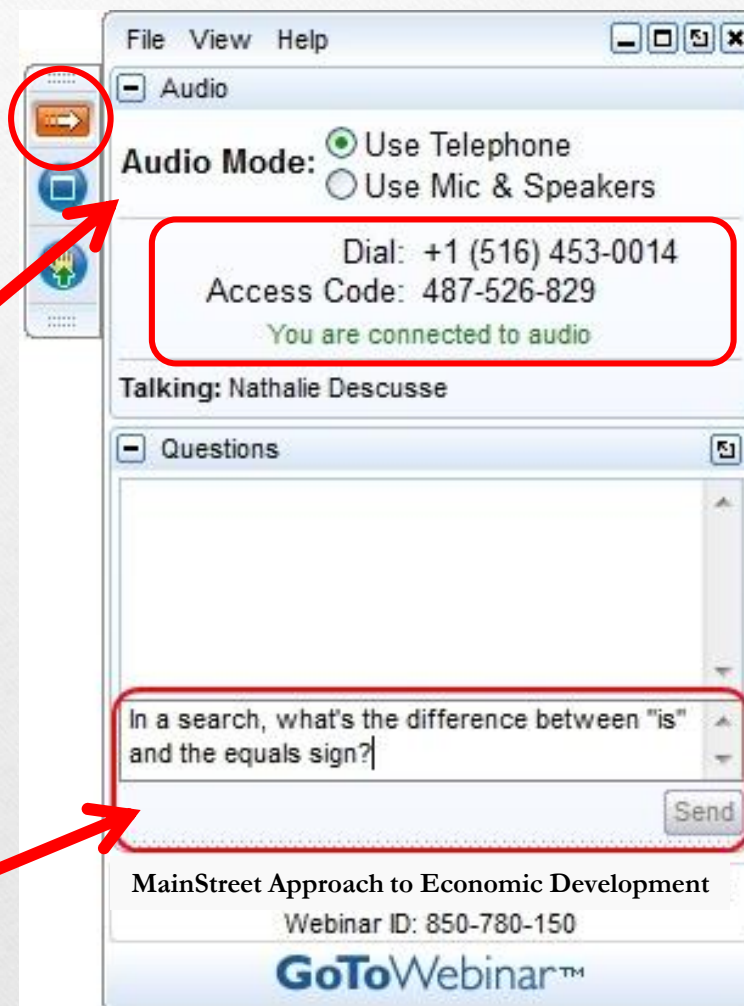


Daniel Gutierrez, Rich Williams



The GoToWebinar Interface

1. 20 minute presentation via “audio only” mode
2. Listen on computer/device or by calling in to the conference #
3. 10-40 minutes for Q&A
4. Submit questions via webinar controls





Asset-Based Economic Development

- Bottom-up approach to economic development
- Builds on existing local resources to strengthen local and regional economies
- Focuses on a community's natural environmental, socio cultural, and economic advantages and how these can be leveraged into sustained economic growth and productivity
- Focuses on building capacity in communities and strengthening connections within regions



Benefits of ABED



Fox Theatre, Atlanta, GA

- Long-term, sustained economic growth
- Local return on investment
- Job creation and retention
- Increase in per capital income
- Increase in local tax base
- Strengthening of regional networks



Successful ABED Requires. . .

- Strong leadership at both the local and regional levels
- Innovation
- Collaboration
- Rethinking of traditional economic development paradigms
- And, like any form of economic development, it requires **FUNDING!**



WPA-era Library, Clayton, NM



When Pursuing ABED. . .

- Identify and evaluate assets and their potential benefit
 - Look at how assets can be leveraged
 - What the value of developing a particular resource will be
 - Who the development of a particular asset will benefit
 - What additional inputs will be needed to fully leverage the asset



Lyceum Theater, Clovis, NM



ABED Definitions

- **Asset:** “community treasures”; the positive strengths, qualities, merits, benefits, virtues, commodities and character imbedded in a community.
- **Asset Inventory:** a method for gathering information about the gifts and talents of a community’s individual associations, institutions, and natural resources.
- **Asset Map:** a visual path that displays a community’s positive capacities and assets
- **Mobilize:** to accomplish community goals by energizing and activating community strengths and assets



There are at least six categories of assets within any community:

1. The assets of individuals
2. The assets of associations
3. The assets of institutions
4. Economic linkages and business assets
5. Natural and built resources
6. Plans for community/
economic development



Belen Hotel, Belen, NM



Asset Categories

Individuals

- Volunteers
- Residents
- Youth/Seniors

Institutions

- Government
- Educational
- Public Services

Physical Assets

- Nat. Resources
- Buildings
- Infrastructure

Local Economy

- Cultural
- Art/Artisans
- Agriculture
- Services

Associations

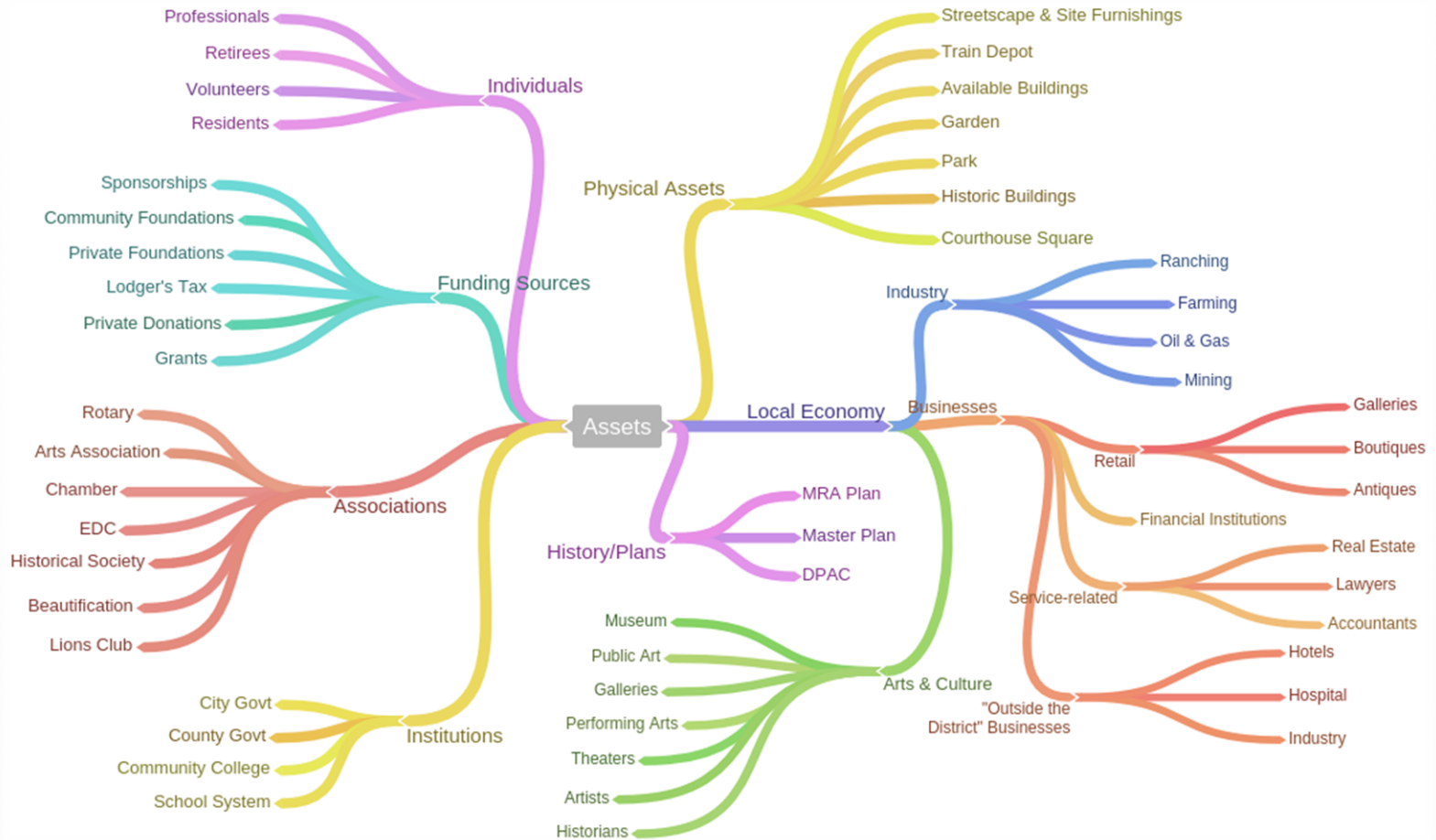
- Chambers
- SCORE
- Civic Clubs

History/Plans

- Econ. Dev.
- Infrastructure
- Growth



Asset Mapping



Asset map created using Coggle.it

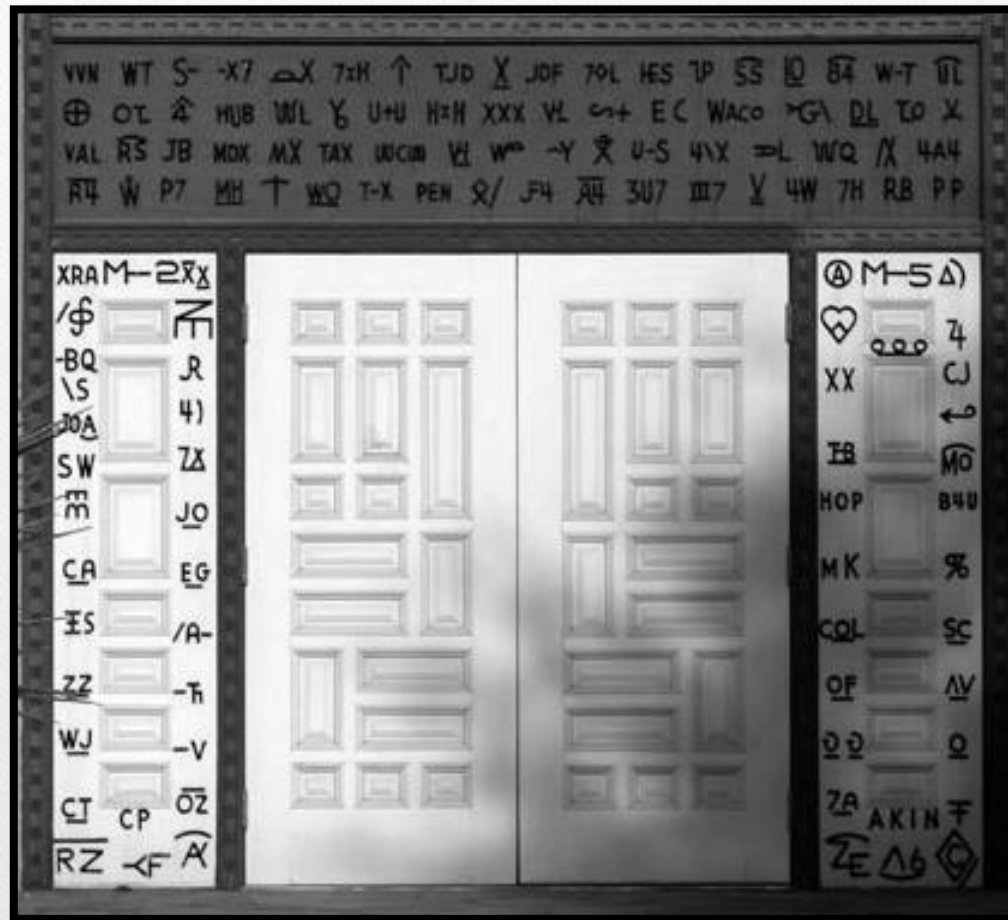


Connecting Assets to Community Transformation Strategies

- **What do we want to do?**
 - Vision, purpose, strategy
- **What do we have to do it with?**
 - Assets
- **Who or what can get it done?**
 - Individuals, associations, institutions, businesses
- **How do we get them to do it?**
 - Relationships, community mobilizing



Asset Mobilization Example: Eddy County Courthouse cattle brands



Cattle ranching brands on courthouse entrance



Asset Mobilization for Community Transformation

Strategy: Increase tourist visits by leveraging heritage assets to create permanent and short-term attractions

Individuals

- Ranchers
- Local Historian
- Mayor

Institutions

- County Govt.
- City Museum
- NMSU

Physical Assets

- Courthouse
 - Cattle Brands
- Downtown

Local Economy

- Cultural
- Art/Artisans
- Agriculture

Associations

- Foundation
- Heritage Org.
- Sheriff's Posse

History/Plans

- Master Plan
- DPAC Plan
- Western themed events/activities



Asset Mobilization around Eddy County Courthouse cattle brands



- **Action:** Research the brands (O)
 - **Collaborators:** Historical Society, Foundation, Sheriff's Posse, Ranchers
- **Action:** Create a museum exhibit (OPD)
 - **Collaborators:** Museum
- **Action:** Hold a ceremony on the courthouse lawn honoring ranching families (OP)
 - **Collaborators:** Ranchers, County Govt



Asset Mobilization around Eddy County Courthouse cattle brands

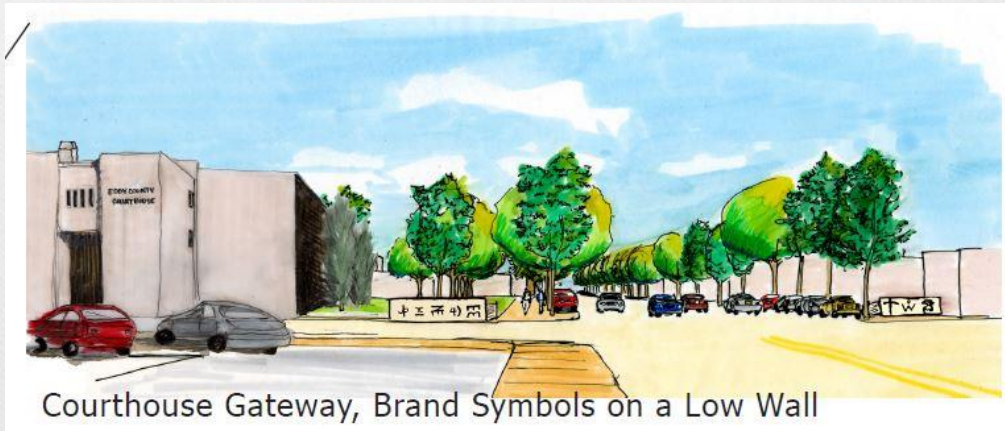
- **Action:** Reestablish western-themed events in the downtown (street dance, rodeo parade, outhouse races) (P)
 - **Collaborators:** Sheriff's Posse, Downtown Businesses
- **Action:** Develop retail promotion with businesses to coincide with downtown activities and events (OPE)
 - **Collaborators:** Downtown Businesses
- **Action:** Coordinate western-themed farmers' market (OPE)
 - **Collaborators:** Farmers' Market Vendors, Downtown Businesses
- **Action:** Develop content for web pages on County website (OP)
 - **Collaborators:** County Government, Historical Society





Asset Mobilization around Eddy County Courthouse cattle brands

- **Action:** Create permanent interpretive signage (OPD)
 - **Collaborators:** County Government, Historical Society
- **Action:** Enlist artists to create public art featuring brands (OP)
 - **Collaborators:** Arts Association, County Government, City Government, City Museum & Art Center



Courthouse Gateway, Brand Symbols on a Low Wall

UNM Design Planning & Assistance
Center illustration, 2004



Asset Mobilization Measurable Outcomes

- Draw tourists/visitors to the community and district, including businesses, restaurants, hotels and other area attractions
 - Increase business, restaurant, and hotel income
 - Increase car and pedestrian traffic
 - Increase attendance at events
 - Increase Lodger's Tax
- Draw residents to the downtown district, including its businesses and restaurants
 - Increase business, restaurant income
 - Increase attendance at events
 - Increase car/pedestrian traffic
- Permanent attractions in the district
 - New public art
 - New interpretive signage





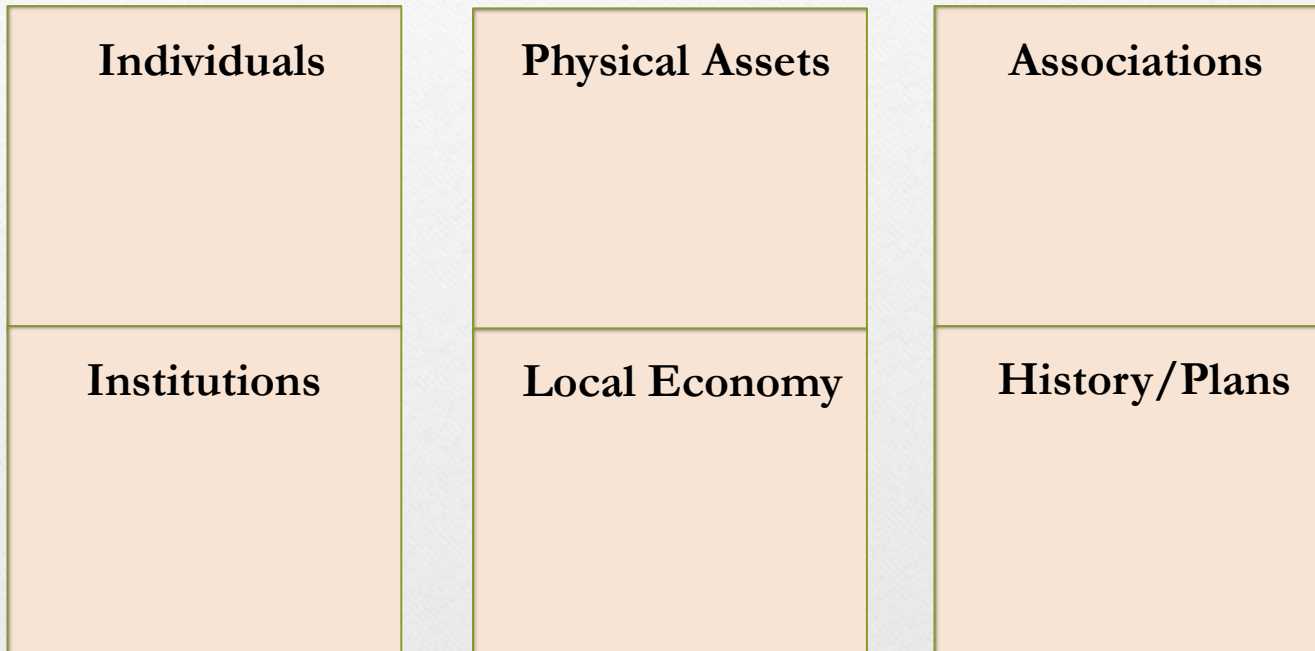
Walk Around Your Community. . . What Do YOU See?





Asset Inventory Example

Strategy: _____



Outcomes: _____



Questions?

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