MAPPING YOUR DISTRICT ASSETS

Amy M. Barnhart, NMMS Organization Program Associate

NMMS Leadership Network Meeting

Lovington, August 17-19, 2016

ASSET-BASED ECONOMIC DEVELOPMENT

- Bottom-up approach to economic development

- Builds on existing local resources to strengthen local and regional economies

- Focuses on leveraging a community's assets into sustained economic growth and productivity

- Focuses on building capacity in communities and strengthening connections within regions

ABED REQUIRES

- Strong leadership
- Innovation
- Collaboration
- Rethinking of traditional economic development paradigms
- FUNDING

- 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

TO ACHIEVE

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 individuals, associations, institutions, 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 (engaging Economic Transformation Strategies)
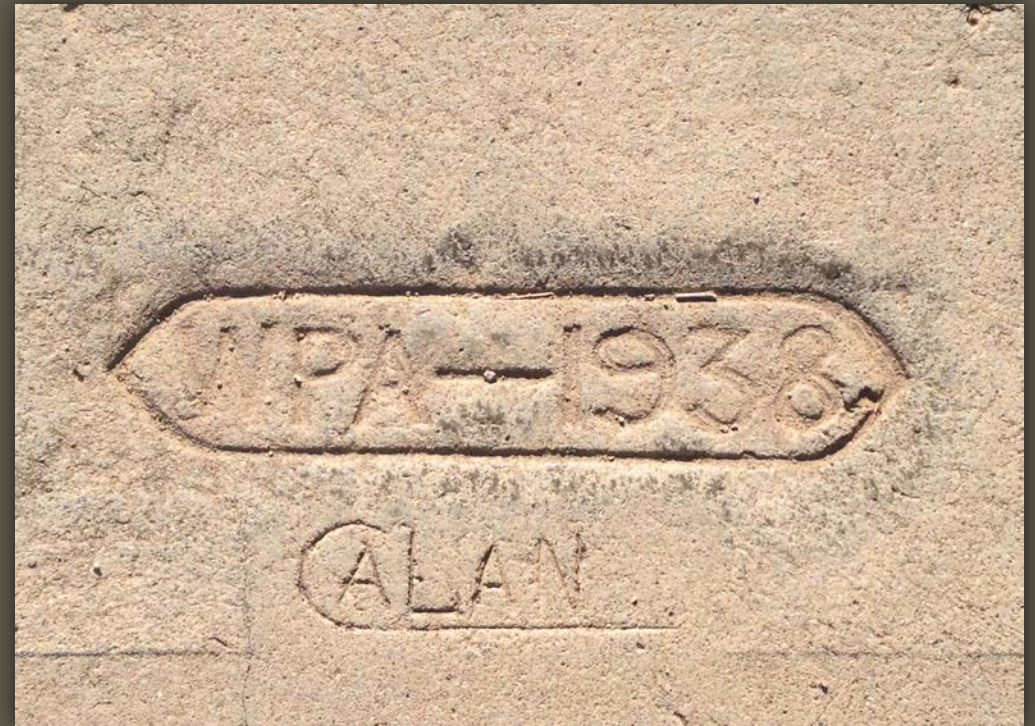
ASSET CATEGORIES

1. Individuals

2. Associations

3. Institutions

4. Economic Linkages & Business Assets (Economy)

5. Natural & Built Resources (Physical)

6. Previous Plans & Efforts (History)

ADDITIONAL ASSET CATEGORIES

FUNDING SOURCES
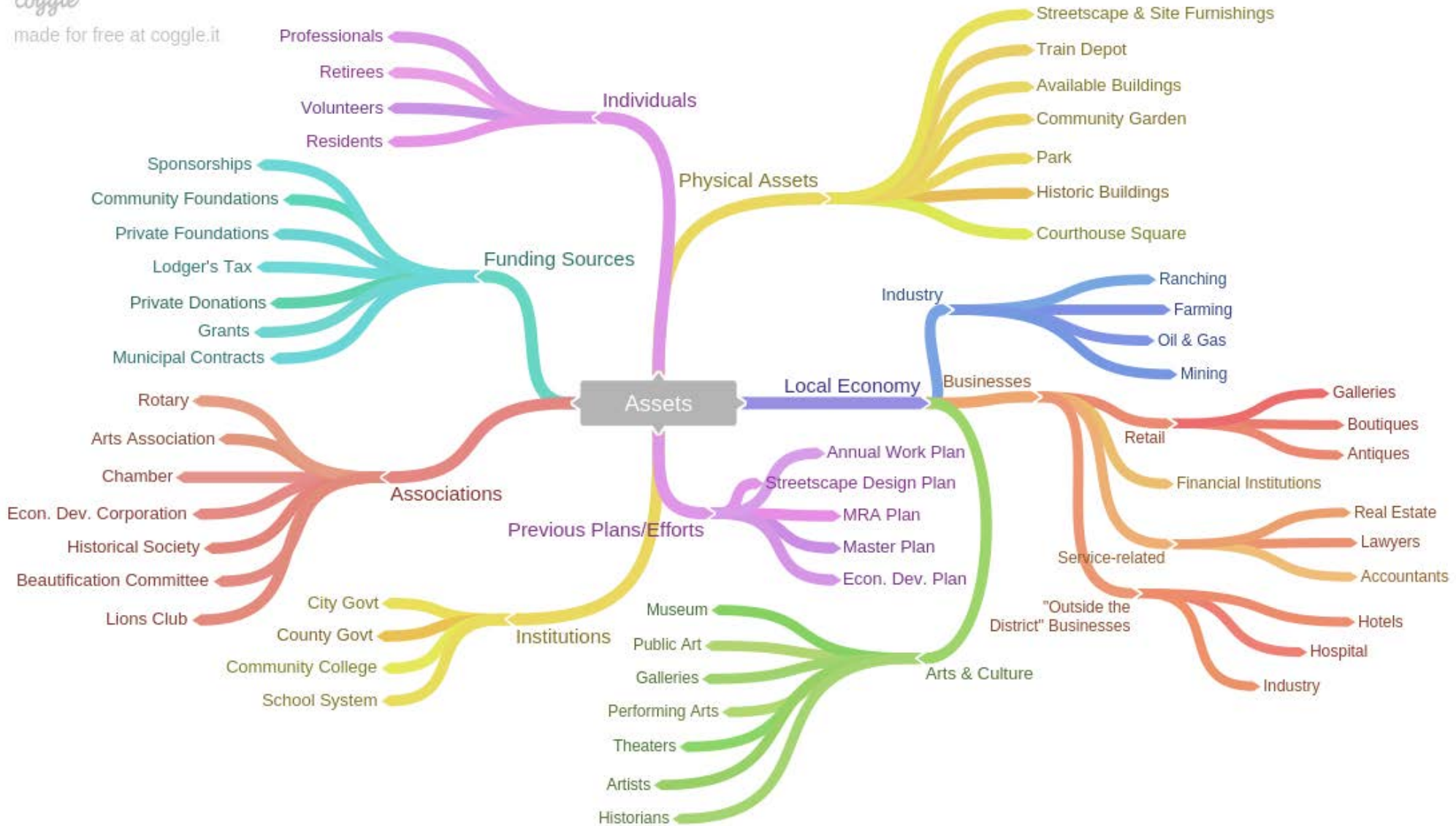
ARTS, HISTORIC & CULTURAL RESOURCES

WHAT OTHER CATEGORIES MIGHT YOU CONSIDER FOR YOUR DISTRICT?

ASSET INVENTORY PROCESS

- WHO SHOULD BE INVOLVED?
  - Everyone!
  - Staff, Board & Volunteers
  - Residents & Visitors
  - District stakeholders
    - Business Owners
    - Property Owners
    - Employees
    - Government Reps
    - Partner Organizations

ASSET INVENTORY PROCESS

- Develop worksheets for participants to fill out

- Create one for each category

- Create additional worksheets for sub-categories within each category

- Ex: Local Economy

  - → Arts & Culture

    - → Public Art

      - → Bronze Statues

      - → Murals

      - → Tile Mosiacs

      - → Temporary Art

Previous Efforts Assets Inventory✔
Inventory Tool 6

Community _____   Date _____   Page ____ of ____

Previous Effort/Activity	Resulting Information/Action	Who was Involved & When
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

<u>Examples</u>
community planning, community economic development, program and service development, community visioning, and other community development/involvement activities...

Vitalizing Communities, 2002. J. Allen, et al   **34**

POPULATION
- 101,408 people called Las Cruces home in 2014, up almost 4% since 2010. (United States Census, 2014)

INCOME
- Median household income is $40,658.
- Per capita income is $21,782.
- 24% people live in poverty. (United States Census, 2014)

HOME VALUES
- Median home value is $149,700.
- Median gross rent is $750 a month.
- Almost 39,000 households have an average of 2.5 people each. (United States Census, 2014)

* 101,408 PEOPLE
* MEDIUM HOUSEHOLD INCOME $40,658
* AGRICULTURE, AEROSPACE, AND DEFENSE INDUSTRIES
* NEW MEXICO STATE UNIVERSITY

EDUCATION
- For those over 25 years old, 85% have a high school graduate or higher, and 34% have a bachelor's degree or higher. (United States Census, 2014)
- Las Cruces is home to New Mexico State University.

EMPLOYMENT
- 62% of people 16 years and older are in the civilian labor force, spending 19 minutes each way to get to work every day.

(United States Census, 2014)

- Unemployment: 6.9%
- Major Industries: Agriculture, Aerospace & Defense
- Job Growth (2015): 1.9%
- Gross Metro Product: $7.5 billion
- Cost of Living: 11.3% below national average
- Net Migration (2014): -330

(United States Bureau of Labor Statistics, 2015)

RANKINGS
- #137 Best Small Places for Business and Careers
- #103 in Cost of Doing Business
- #112 in Job Growth
- #52 in Education.

(Forbes, 2016)

H+T INDEX
The average household:
- Spends 31% of income on housing
- Spends 30% of income on transportation
- Owns 1.65 cars
- Drives 21,743 miles per year
- Lives in a density of 2.76 households per acre

(CNT, 2016)

Taken from DLCP Downtown Master Plan, Placemakers, LLC

DISTRICT ASSET MAPPING EXAMPLE – DOWNTOWN LAS CRUCES PARTNERSHIP

INDIVIDUAL	SKILLS	COMMUNITY ACTIVITIES
Board Member	Banking/Finance	DLCP
Board Member	Design/Architecture	DLCP
Board Member	Law	DLCP
Board Member	Interior Design	DLCP
Board Member	Prop. Development	DLCP, LC Community Partners
Partner Org. Staff	Arts & Culture	Doña Ana Arts Council
Partner Institution Staff	Organizational	NMSU
Business Employee	Website Building	
Retiree	Event Planning	Assistance League
Business Owner	Consensus Building	Chamber of Commerce

FUNDING SOURCES
City Contract
County Contract
Event/Activity Sponsorships
Event Ticket Sales
Event Vendor Fees
Event Participant Fees
Individual/Business Donations
Grants

ASSOCIATIONS/ORGANIZATIONS	INSTITUTIONS
Las Cruces Community Partners	Las Cruces City Government
Amador Hotel Foundation	Doña Ana County Government
Doña Ana Arts Council	Thomas Branigan Memorial Library
Farmers & Crafts Market Assoc.	New Mexico State University
Las Esparanzas	D'Arte Charter School
Las Cruces Chamber of Commerce	New America School
Las Cruces Green Chamber	Las Montanas Charter School
Las Cruces Hispanic Chamber	Small Business Development Center
Project MainStreet	Memorial Medical Center
Visit Las Cruces Tourism Bureau	Mountain View Regional Medical Center

LOCAL ECONOMIES/BUSINESSES/LINKAGES		ARTS/HISTORIC/CULTURAL RESOURCES	
Local Economies	**Local Businesses**	Mesquite Historic District	Rio Grande Theater
Agriculture	Restaurants	Alameda Depot Historic District	LC Community Theater
Aerospace & Defense	Retail	LC Museum of Art	No Strings Theatre Co.
University	Service-based	Branigan Cultural Center	Black Box Theater
Arts & Culture	Financial Institutions	LC Railroad Museum	Art Galleries
		Historic Camunez Building	Arts-based Businesses
Economic Linkages	Restaurants that purchase local produce	Historic Amador Hotel	Public Art
Businesses that hire locally	Employee-training programs	Historic Cty. Courthouse	Musical groups
Retailers that sell locally-produced items	Businesses that use local vendors	LC Museum of Nature & Science	Film Office

BUILT RESOURCES		NATURAL RESOURCES
Alleyways (Callecitos)	Excess Parking Lots	Organ Mountains National Recreation Area
New Streetscape/Site Furnishings	New City Hall	White Sands National Monument
Downtown Civic Plaza	Vacant Buildings	Road and Mountain Bike Trails
Parks (Klein & Pioneer)	Multi-Family Residences	Rio Grande
Traditional Main Street	Infrastructure	Other Mountain Ranges

PREVIOUS PLANS		PREVIOUS EFFORTS	
Market Analysis/BBER	Annual Work Plan	Fundraising	Urban Design
Downtown Master Plan	Project Implementation Plan	Volunteer Recruitment	Building Design
City Comp. Plan	Planning Meetings	Events	Business Recruitment
Visioning Process	Cultural Econ. Dev. Plan	Marketing	Business Supports

SO WHAT DO THESE ASSETS TELL US?

LET'S FOCUS ON A FEW…

- **MARKET STUDY** shows lots of opportunity for additional **RETAIL, RESTAURANTS and RESIDENCES**

- Excessive amount of **PARKING LOTS** (thanks Urban Renewal!) creates mixed-use development opportunities for **RETAIL, RESTAURANTS and RESIDENTIAL**

- Incredible number of **ARTS AND CULTURAL INSTITUTIONS** in the district, as well as **PUBLIC ART, ARTS-BASED EVENT, PERFORMING ARTS** opportunities and **INDIVIDUALS** working in the arts

- Several opportunities for **HISTORIC BUILDING REHABILITATIONS** to serve as **CATALYTIC PROJECTS**

- Strong existing **PARTNERSHIPS** with the **LC COMMUNITY PARTNERS** and **CITY**

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

- NEXT STEP? Developing your Economic Transformation Strategies. But first . . .

ASSET MAPPING EXERCISE

1. List the assets for each category.

2. You may add any additional categories or sub-categories that are applicable to your community.

3. Identify assets you are already engaging in your work with a **star/asterisk ***

DISTRICT ASSET MAPPING EXERCISE

Community & Individual Name: _____ Date: _____

Individual	Skills/Community Activities	Funding Sources

Assns./Orgs.	Institutions	Local Economies	Businesses
		Economic Linkages	