MAPPING YOUR DISTRICT ASSETS

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NMMS Leadership Network Meeting
Lovingston, August 17-19, 2016

NEW MEXICO MAINSTREET
A Program of the New Mexico Economic Development Department
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

TO ACHIEVE

• 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
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

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 Mosaics
      - → Temporary Art

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| District Asset Mapping Example – Downtown Las Cruces Partnership |

**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

**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)
**DISTRICT ASSET MAPPING EXAMPLE – DOWNTOWN LAS CRUCES PARTNERSHIP**

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

**FUNDING SOURCES**

- City Contract
- County Contract
- Event/Activity Sponsorships
- Event Ticket Sales
- Event Vendor Fees
- Event Participant Fees
- Individual/Business Donations
- Grants
<table>
<thead>
<tr>
<th>ASSOCIATIONS/ORGANIZATIONS</th>
<th>INSTITUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Cruces Community Partners</td>
<td>Las Cruces City Government</td>
</tr>
<tr>
<td>Amador Hotel Foundation</td>
<td>Doña Ana County Government</td>
</tr>
<tr>
<td>Doña Ana Arts Council</td>
<td>Thomas Branigan Memorial Library</td>
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<tr>
<td>Farmers &amp; Crafts Market Assoc.</td>
<td>New Mexico State University</td>
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<tr>
<td>Las Esparanzas</td>
<td>D’Arte Charter School</td>
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<tr>
<td>Las Cruces Chamber of Commerce</td>
<td>New America School</td>
</tr>
<tr>
<td>Las Cruces Green Chamber</td>
<td>Las Montanas Charter School</td>
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<tr>
<td>Las Cruces Hispanic Chamber</td>
<td>Small Business Development Center</td>
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<tr>
<td>Project MainStreet</td>
<td>Memorial Medical Center</td>
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<tr>
<td>Visit Las Cruces Tourism Bureau</td>
<td>Mountain View Regional Medical Center</td>
</tr>
<tr>
<td>LOCAL ECONOMIES/BUSINESSES/LINKAGES</td>
<td>ARTS/HISTORIC/CULTURAL RESOURCES</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td><strong>Local Economies</strong></td>
<td><strong>Local Businesses</strong></td>
</tr>
<tr>
<td>Agriculture</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Aerospace &amp; Defense</td>
<td>Retail</td>
</tr>
<tr>
<td>University</td>
<td>Service-based</td>
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<tr>
<td>Arts &amp; Culture</td>
<td>Financial Institutions</td>
</tr>
<tr>
<td><strong>Economic Linkages</strong></td>
<td><strong>Restaurants that purchase local produce</strong></td>
</tr>
<tr>
<td>Businesses that hire locally</td>
<td>Employee-training programs</td>
</tr>
<tr>
<td>Retailers that sell locally-</td>
<td>Businesses that use local vendors</td>
</tr>
<tr>
<td>produced items</td>
<td><strong>Historic Amador Hotel</strong></td>
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<td></td>
<td><strong>Public Art</strong></td>
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<td></td>
<td><strong>Historic Cty. Courthouse</strong></td>
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<td></td>
<td><strong>Musical groups</strong></td>
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<td></td>
<td><strong>LC Museum of Nature &amp; Science</strong></td>
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<td></td>
<td><strong>Film Office</strong></td>
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</tbody>
</table>
### Built Resources

<table>
<thead>
<tr>
<th>Alleyways (Callecitos)</th>
<th>Excess Parking Lots</th>
<th>Organ Mountains National Recreation Area</th>
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</thead>
<tbody>
<tr>
<td>New Streetscape/Site Furnishings</td>
<td>New City Hall</td>
<td>White Sands National Monument</td>
</tr>
<tr>
<td>Downtown Civic Plaza</td>
<td>Vacant Buildings</td>
<td>Road and Mountain Bike Trails</td>
</tr>
<tr>
<td>Parks (Klein &amp; Pioneer)</td>
<td>Multi-Family Residences</td>
<td>Rio Grande</td>
</tr>
<tr>
<td>Traditional Main Street</td>
<td>Infrastructure</td>
<td>Other Mountain Ranges</td>
</tr>
</tbody>
</table>

### Previous Plans vs. Previous Efforts

<table>
<thead>
<tr>
<th>Previous Plans</th>
<th>Previous Efforts</th>
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<tbody>
<tr>
<td>Market Analysis/BBER</td>
<td>Annual Work Plan</td>
</tr>
<tr>
<td>Downtown Master Plan</td>
<td>Project Implementation Plan</td>
</tr>
<tr>
<td>City Comp. Plan</td>
<td>Planning Meetings</td>
</tr>
<tr>
<td>Visioning Process</td>
<td>Cultural Econ. Dev. Plan</td>
</tr>
</tbody>
</table>
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
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 *