

# Asset Mapping Outline

*Asset Mapping is the road map for regions seeking to strengthen their competitive position in the global economy.*

- Examine tangible and intangible assets of the region
  - *Provide Inventory of Key Resources to be utilized*
- Illuminate the “gaps” or inefficiencies of the region – thus not repeating efforts or relocating resources where better utilized
  - *No reinventing of the wheel*
- Baseline for measurement
  - *Mark as we grow – or shrink*
- Deeper understanding of how regional institutions interact and with entities outside of the region.
- Allows Community Leaders to see what makes up the resources and make better, more informed decisions
- Visual resource map

## Scope

- More Comprehensive vs. Less Intensive
  - Goals of the implementing organization
  - Financial and human resources, and time constraints
- Levels
  - 1. Asset Identification
    - *Create the Asset Catalog to sell our region’s products*
  - 2. Basic Evaluation
    - *Identify strengths and weaknesses and significance and impact of each major asset*
  - 3. Comprehensive Assessment
    - *Focus on three additional types of data retrieval that will give deeper understanding of what drives the regional economy*
- Two action-oriented outcome steps
  - Documenting and Disseminating the Asset Map
  - Launching Regional Development Initiatives

## ***Moving Toward Action***

*Asset Mapping’s true value can be measured by the outcome utilized to advance a region’s economy. Creating the industry catalog as the foundation, examining the connections between the different parts of the industry and comparing them to other similar regions gives us the opportunity to see, assess, and implement either construction or reconstruction of a strategic plan to reflect the strengths of the region or reveal the gaps and make new connections. Exposing the strengths and weaknesses of the region and collecting all the information in a publicly utilized data base gives our public leaders the ability to plan for the future and helps those industries that are growing.*

Mapping is intended to promote connections or relationships between individuals, between individuals and organizations, and between organizations.