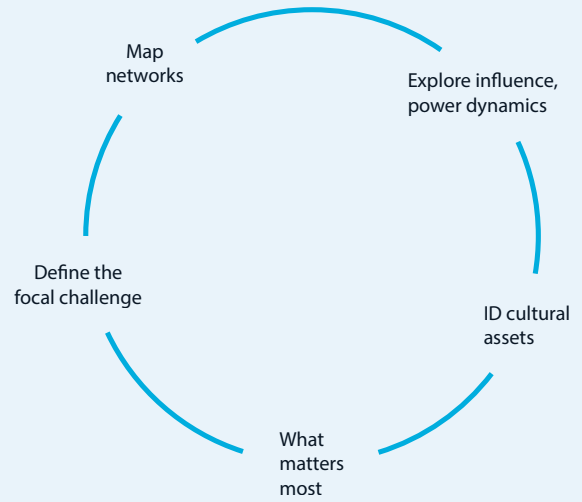
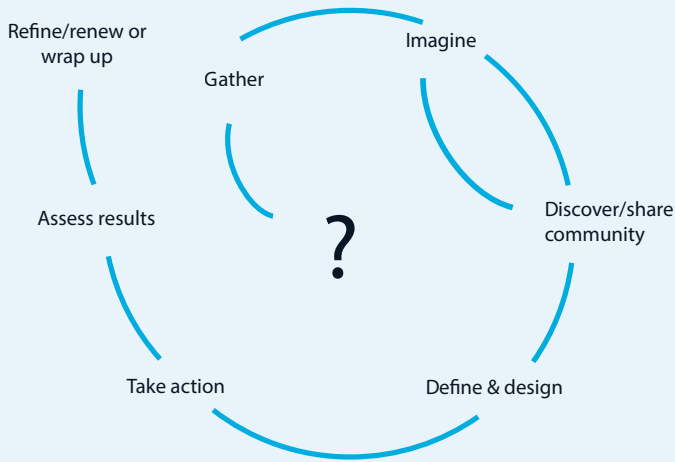


# Asset Mapping

**It's important to start a community dialogue by first identifying strengths and assets.**

Naming your collective points of pride and identity creates a strong foundation from which to build future ideas—and address challenges when they arise. Although mapping sounds complicated, it can be as simple as creating a list. Use the checklist on the following page as a starting place to build your own list of community assets.

When you're done, think about how to represent your findings visually and where your assets appear geographically within your community. If mapped spatially, this same information can also begin to show patterns, cultures, and opportunities for community action.



What do we need to identify?	
<input type="checkbox"/> Favorite places	<input type="checkbox"/>
<input type="checkbox"/> Problem spaces	<input type="checkbox"/>
<input type="checkbox"/> Gathering places	<input type="checkbox"/>
<input type="checkbox"/> Arts & cultural resources	<input type="checkbox"/>
<input type="checkbox"/> Artists and creative workers	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Use the following prompts as a starting place to build your own list of community assets.

<p>Tangible assets</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Public spaces</li> <li><input type="checkbox"/> Parks, gardens</li> <li><input type="checkbox"/> Landscapes, streetscapes</li> <li><input type="checkbox"/> Housing</li> <li><input type="checkbox"/> Local businesses</li> <li><input type="checkbox"/> Markets</li> <li><input type="checkbox"/> Cultural organizations</li> <li><input type="checkbox"/> Schools</li> <li><input type="checkbox"/> Faith-based institutions</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>	<p>People</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Local heroes</li> <li><input type="checkbox"/> Power brokers</li> <li><input type="checkbox"/> Community leaders, activists</li> <li><input type="checkbox"/> Creative workers: artists, writers, musicians</li> <li><input type="checkbox"/> Tradition bearers</li> <li><input type="checkbox"/> Resident demographics</li> <li><input type="checkbox"/> Resident attitudes and attributes</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p>Recurring events</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Fairs and festivals</li> <li><input type="checkbox"/> Parades</li> <li><input type="checkbox"/> Public holidays</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>	<p>History and traditions</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Memorable events</li> <li><input type="checkbox"/> Cultural traditions</li> <li><input type="checkbox"/> Historic building sites</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>
<p>Public services</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Health</li> <li><input type="checkbox"/> Education</li> <li><input type="checkbox"/> Recreation</li> <li><input type="checkbox"/> Public safety</li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>	<p>Other community assets</p> <ul style="list-style-type: none"> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> <li><input type="checkbox"/></li> </ul>