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## Executive Memorandum

**To:** Jessica Sotelo, Executive Director, Partners for Prosperity  
**From:** Judy McClanahan, Community Development Specialist, Partners for Prosperity  
**Date:** February 11, 2006  
**Re:** Asset Mapping

In Partners for Prosperity's (P4Ps) strategic plan, community strengths and resources were examined using an "asset mapping" approach. Asset mapping emphasizes *resources* that are available in a community to address issues and concerns rather than looking at community *needs*. It is a strength-based approach and focuses on existing resources, both formal and informal, that can be enhanced.

The P4P Asset Mapping Team conducted an asset mapping survey in Bear Lake County in partnership with the Montpelier Gem Team and city and county leaders. The team interviewed community leaders, members of the business community, organizations, and citizens at random over a two-week period. Two hundred and four surveys were conducted mostly in the town of Montpelier. Some of the questions were multiple choice, others were open-ended; the entire survey took only about 15 to 20 minutes. The information was collected from the surveys and entered into a database for analysis.

Asset mapping reports do not represent all of the ideas and all of the opinions of any community but they provide a starting point of thoughts, perceptions, and resources that exist within the area. Hopefully, the information and recommendations made in the asset mapping report will be used to generate community dialog as to ways in which the current assets of the area might be increased and enhanced.

P4P should continue to be involved with mapping businesses and organizations in our regional communities to identify groups and individuals who are currently working to reduce poverty. In addition, P4P should assist in mapping organizations that could potentially reduce poverty through partnerships and innovative approaches. Asset mapping is an effective way of getting a clear picture of what is happening in the region and it will allow P4P to work more strategically through partnership formations.

P4P should continue to inventory the strengths and gifts of the people in each community. Communities should be asked what they have to offer thereby beginning a process of building and developing consensus; of bringing knowledge, skills, and capacities which are inherent in the community, out into the open, where those assets can work together to everyone's benefit. As the list of assets grows, so does the power and potential for the community.