What are community assets?

Community assets are the special places, features, amenities, and resources that give a place its identity – the local things which, altogether, create value for a community by:

– enriching the local quality of life and providing a distinct sense of place; and
– providing creative opportunities for a strong place-based economy.

Asset inventory: A method of mapping and analyzing the location of community assets.
Asset-based development strategy: A community framework for successfully navigating changes over time in ways that balance ‘growth and change’ with ‘rural preservation.’ Such a strategy provides one place-based framework for integrating two separate (and sometimes conflicting) community priorities:

- Sustained economic vitality
- Protection of rural character and sense of place

What are community assets?

Community assets are critically important to a community’s overall long-term success.
Successful communities protect local assets from undesirable change(s), sustainably utilize local assets to produce maximum value(s) and benefit(s), and prioritize the importance of local assets as essential elements of overall community prosperity.