

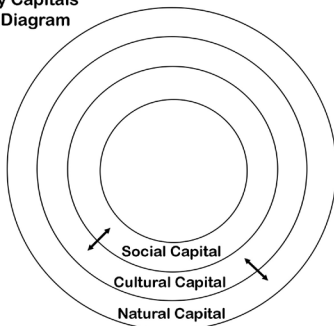
Community Capital Assets Inventory

Understanding and leveraging the assets within a community is a foundation of the Informed Development process. An Asset Inventory helps communities identify but more importantly leverage their assets to foster authentic and sustainable community development. The attached inventory templates provide a structured approach to cataloging assets according to community capitals, ensuring a comprehensive understanding of the community's strengths and opportunities.

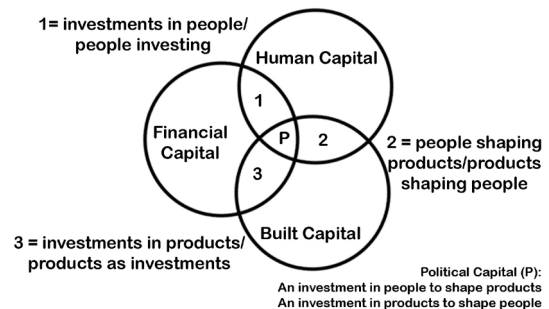
Asset-Based Community Development (ABCD) and Community Capitals

Asset-Based Community Development (ABCD) is a methodology developed by John L. McKnight and John P. Kretzmann that focuses on identifying and utilizing the existing strengths and resources within a community. Rather than concentrating on deficits, ABCD emphasizes the positive attributes and capabilities of individuals, associations, and institutions. Two key principles of ABCD are 'everyone has gifts' and 'relationships build a community'. This approach aligns with the community capitals framework developed by Cornelia Butler Flora and Jan L. Flora, which categorizes assets into seven types: natural, cultural, social, built, human, financial, and political capital. This framework helps communities understand and leverage their strengths for sustainable development. *The following illustrations were developed by Barman for the Capital Asset Inventory.*

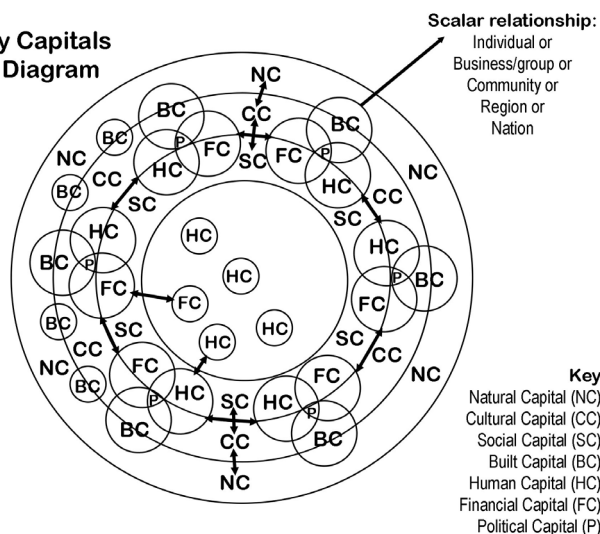
Community Capitals
Flow/Ven Diagram



Community Capitals
Flow/Ven Diagram



Community Capitals
Flow/Ven Diagram



Natural Capital

Natural capital includes the quality and quantity of natural and environmental resources such as land, water, air, and biodiversity that can be leveraged for community development. This encompasses place-based natural amenities, landscapes, and materials. Practitioners can use the *Natural Capital Assets Inventory Sheet* to document:

- **Greenspace and Greenways:** Parks, urban forests, street trees, and monumental trees.
- **Water Resources:** Rivers, lakes, waterfronts, and hydrology.
- **Geology and Soil:** Minerals, landforms, and soil quality.
- **Outdoor Recreation:** Trails, campgrounds, public land, and opportunities for activities like hunting, fishing, biking, and hiking.

Leveraging Natural Capital: As an example, a community with abundant natural areas and waterways could leverage those assets to promote eco-tourism. Informed Development actions in this case could include promoting eco-friendly tourism initiatives, creating educational programs about local biodiversity, and establishing conservation projects. Actions could also include working with a local photographer or photography class and/or asking the public to photograph your natural assets, and then using the images shared in your advertisements and marketing campaigns.

Natural Capital and the other capitals: Natural capital can enhance cultural capital when natural landscapes serve as sites for cultural events and natural resources serve as inspiration and materials for cultural crafts. Natural capital can strengthen social capital when a community comes together around the quality and quantity of natural and environmental resources and/or conservation efforts. Natural capital can be made into built capital by serving as the local building blocks for construction and materials for maker businesses. Natural capital can strengthen human capital by providing an outdoor laboratory full of environmental and agricultural education opportunities. Natural capital can increase financial capital when scenic and recreational landscapes attract visitors and residents, bringing new money into the community.

Cultural Capital

Cultural capital refers to inherited values, norms, beliefs, and traditions that can be leveraged for community development, as well as material goods with historical or cultural significance. The *Cultural Capital Assets Inventory Sheet* helps document:

- **Ethnicity and Shared Identity:** Language, traditions, and cultural history.
- **Arts and Culture:** Artists, musicians, dancers, and cultural events.
- **Historic Preservation:** Museums, historic sites, and culturally significant places.

Leveraging Cultural Capital: As an example, a community with a rich cultural heritage can preserve traditions and then leverage these to attract visitors. Informed Development actions in this case could include organizing cultural festivals, creating heritage trails, and supporting local artisans. Actions could also include hiring local artists to celebrate your culture through public art. This could be in the form of murals, sculpture, temporary works of art, performance pieces, poetry

contests or live concerts. You could provide artists with your cultural inventory and see what inspires them. Further, you could reach out to your local historical society, museum, tourism board or history teacher to flesh out stories identified in your inventory.

Cultural Capital and the other capitals: Cultural capital can conserve natural capital and preserve built capital when conservation and preservation are a culturally held value, belief, and/or tradition. Cultural capital can boost financial capital by serving as an attraction for tourism. Cultural capital can create social capital by bringing diverse people together around a sharing or exchange of values, beliefs, and traditions. Cultural capital can strengthen human capital when preserving and teaching traditional skills.

Social Capital

Social capital encompasses the connections among people and organizations that facilitate community action. The *Social Capital Assets Inventory Sheet* includes:

- **Social Networks:** Relationships, trust, and group memberships.
- **Community Organizations:** Civic and service organizations, youth groups, and trade associations.
- **Community Engagement:** Volunteer rates, shared vision, and gathering places.

Leveraging Social Capital: As an example, a community with strong networks can leverage these to mobilize resources and support collective action. Informed Development actions in this case could include supporting community networks, creating networking opportunities, and establishing an entrepreneurial ecosystem. Actions could also include reaching out to individuals, businesses and partners who are part of your engaged public and asking them to serve as social influencers for you. Let them share stories of connections and relationships for your newsletter, website or social media. Encourage others to champion your cause and cheerlead for your program in their own words.

Social Capital and the other capitals: Social capital can strengthen built capital when improving public spaces through volunteer efforts (placemaking). Social capital can mobilize financial capital through fundraising campaigns. Social capital can increase human capital through a sharing of knowledge and experience. Social capital becomes political capital when networking to influence rules, regulations, and standards or to access resources.

Built Capital

Built capital consists of infrastructure and physical structures necessary for community functioning. The *Built Capital Assets Inventory Sheet* covers:

- **Buildings and Spaces:** Public buildings, housing, healthcare facilities, and industrial parks.
- **Transportation and Utilities:** Roads, rail, airports, parking, lighting, and utilities.
- **Community Centers:** Downtown areas, business niches, and complementary circulation systems.

Leveraging Built Capital: As an example, a community with comprehensive and well-maintained infrastructure can leverage this to attract businesses and residents. Informed Development actions in this case could include maintaining public facilities, fully utilizing existing infrastructure for new development, utilizing transportation networks, and improving physical structures including commercial spaces. Actions could also include working with a local photographer or photography class and/or asking the public to photograph your built assets. Use these images in your attraction campaigns. You could also create or rework a walking tour that focuses on your built history.

Built Capital and the other capitals: Built capital can enhance natural capital by facilitating sustainable access to natural spaces. Built capital can strengthen social capital by serving as communal gathering spaces. Built capital can attract financial capital through sale and by stimulating further business investments. Built capital can improve human capital by providing better access to services including education and training.

Human Capital

Human capital includes the attributes of individuals that enable them to contribute to community development. The *Human Capital Assets Inventory Sheet* documents:

- **Health and Education:** Health indicators, educational attainment, and training programs.
- **Skills and Talents:** Entrepreneurial, creative, and skilled individuals.
- **Leadership:** Leaders, leadership development programs, and engaged workforce.

Leveraging Human Capital: As an example, a community with skilled workers can leverage this to attract businesses and foster innovation. Informed Development actions in this case could include offering training programs, supporting local entrepreneurship, and creating mentorship networks. Actions could also include creating a campaign to showcase and celebrate your outstanding entrepreneurs through interviews and features stories. You could ask them why they are in business, what inspires them, who their heroes are, what their goals are, etc. You could then utilize your print and social media resources to share these stories with the public.

Human Capital and the other capitals: Human capital can enhance social capital when attributes include networking skills and leadership. Human capital can expand built capital by providing skilled labor for community construction projects. Human capital can attract financial capital through wages earned and saved and through skilled investments.

Financial Capital

Financial capital involves efforts to build wealth and financial resources for community projects. The *Financial Capital Assets Inventory Sheet* includes:

- **Personal and Business Wealth:** Income, savings, business capital, and tax revenues.
- **Investment:** Public-private investment dollars, grants, and local financial incentive programs.
- **Funding Sources:** Community banks, micro-loan funds, angel investors, and crowdfunding.

Leveraging Financial Capital: As an example, a community with access to funding can leverage this by reinvesting in its residents, environment, infrastructure and services. Informed Development actions in this case could include securing and offering grants and incentives, attracting investors, and establishing and mobilizing community funds.

Financial Capital and the other capitals: Financial capital can improve natural capital by funding conservation and environmental restoration efforts. Financial capital can improve social capital by funding social networks. Financial capital can expand built capital by funding building projects. Financial capital can strengthen human capital by funding education and training programs. Financial capital may strengthen the political capital of individuals (political contributions) while it may also weaken the political capital of the community.

Political Capital

Political capital refers to the ability to influence and enforce rules, regulations, and standards and to access resources. The *Political Capital Assets Inventory Sheet* covers:

- **Civic Engagement:** Transparency, inclusiveness, and participation in civic decision-making.
- **Leadership:** Engaged elected officials, candidates for public office, and civic leaders.
- **Public-Private Partnerships:** Collaboration between government and private sector.

Leveraging Political Capital: As an example, a community with influential and connected leaders can leverage this to secure funding and public support for community development projects. Informed Development actions in this case could include engaging in policy advocacy, building coalitions, and participating in local governance.

Political Capital and the other capitals: Political capital is in some ways the governance portion of social capital. A political network is a social network organized to influence and enforce rules, regulations, and standards and to access resources. Political capital influences natural capital by influencing and enforcing environmental policy (rules, regulations, and standards) and by influencing distribution of natural resources. Political capital influences built capital by influencing and enforcing land use and trade policies. Political capital influences financial capital by influencing and enforcing fiscal policy and by influencing distribution of financial resources. Political capital influences human capital by influencing education policy.

How to Perform a Community Capital Assets Inventory

Performing a community capital asset inventory is best accomplished by engaging the community in both a field exercise and a workshop. The following steps outline the process:

1. Preparation

- **Recruit Volunteers:** See recruit help sheets below. Engage community members with diverse interests and experience that reflect a wide variety of community interests and organizations. Ensure that youth can be involved and are supported throughout the process.

- **Train Volunteers:** Provide an overview of the inventory process and the value of each type of capital.
- **Gather, Customize and Distribute Materials:** Community Capital Asset Inventory Sheets and these instructions, maps, local research and reports.

2. Community Engagement and Public Relations

- **Press Releases:** Keep the public in the loop regarding the efforts of the Informed Development Team and the Capital Asset Inventory effort. This and the survey below are effective strategies to recruit volunteers.
- **Survey:** Consider administering a community survey that will complement and ground the Capital Asset Inventory while engaging the community. Possible questions include:
 1. What are the basic values of the community? How does __ reflect your values and the values of others?
 2. Why is __ special to you personally?
 3. What meaning does __, in whole and in part, hold for you?
 4. What are your greatest memories of __?
 5. What aspects of __ do you take great pride in?
 6. What about __ should be protected or preserved?
 7. What are the best stories (history) connected to __? What stories are communicated to the public or visitors?
 8. Name 3 places you like to take out-of-town visitors.
 9. Name 3 public places you like to gather with friends and neighbors.

3. Field Exercise

- **Divide into Teams:** Assign volunteers to Community Capital Teams (e.g., Natural Capital Team) based on their interest and experience.
- **Evaluate Assets under each form of Community Capital:** Each Community Capital Team will use the respective Community Capital Asset Inventory Sheet to document the presence or absence of the listed assets under their assigned capital. At the discretion of the Informed Development Team, they may also be assigned to score the strength of each asset based on their value to community development. The goal is to reach consensus but this likely won't always be possible. Documenting varied opinions is also valuable for Informed Development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results (see above). They may also choose to engage the community at large by hosting discussion events.
- **Observation:** Community Capital Teams are encouraged to visit, observe, and experience less familiar assets when appropriate and possible.
- **Detail Strongest Assets:** Community Capital Teams should use the space provided to document further details including names and descriptions for those assets

considered strongest or that provide the greatest community development opportunities.

4. Workshop

- **Chose a Location:** Workshop location should be accessible and neutral. Let local media know about the event (e.g., press release).
- **Review Findings:** Gather all Community Capital Teams to share and discuss their findings. Share the complete collection of compiled Community Capital Asset Inventory Sheets with all Teams, including the Informed Development Team, in advance of the workshop. The sharing of Team findings is an opportunity for everyone to be informed, not to micromanage or critique the work of other Teams.
- **Correct any Glaring Errors or Omissions:** In rare instances, the review of findings may uncover assets that were not originally identified or considered. Significant omissions, or errors, can be corrected on the inventory sheets at this time.
- **Share asset leveraging and relationship examples:** Facilitator will present a summary of the leveraging examples included in the narrative above as well as introduce the concept of interrelatedness between Community Capitals.
- **Brainstorm ways to Leverage Strongest Assets:** Now is the time to look for patterns and relationships across the Community Capitals and among the assets identified. In small groups or roundtables discuss and document those patterns and relationships and ways to leverage the strongest assets under each community capital. At the end of the workshop, create a master list by having each table or discussion group report back to the room. If time allows have everyone vote on their favorite assets and/or favorite leveraging strategies.

Leveraging Assets for Development

The goal of the Community Capital Asset Inventory is to identify and utilize these assets to support Informed Development actions. Actions may include:

1. **Inspiring Shared Vision:** Use the Community Capital Asset Inventory to inspire a shared vision for the community's future, emphasizing the unique strengths and opportunities identified. In this way the Community Capital Asset Inventory process serves as preparation for the Vision Exercise/Workshop, helping to align community goals and aspirations.
2. **Informing Market Position/Competitive Advantage:** Leverage the identified assets to strengthen the community's market position and the competitive advantages of the local market. Highlight unique assets that distinguish the community from others and attract businesses and visitors.
3. **Informing the Community's or District's Brand:** Utilize the Community Capital Asset Inventory to craft a brand that reflects the community's unique assets and stories. The brand should communicate a compelling identity. Place Branding is purposeful and targeted Place storytelling.

4. **Informing Marketing and Promotional Efforts:** Use the Community Capital Asset Inventory to inform marketing and promotional efforts, including events and advertising campaigns. Showcase the community's assets in promotional materials to attract visitors, residents, and businesses.
5. **Informing Community and District Design Choices:** Incorporate the identified assets into community and district design choices, creating structures and spaces that build off those local assets, reflect local values, and communicate the local brand.
6. **Informing Business Improvement and Attraction Efforts:** Use the Community Capital Asset Inventory to inform business improvement and attraction efforts. Identify gaps in the business mix and attract businesses that complement and enhance existing assets.
7. **Documenting and Sharing Results:** Share the results with the community through newsletters, social media, and public displays to ensure transparency and engagement.

By systematically inventorying and analyzing the community's assets, the Informed Development process can result in a comprehensive list of strategies that leverage these assets. This approach not only enhances the community's economic potential but also fosters a sense of pride and ownership among residents, leading to a more vibrant and resilient community and an improved quality of life. By following these steps and leveraging your community's strongest or most unique assets, you can achieve authentic and sustainable community development.

Recruitment for Natural Capital Team (example from Belleville, WI)

Consider having a local youth on the Natural Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is natural capital. We think you would be a great help in identifying Belleville’s natural capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Natural Capital: Natural capital includes the quality and quantity of natural and environmental resources such as land, water, air, and biodiversity that can be leveraged for community development. This encompasses place-based natural amenities, landscapes, and materials. For example:

- **Greenspace and Greenways:** Parks, urban forests, street trees, and monumental trees.
- **Water Resources:** Rivers, lakes, waterfronts, and hydrology.
- **Geology and Soil:** Minerals, landforms, and soil quality.
- **Outdoor Recreation:** Trails, campgrounds, public land, and opportunities for activities like hunting, fishing, biking, and hiking.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Natural Capital:** The Natural Capital Team should use the Natural Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed natural resources for Belleville. Please score each natural resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Natural Capital Team is encouraged to visit, observe, and experience less familiar natural resources when appropriate and possible.
3. **Detail strongest resources:** The Natural Capital Team should use the space provided in the center column of the Natural Capital Asset Inventory Sheet to document further details including names and descriptions for those natural resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them natural capital assets.
4. **Begin thinking about ways to leverage Belleville’s natural capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Natural Capital Team will represent Belleville’s natural capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Natural Assets/Capital

Quality and quantity of natural & environmental resources that can be leveraged for community development.
Place based natural amenities, natural context, natural landscapes and materials.

Examples: ✓, rank or grade

Natural Strengths

Ways to Leverage

- ☐ Greenspace, greenways
- ☐ Urban forest, street trees, monumental tree
- ☐ Forest, timber

- ☐ Water (quality & quantity), hydrology
- ☐ Rivers, lakes, etc.
- ☐ Waterfront

- ☐ Geology, minerals
- ☐ Soil, land
 - ☐ Farms, ranches
- ☐ Topography, landforms (hills, mountains, valleys)

- ☐ Climate
- ☐ Air quality
- ☐ Scenic landscapes, views/vistas

- ☐ Biodiversity, ecology
- ☐ Wildlife (species, populations, endangered/threatened)

- ☐ Natural places that hold meaning, significance

- ☐ Outdoor recreation opportunities (hunting, fishing, biking, hiking, canoeing, camping...)

- ☐ Trails
- ☐ Outfitters
- ☐ Campgrounds
- ☐ Public land

How do your Natural Assets/Capital interact with your Cultural and Built Assets/Capital? Do your Natural Asset/Capital interact with your Social, Human, Financial, or Political Assets/Capital?

Recruitment for Cultural Capital Team (example from Belleville, WI)

Consider having a local youth on the Cultural Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is cultural capital. We think you would be a great help in identifying Belleville’s cultural capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Cultural Capital: Cultural capital refers to inherited values, norms, beliefs, and traditions that can be leveraged for community development, as well as material goods with historical or cultural significance. For example:

- **Ethnicity and Shared Identity:** Language, traditions, and cultural history.
- **Arts and Culture:** Artists, musicians, dancers, and cultural events.
- **Historic Preservation:** Museums, historic sites, and culturally significant places.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

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2. **Observe and experience:** The Cultural Capital Team is encouraged to visit, observe, and experience less familiar cultural resources when appropriate and possible.
3. **Detail strongest resources:** The Cultural Capital Team should use the space provided in the center column of the Cultural Capital Asset Inventory Sheet to document further details including names and descriptions for those cultural resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them cultural capital assets.
4. **Begin thinking about ways to leverage Belleville’s cultural capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Cultural Capital Team will represent Belleville’s cultural capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Inherited values, norms, beliefs, & traditions – plus material goods produced that have historical or cultural significance – that can be leveraged for community development. Place based ‘flavor’ reflective of local values; preserved, developed, & communicated cultural & historic resources; art (dignity, drama, whimsy).

- ☐ Ethnicity, shared identity
 - ☐ Language
- ☐ Families (quantity, quality)
- ☐ Traditions and how they are passed down (voices)
 - ☐ Traditional skills, artifacts
 - ☐ Traditional food
 - ☐ Traditional music
 - ☐ Traditional dress
 - ☐ Work ethic
- ☐ Cultural history/stories
- ☐ Historic preservation/interpretation
- ☐ History museums & associations
- ☐ Culturally significant places

[illegible][illegible]

Recruitment for Social Capital Team (example from Belleville, WI)

Consider having a local youth on the Social Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is social capital. We think you would be a great help in identifying Belleville’s social capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Social Capital: Social capital encompasses the connections among people and organizations that facilitate community action. For example:

- **Social Networks:** Relationships, trust, and group memberships.
- **Community Organizations:** Civic and service organizations, youth groups, and trade associations.
- **Community Engagement:** Volunteer rates, shared vision, and gathering places.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Social Capital:** The Social Capital Team should use the Social Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed social resources for Belleville. Please score each social resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Social Capital Team is encouraged to visit, observe, and experience less familiar social resources when appropriate and possible.
3. **Detail strongest resources:** The Social Capital Team should use the space provided in the center column of the Social Capital Asset Inventory Sheet to document further details including names and descriptions for those social resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them social capital assets.
4. **Begin thinking about ways to leverage Belleville’s natural social assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Social Capital Team will represent Belleville’s social capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Social Assets/Capital

Connections existing among people and organizations that help make things happen including community development. Place based bonds and bridges (connections), reduced physical (ADA) and social barriers, options allowing for choice (mixed use, programming).

Examples: ✓, rank or grade

Social Strengths

Ways to Leverage

<input type="checkbox"/> Rich social networks	_____	_____
<input type="checkbox"/> Strong network structure, cohesion	_____	_____
<input type="checkbox"/> Relationships, trust	_____	_____
<input type="checkbox"/> Friends, friendliness	_____	_____
<input type="checkbox"/> Friendships across income gaps, ethnicity, etc.	_____	_____
<input type="checkbox"/> Group membership, identity, spirit of cooperation	_____	_____
<input type="checkbox"/> Rates of volunteering	_____	_____
<input type="checkbox"/> Organizations that enrich the community	_____	_____
<input type="checkbox"/> Civic and service organizations	_____	_____
<input type="checkbox"/> Youth groups, senior groups, etc.	_____	_____
<input type="checkbox"/> Trade/business associations	_____	_____
<input type="checkbox"/> Entrepreneurial ecosystem	_____	_____
<input type="checkbox"/> Mentorship programs	_____	_____
<input type="checkbox"/> Connectors (the ‘glue’ people)	_____	_____
<input type="checkbox"/> Community attachment, sense of belonging	_____	_____
<input type="checkbox"/> Engaged public (individuals, businesses and/or groups supporting community development efforts)	_____	_____
<input type="checkbox"/> Shared vision/goals	_____	_____
<input type="checkbox"/> Brand	_____	_____
<input type="checkbox"/> Other names or titles for your community (i.e., the big apple)	_____	_____
<input type="checkbox"/> Gathering places	_____	_____
<input type="checkbox"/> Place programming	_____	_____
<input type="checkbox"/> Multipurpose, versatile public space (place)	_____	_____

How do your Social Assets/Capital interact with your Cultural, Built, Human and Financial Assets/Capital? Do your Social Asset/Capital interact with your Natural or Political Assets/Capital?

Recruitment for Built Capital Team (example from Belleville, WI)

Consider having a local youth on the Built Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is built capital. We think you would be a great help in identifying Belleville’s built capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Built Capital: Built capital consists of infrastructure and physical structures necessary for community functioning. For example:

- **Buildings and Spaces:** Public buildings, housing, healthcare facilities, and industrial parks.
- **Transportation and Utilities:** Roads, rail, airports, parking, lighting, and utilities.
- **Community Centers:** Downtown areas, business niches, and complementary circulation systems.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Built Capital:** The Built Capital Team should use the Built Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed built resources for Belleville. Please score each built resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Built Capital Team is encouraged to visit, observe, and experience less familiar built resources when appropriate and possible.
3. **Detail strongest resources:** The Built Capital Team should use the space provided in the center column of the Built Capital Asset Inventory Sheet to document further details including names and descriptions for those built resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them built capital assets.
4. **Begin thinking about ways to leverage Belleville’s built capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Built Capital Team will represent Belleville’s built capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Built Assets/Capital

Infrastructure – the basic set of facilities, services and physical structures needed by a community – that can be further leveraged for community development. Place based effective and functional physical configuration, clear edge, strong center, complementary circulation system (ped, bike, transit, auto).

Examples: ✓, rank or grade

Built Strengths

Ways to Leverage

<input type="checkbox"/> Built history (buildings and spaces)	<hr/>	<hr/>
<input type="checkbox"/> Public/community buildings and public spaces	<hr/>	<hr/>
<input type="checkbox"/> Housing (quality & quantity)		
<input type="checkbox"/> Housing options	<hr/>	<hr/>
<input type="checkbox"/> Healthcare facilities, system		
<input type="checkbox"/> Industrial/business parks	<hr/>	<hr/>
<input type="checkbox"/> Spec buildings		
<input type="checkbox"/> Major employers	<hr/>	<hr/>
<input type="checkbox"/> Hotels, overnight lodging		
<input type="checkbox"/> Available built space ready for occupancy	<hr/>	<hr/>
<input type="checkbox"/> Developers	<hr/>	<hr/>
<input type="checkbox"/> Infrastructure	<hr/>	<hr/>
<input type="checkbox"/> Transportation system (all modes)		
<input type="checkbox"/> Rail	<hr/>	<hr/>
<input type="checkbox"/> Airport	<hr/>	<hr/>
<input type="checkbox"/> Parking (all modes)		
<input type="checkbox"/> Lighting (all scales)	<hr/>	<hr/>
<input type="checkbox"/> Wayfinding system		
<input type="checkbox"/> Utilities	<hr/>	<hr/>
<input type="checkbox"/> Water & sewer		
<input type="checkbox"/> Gas & electric	<hr/>	<hr/>
<input type="checkbox"/> Telecommunications, broadband, etc.	<hr/>	<hr/>
<input type="checkbox"/> Clear community edge, gateway	<hr/>	<hr/>
<input type="checkbox"/> Strong community center		
<input type="checkbox"/> Downtown, NBDs	<hr/>	<hr/>
<input type="checkbox"/> Business niches/clusters	<hr/>	<hr/>
<input type="checkbox"/> Complementary circulation system	<hr/>	<hr/>
<input type="checkbox"/> Traffic including foot traffic	<hr/>	<hr/>
<input type="checkbox"/> Healthy density		

How do your Built Assets/Capital interact with your Natural, Cultural, and Social Assets/Capital? How do your Built Assets/Capital interact with your Human and Financial Assets/Capital? Do your Built Assets/Capital interact with your Political Assets/Capital?

Recruitment for Human Capital Team (example from Belleville, WI)

Consider having a local youth on the Human Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is human capital. We think you would be a great help in identifying Belleville’s human capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Human Capital: Human capital includes the attributes of individuals that enable them to contribute to community development. For example:

- **Health and Education:** Health indicators, educational attainment, and training programs.
- **Skills and Talents:** Entrepreneurial, creative, and skilled individuals.
- **Leadership:** Leaders, leadership development programs, and engaged workforce.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Human Capital:** The Human Capital Team should use the Human Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed human resources for Belleville. Please score each human resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Human Capital Team is encouraged to visit, observe, and experience less familiar human resources when appropriate and possible.
3. **Detail strongest resources:** The Human Capital Team should use the space provided in the center column of the Human Capital Asset Inventory Sheet to document further details including names and descriptions for those human resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them human capital assets.
4. **Begin thinking about ways to leverage Belleville’s human capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Human Capital Team will represent Belleville’s human capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Human Assets/Capital

Attributes of individuals that provide them with the ability to earn a living, improve a business, strengthen a community, and otherwise contribute to self-improvement, to their families, to businesses, to community organizations, and to community development.

Examples: ✓, rank or grade	Human Strengths	Ways to leverage
<input type="checkbox"/> Entrepreneurial people		
<input type="checkbox"/> Creative, innovative people		
<input type="checkbox"/> Artists, crafts persons and their unique talent		
<input type="checkbox"/> Active and healthy people (physical, emotional, spiritual)		
<input type="checkbox"/> Health indicators		
<input type="checkbox"/> Confident (risk taking) people		
<input type="checkbox"/> Skilled people		
<input type="checkbox"/> Teachers, education programs/systems (formal & informal)		
<input type="checkbox"/> Educational attainment		
<input type="checkbox"/> Trainers, training programs/systems		
<input type="checkbox"/> Workforce training, on the job training		
<input type="checkbox"/> Apprenticeship programs		
<input type="checkbox"/> Incubators, accelerators		
<input type="checkbox"/> Engaged/attached workforce		
<input type="checkbox"/> Work ethic		
<input type="checkbox"/> Low unemployment, crime		
<input type="checkbox"/> Leaders, leadership development programs/systems		
<input type="checkbox"/> People of influence, thought leaders, legitimizers		
<input type="checkbox"/> Engaged/attached public (donors of time and talents)		
<input type="checkbox"/> Diversity of skills, talents, experiences		

How do your Human Assets/Capital interact with your Social Assets/Capital? How do your Human Assets/Capital interact with your Built and Financial Assets/Capital? Do your Human Assets/Capital interact with your Natural, Cultural or Political Assets/Capital?

Recruitment for Financial Capital Team (example from Belleville, WI)

Consider having a local youth on the Financial Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is financial capital. We think you would be a great help in identifying Belleville’s financial capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Financial Capital: Financial capital involves efforts to build wealth and financial resources for community projects. For example:

- **Personal and Business Wealth:** Income, savings, business capital, and tax revenues.
- **Investment:** Public-private investment dollars, grants, and local financial incentive programs.
- **Funding Sources:** Community banks, micro-loan funds, angel investors, and crowdfunding.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Financial Capital:** The Financial Capital Team should use the Financial Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed financial resources for Belleville. Please score each financial resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Financial Capital Team is encouraged to visit, observe, and experience less familiar financial resources when appropriate and possible.
3. **Detail strongest resources:** The Financial Capital Team should use the space provided in the center column of the Financial Capital Asset Inventory Sheet to document further details including names and descriptions for those financial resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them financial capital assets.
4. **Begin thinking about ways to leverage Belleville’s financial capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Financial Capital Team will represent Belleville’s financial capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Financial Assets/Capital

Efforts to build wealth and financial resources available to invest in local people, projects, places or community development initiatives.

Examples: ✓, rank or grade

Financial Strengths

Ways to Leverage

<input type="checkbox"/> Personal wealth, income	<hr/>	<hr/>
<input type="checkbox"/> Fair wages		
<input type="checkbox"/> Savings	<hr/>	<hr/>
<input type="checkbox"/> Transfer of wealth practice		
<input type="checkbox"/> Business capital, earnings	<hr/>	<hr/>
<input type="checkbox"/> Tax base, public revenues	<hr/>	<hr/>
<input type="checkbox"/> Special assessment/tax districts (BID tax, room tax)	<hr/>	<hr/>
	<hr/>	<hr/>
<input type="checkbox"/> Willingness/track record for investing in development	<hr/>	<hr/>
<input type="checkbox"/> Public-private investment dollars	<hr/>	<hr/>
<input type="checkbox"/> Engaged/attached public (donors of money)	<hr/>	<hr/>
	<hr/>	<hr/>
<input type="checkbox"/> Available/accessible sources of financing/funding	<hr/>	<hr/>
<input type="checkbox"/> Capital institutions and their programs (community banks, CDFIs)	<hr/>	<hr/>
<input type="checkbox"/> Micro and revolving loan funds	<hr/>	<hr/>
<input type="checkbox"/> CRA Small Business Loan Originations	<hr/>	<hr/>
<input type="checkbox"/> Local angel investors, crowdlending	<hr/>	<hr/>
<input type="checkbox"/> Community foundations, private foundations, crowdfunding, charitable giving	<hr/>	<hr/>
<input type="checkbox"/> Grants	<hr/>	<hr/>
<input type="checkbox"/> Local financial incentive programs	<hr/>	<hr/>
<input type="checkbox"/> Regulatory exemptions	<hr/>	<hr/>
	<hr/>	<hr/>
<input type="checkbox"/> Percentage of businesses that are locally owned and operated	<hr/>	<hr/>

How do your Financial Assets/Capital interact with your Social Assets/Capital? How do your Financial Assets/Capital interact with your Built and Human Assets/Capital? Do your Financial Assets/Capital interact with your Natural or Political Assets/Capital?

Recruitment for Political Capital Team (example from Belleville, WI)

Consider having a local youth on the Political Capital Team.

Opening Pitch: “I am volunteering for a local community development team. We have learned that the first step toward more informed development is to identify the community of Belleville’s existing strengths and resources. Those strengths can be organized into seven resource categories or capital, one of which is political capital. We think you would be a great help in identifying Belleville’s political capital and/or connecting us with other community members with interest and experience in this area, including youth.”

Defining Political Capital: Political capital refers to the ability to influence and enforce rules, regulations, and standards and to access resources. For example:

- **Civic Engagement:** Transparency, inclusiveness, and participation in civic decision-making.
- **Leadership:** Engaged elected officials, candidates for public office, and civic leaders.
- **Public-Private Partnerships:** Collaboration between government and private sector.

What needs doing: Below are the basic instructions for completing your mission should you choose to accept it:

1. **Evaluate resources under Political Capital:** The Political Capital Team should use the Political Capital Asset Inventory Sheet to document the presence or absence as well as the strength of the listed political resources for Belleville. Please score each political resource from 0 (absent) to 4 (strongly present) based on their value to community development. The goal is to reach consensus but this likely won’t always be possible. Documenting varied opinions is also valuable for informed development. Teams should use their own experience with the assets for this task along with available maps, research and reports, and survey results. They may also choose to engage the community at large by hosting discussion events.
2. **Observe and experience:** The Political Capital Team is encouraged to visit, observe, and experience less familiar political resources when appropriate and possible.
3. **Detail strongest resources:** The Political Capital Team should use the space provided in the center column of the Political Capital Asset Inventory Sheet to document further details including names and descriptions for those political resources considered strongest (e.g., scores of 4) or that provide Belleville the greatest community development opportunities, thus making them political capital assets.
4. **Begin thinking about ways to leverage Belleville’s political capital assets (optional).** The 3rd column of the Inventory sheet will be used at the Workshop, but feel free to work ahead.
5. **Attend the Capital Asset Workshop:** The Political Capital Team will represent Belleville’s political capital assets at the Capital Asset Workshop. The Workshop is an opportunity to present and discuss all seven resource categories and to brainstorm ways to leverage the strongest resources for community development.

Asset Inventory Sheet – Political Assets/Capital

The ability to influence and enforce rules, regulations, and standards. Participating in civic discourse on community issues including development. Place based investment in people to shape products and in products to shape people.

Examples: ✓, rank or grade

Political Strengths

Ways to leverage

<input type="checkbox"/> Transparency in civic decision making	_____	_____
<input type="checkbox"/> Inclusiveness in civic decision making, agency	_____	_____
<input type="checkbox"/> Participation in civic decision making	_____	_____
<input type="checkbox"/> Spirit of equality (aids the above)	_____	_____
<input type="checkbox"/> Voting rates, engaged electorate	_____	_____
<input type="checkbox"/> Engaged elected and appointed officials	_____	_____
<input type="checkbox"/> Candidates for public office (quantity, quality)	_____	_____
<input type="checkbox"/> Candidates for appointments (quantity, quality)	_____	_____
<input type="checkbox"/> Engaged government workers	_____	_____
<input type="checkbox"/> Public-private partnership	_____	_____
<input type="checkbox"/> Civic leaders	_____	_____
<input type="checkbox"/> Ability to affect the other six community assets/capital and their distribution	_____	_____
<input type="checkbox"/> Access to power	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____

How do your Political Assets/Capital interact with your Social Assets/Capital? Do your Political Assets/Capital interact with your Built, Human and Financial Assets/Capital? Do your Political Assets/Capital interact with your Natural or Cultural Assets/Capital?
