



Welcome to Recharge Our Community's Economy (ROCE):

A Community Action Workshop Series

**Chester, CA
Lake Almanor Basin**

Welcome & Introductions

Your RCAC / ERC Facilitators



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Funder Acknowledgment



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Community Partners & Sponsors



PLUMAS
COUNTY | CALIFORNIA



Work with Plumas County in Chester

- Timeline: June 2025 - June 2027 and beyond
- Focus of Work:
 - Identify priority economic development projects/programs in and of importance to Chester / Lake Almanor Basin.
 - Find champions and partners needed for implementation.
 - Create action plans and secure funding needed to execute.
- Goal: Create viable economic development endeavors that produce community wealth!

Purpose of ROCE

Identify and foster **community-driven** economic development opportunities through interactive elements that help participants:

- Recognize **assets/resources** that already exist in the community.
- Strategize ways those assets and resources can be used to **create sustainable economic opportunities**.
- Develop and maintain **ownership** of the new opportunities identified.
- **Engage partners** needed to make new opportunities a reality.



Workshop Schedule 2025

- **Workshop 1:** Wednesday, September 3
- **Workshop 2:** Wednesday, October 1
- **Workshop 3:** Wednesday, October 29
- **Workshop 4:** Wednesday, November 19
 - Reception from 2-4:00pm at Elegant Farmer

9:00am - 2:00pm

Today's Agenda

- Workshop logistics & introductions
- Projects recap
- Action planning
- Next steps

New Participant Introductions

- Your name and connection to Chester
 - Why are you here today?

Top Three Proposed Projects/Initiatives (Value Chains)

- Event(s) coordinator
- Town square/plaza
- Car rental/ride share



Community Feedback



Project Outcomes

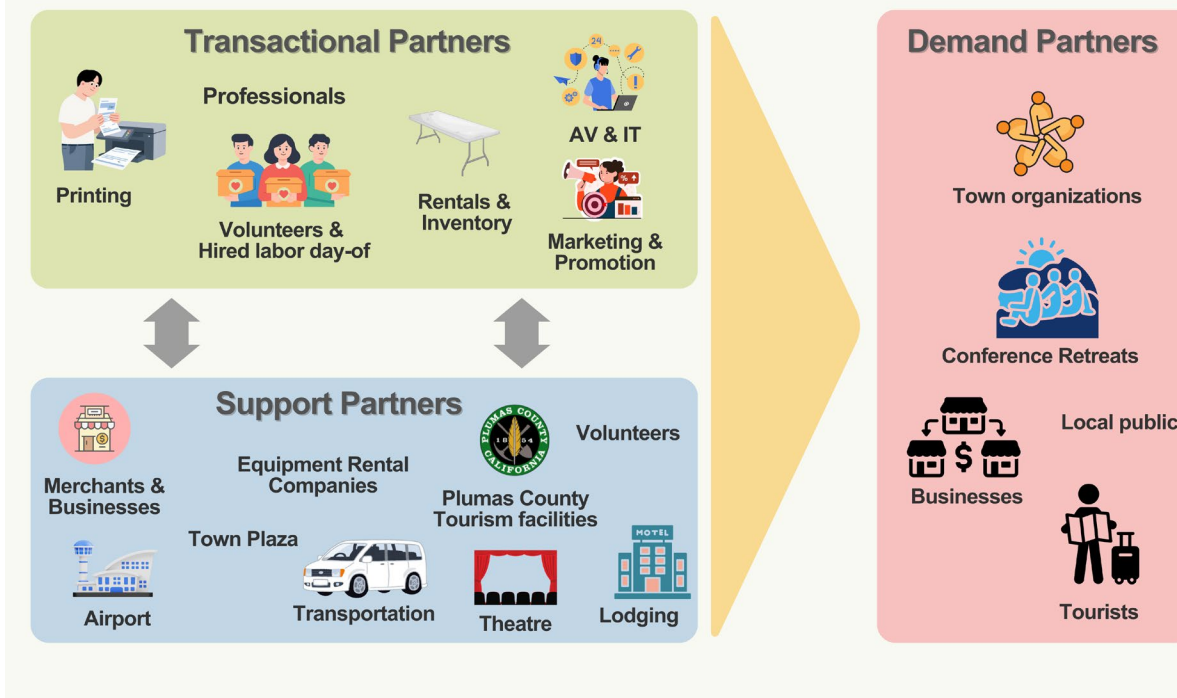


Break

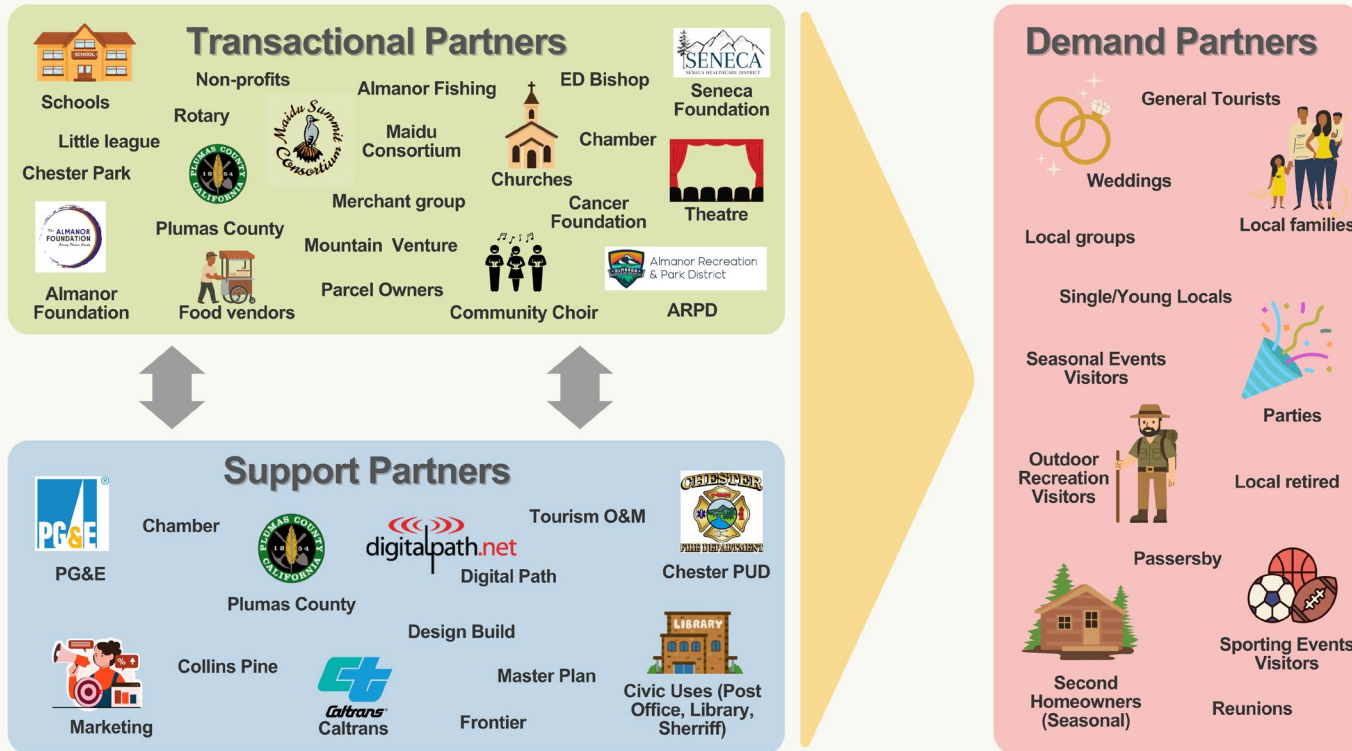


Revisit the Value Chains

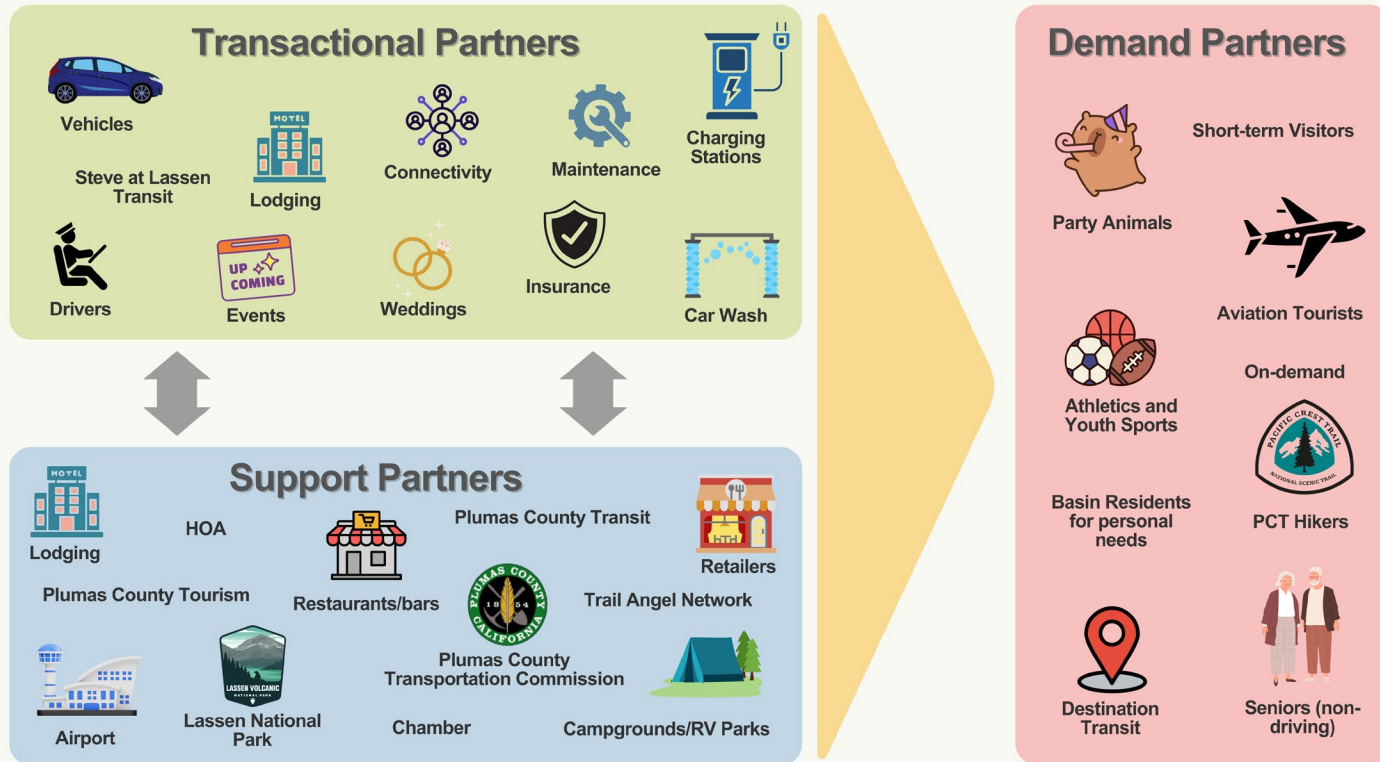
Event Coordinating Value Chain Map



Town Plaza Value Chain Map



Car Rental/Rideshare Value Chain Map

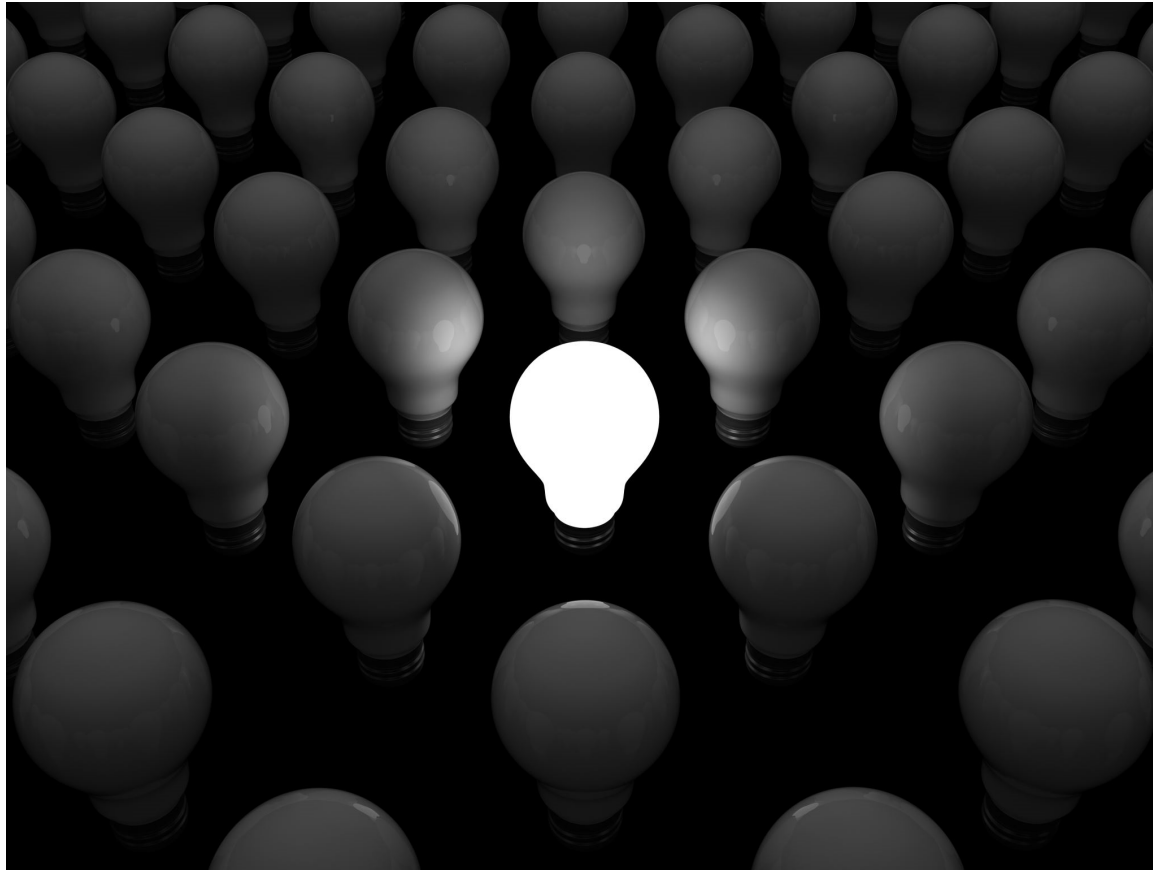


Funding – Things to Think About

- Will funding be required?
- Guesstimate \$\$\$
- Potential sources

Will it be necessary to design the project to meet funding requirements?

Activity: Our Value Chain Pitch



What is a Pitch?

- Clear and concise description of your business
 - Customers
 - Products/services
- An elevator speech to market your business
 - Describes your customer's problem
 - Explains how you solve the problem
 - Describes why your solution is worthwhile

Activity: Developing a Pitch

- Practice developing your pitch
- In **one sentence** describe:
 - Your customer and their problem
 - How you solve the problem
 - Why your solution is worthwhile



Break



Action Planning for your Value Chain

Action Planning

Goal #1:			
<u>First Objective:</u>			
Steps/Milestones to achieve this objective	Responsible Party	Proposed Completion Date	Resources and/or Partners
<u>Second Objective:</u>			
Steps/Milestones to achieve this objective	Responsible Party	Proposed Completion Date	Resources and/or Partners
<u>Third Objective:</u>			

What Did We Learn Today?

- Identification of trends, lessons learned, opportunities
- Who else needs to be part of this discussion?

Next Steps

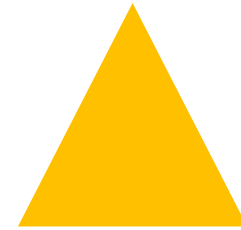
- Project Group Schedules
 - When – Where - How
 - Structure

Closing: Pluses & Deltas



Things you liked?

Things that worked well?



Things we can improve on?

Opportunities for change?

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ROCE in Chester Info – Plumas County Website



<https://tinyurl.com/RechargeChester>



RCAC

www.rcac.org

Thank You!