



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



RCAC and the Building Rural Economies' (BRE) work with the County of Plumas in Chester are possible thanks to support from the U.S. Department of Housing and Urban Development's Rural Capacity Building Grant Program.

Community Partners & Sponsors



PLUMAS
COUNTY | CALIFORNIA



Rural Community Assistance Corp.

Founded:

Nonprofit in 1978

Headquartered:

West Sacramento, CA

Service Area:

13 Western states

Mission:

RCAC partners with underserved rural and Indigenous communities to achieve their vision and well-being through technical assistance, training, financial resources and advocacy.



RCAC Program Areas



Water & Wastewater Infrastructure



Affordable Housing Development



Community Economic Development



Community Facilities Development



Project Financing



Rural Community Assistance Partnership



RCAP National Office



COMMUNITIES
Unlimited



Community Roles





COMMUNITY CHAMPION

A relationship-building visionary who identifies the community rallying flag and unifies everyone around it



RESOURCE MAPPER

A network builder and organizer who researches, gathers, and maintains connections to community resources



STORYTELLER

A natural promoter who finds, shares, or creates stories that establish and celebrate the rallying narrative for the community



GATE OPENER

A connector and bridge builder who holds open entry points for all, connecting marginalized groups into the wider community



MAD SCIENTIST

A confident catalyst who is willing to lead implementation of experiments that are not yet proven but have significant potential for positive community impact



ACTION DRIVER

A results-focused instigator who keeps momentum building, spurring community leaders from inspiration to action to accomplishment



RAINMAKER

A trusted community leader who has earned the respect, credibility, and clout to influence potential funders or political leaders

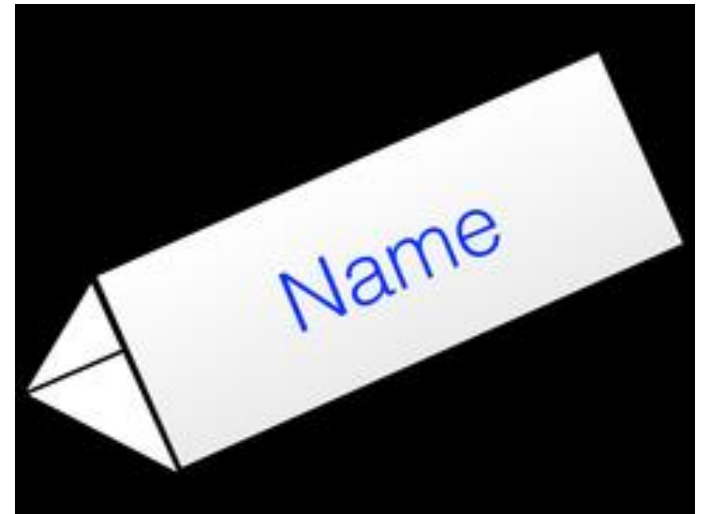


SUPERHERO (BONUS!)

A successful entrepreneur or widely recognized icon who inspires locals to pursue big dreams and can engage their unique network to support the community

Activity: Introductions

- Make a name tent
- Write your name (large) in marker on the front
- On the other side, write:
 - Your community role
- On the inside, please tell us: *Why did you choose to invest your time in this workshop series?*



Agenda Review

Workshop Logistics & Purpose

Activity #1: Community History
Timeline

Activity #2: Asset Mapping - 8
Forms of Wealth

Closing

Work with Plumas County

- 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 after Workshop #4

8:00am - 2:00pm



Creating a Trusting & Open Environment

- Be open to this experience and each other.
- Be authentic - speak your truth without blame or judgement.
- Listen attentively and minimize distractions.
- Take space and make space.
- Respect other's thoughts *even* if they differ from your own.
- Notice moments of discomfort and stay curious.
- Assume positive intent.
- Be open to all communication styles.
- Be "All In" - you get out what you put into this process.



Parking Lot



Workshop #1: Activities & Objectives

- **Historic Timeline:** Establishes a mutual understanding of economic history and identifies trends over time.
- **Visioning:** Formulate a shared vision for the future of Chester that will be a guidepost during the workshop series.
- **Asset Analysis:** Analyze the Eight Forms of Wealth that exist in and around Chester.
- **Leveraging Assets:** Use the Historic Timeline, Vision, and Asset Analysis to help identify economic opportunities that we will focus on during the workshop series.

Defining Community

- Do we all have a common understanding of what our community is?
- How would you describe Chester?
- How would you describe the Lake Almanor Basin?
- Let's see!

What is the Community Focus?

- In your group, tell us how you define the community:
 - Where is your community located?
(geographic boundaries)
 - Who is in your community?
(socio-economic relationships)



Break



Community History Mapping

Community History Timeline



Where have we been?
Where do we want to go?

Activity #1: Community History Timeline

Pre-1900s	1900-1950s	1950s-2000	2000-Present	Future (over the next 10 years)

What is **the history of Chester and the Lake Almanor Basin?**
You, as local experts, will fill in the events.

- Local businesses, sectors, and industry
- Trends and memorable moments
- Critical issues and events
- Challenges faced
- Major milestones

Debrief & Group Reflection

- Which **trends** best describe the major economic development issues Chester has faced or is facing?
- Were there any **surprises**? Is anything **missing**?
- What important **economic sectors** did you **identify**?
- What **trends** do you see **going forward**?
- How could you use this information to **market Chester**?
- How could you use this information to **market the Lake Almanor Basin**?

Community Visioning: "Future Headlines"

Write a newspaper headline about Chester / Lake Almanor Basin in 10 years



Chester Progressive – July 11, 2007

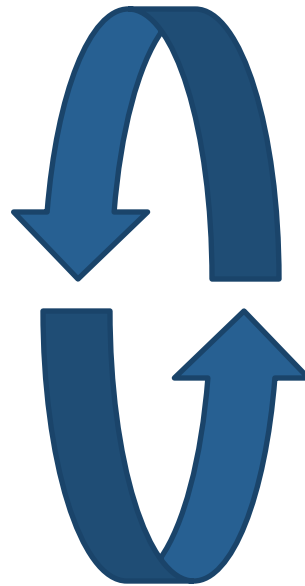
Lunch Break



WealthWorks & 8 Forms of Wealth

Introduction

Systems approach to identifying community economic development opportunities



Asset-based development rooted in local people, markets demand, and wealth



Who & What is WealthWorks?

- National network providing rural communities an alternative to “attraction based economic development.”
- RCAC is a regional hub.
 - Train and coach on WW approach.
 - Build value chains.
 - Replicate value chains.
- Doing “economic development differently” by combining successful tools.



Why WealthWorks?



- Focuses on community assets, not deficiencies.
- Maximizes local wealth retention and creation.
- Leads to new small business development.

WealthWorks Introduction



Principles of WealthWorks



#1 – **Create wealth**, broadly defined, and aspire to do no harm.



#2 – Root wealth in local people, places and firms through **local ownership, control and influence**.



#3 – Build **lasting livelihoods** by intentionally including people and firms on the economic margins.

How is Wealth Defined?

- Beyond cash.
- All assets and/or resources that contribute to the well-being of people, places, and economies.





INDIVIDUAL: skills and physical/mental healthiness.



FINANCIAL: Cash and investments.



INTELLECTUAL: knowledge, innovation, and creativity or imagination.



NATURAL: unimpaired environmental assets (e.g., air, water, land, flora, fauna, etc.).



SOCIAL: trust, relationships, and networks that support civil society.



BUILT: fully functioning constructed infrastructure.

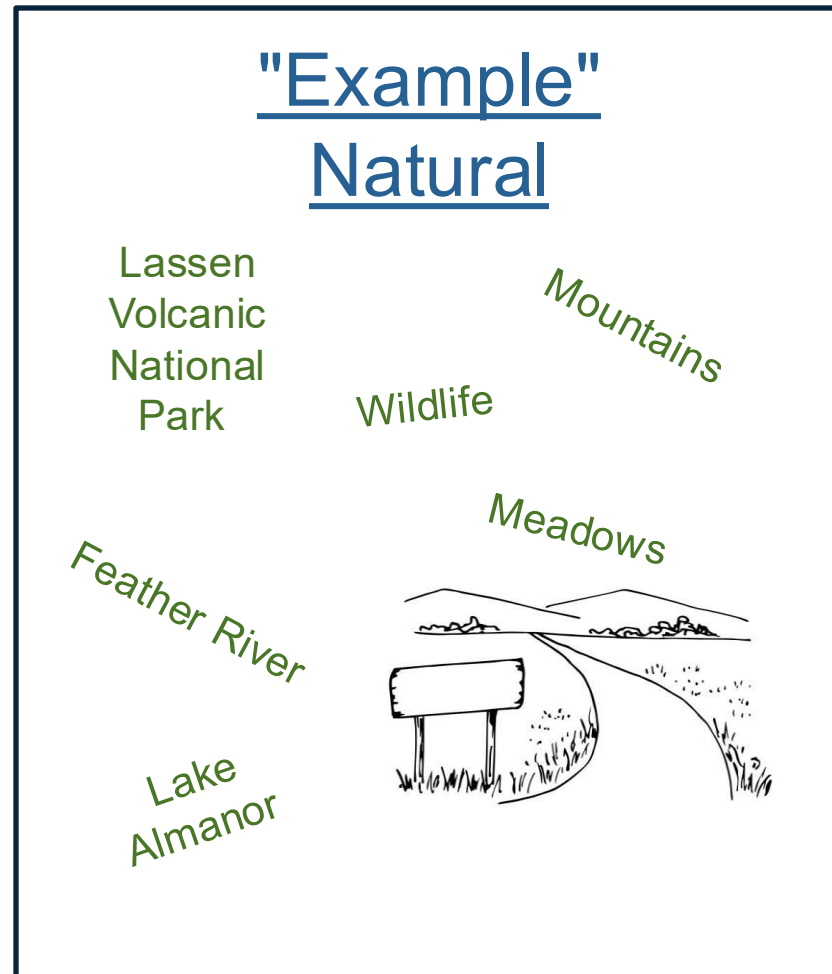


CULTURAL: traditions, customs and ways of doing.



POLITICAL: power and goodwill held by individuals, groups, and/or organizations that can be held, spent or shared to achieve desired ends.

Activity #2: Asset Mapping - 8 Forms of Wealth



Debrief & Group Reflection

- What assets do you feel like Chester is the **strongest** in? Lake Almanor Basin?
- Which assets do you think Chester has the greatest **potential for growth**? Lake Almanor Basin?
- Were you **surprised** by any of the assets that exist in Chester? Lake Almanor Basin?
- Thinking back to our community timeline, how have the assets in Chester **changed** over time? Lake Almanor Basin?
- Has your perspective of **community wealth** changed at all? If so, how?
- Looking at the assets identified, **who would be important to include** in this discussion?

Closing & Next Steps

A ROCE Case Study



Project Criteria

- Does this utilize existing assets in the community?
- Can this support new or current businesses?
- Are there projects identified in previous planning documents?
- Is there ownership identified?
- Can all or part of the project be implemented in the next 2.5 years?

Project Considerations

- Reflect on the assets you identified.
- Think about the existing sectors and trends identified during the timeline.
- What opportunities do you see? Any low hanging fruit?

Schedule & Homework

Next In-Person Sessions (8am - 2pm):

- Workshop #2: Wednesday, October 1, 2025
- Workshop #3: Wednesday, October 29, 2025
- Workshop #4: Wednesday, November 19, 2025

Homework:

- Invite representatives from missing sectors or identities.
- What opportunities or projects are you starting to see emerge?
- Ask: What are other community members saying?
- Email your project ideas to V or Dan before next meeting.

Workshop #2 Preview

- Value Chains & Value Chain Partners
- Demand – Critical to Success
- Problem – Solution
- Projects & Project Teams

Parking Lot

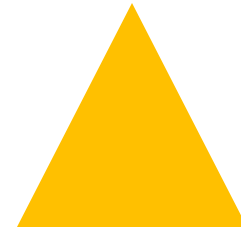


Closing: Pluses & Deltas



Things you liked?

Things that worked well?



Things we can improve on?

Opportunities for change?

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead

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Thank You!

**See you at Workshop #2:
Wednesday, October 1, 2025
8am - 2pm
Almanor Recreation Center**