



**RCAC**  
[www.rcac.org](http://www.rcac.org)

**Welcome to Recharge  
Our Community's  
Economy (ROCE):  
A Community Action Workshop Series**

**Chester, CA  
Lake Almanor Basin**

# Welcome & Introductions

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# Your RCAC / ERC Facilitators

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# Your Plumas County Facilitators

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# Funder Acknowledgment

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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

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PLUMAS  
COUNTY | CALIFORNIA



# Work with Plumas County in Chester

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- 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

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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

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- **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

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

# New Participant Introductions

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

# Top Three Proposed Projects/Initiatives (Value Chains)

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



# Community Feedback

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# Project Outcomes

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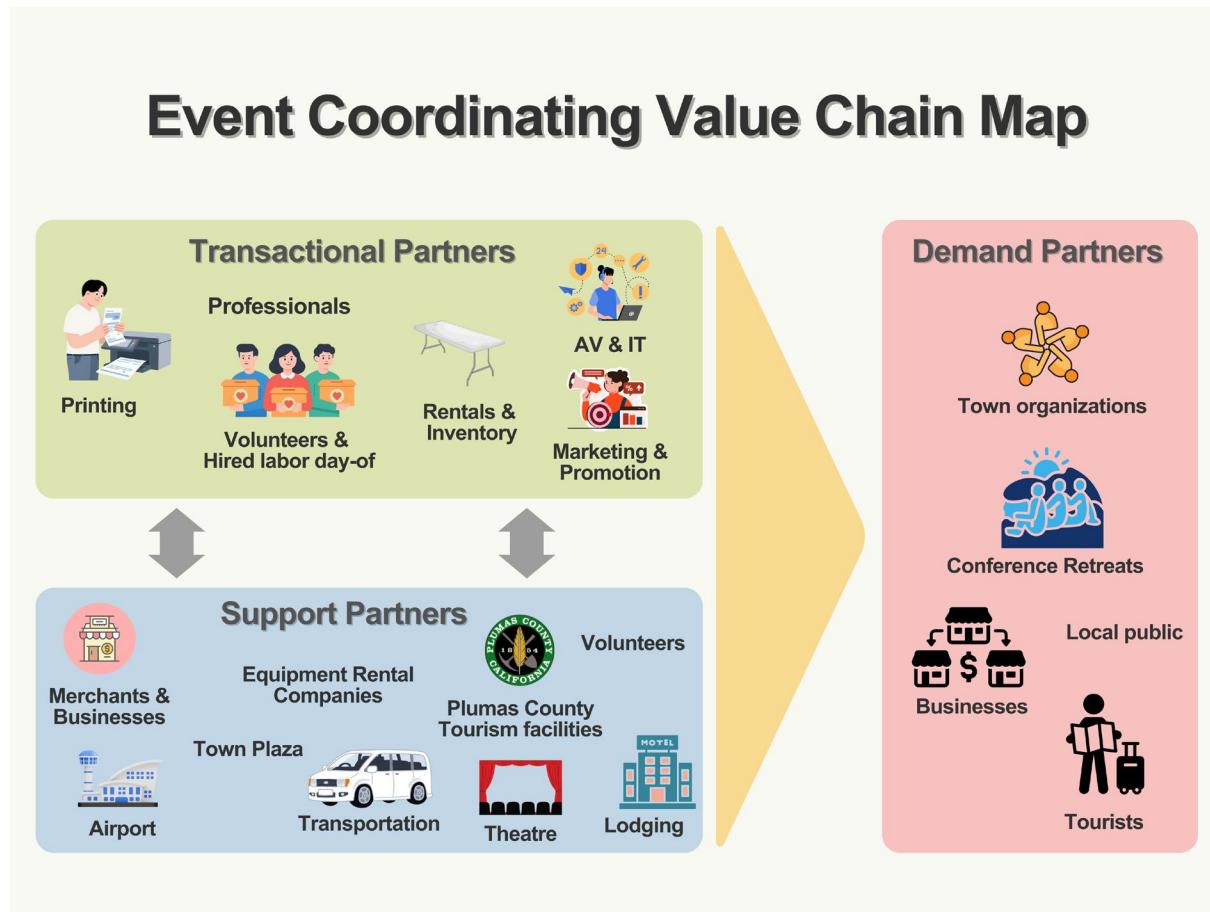


# Break

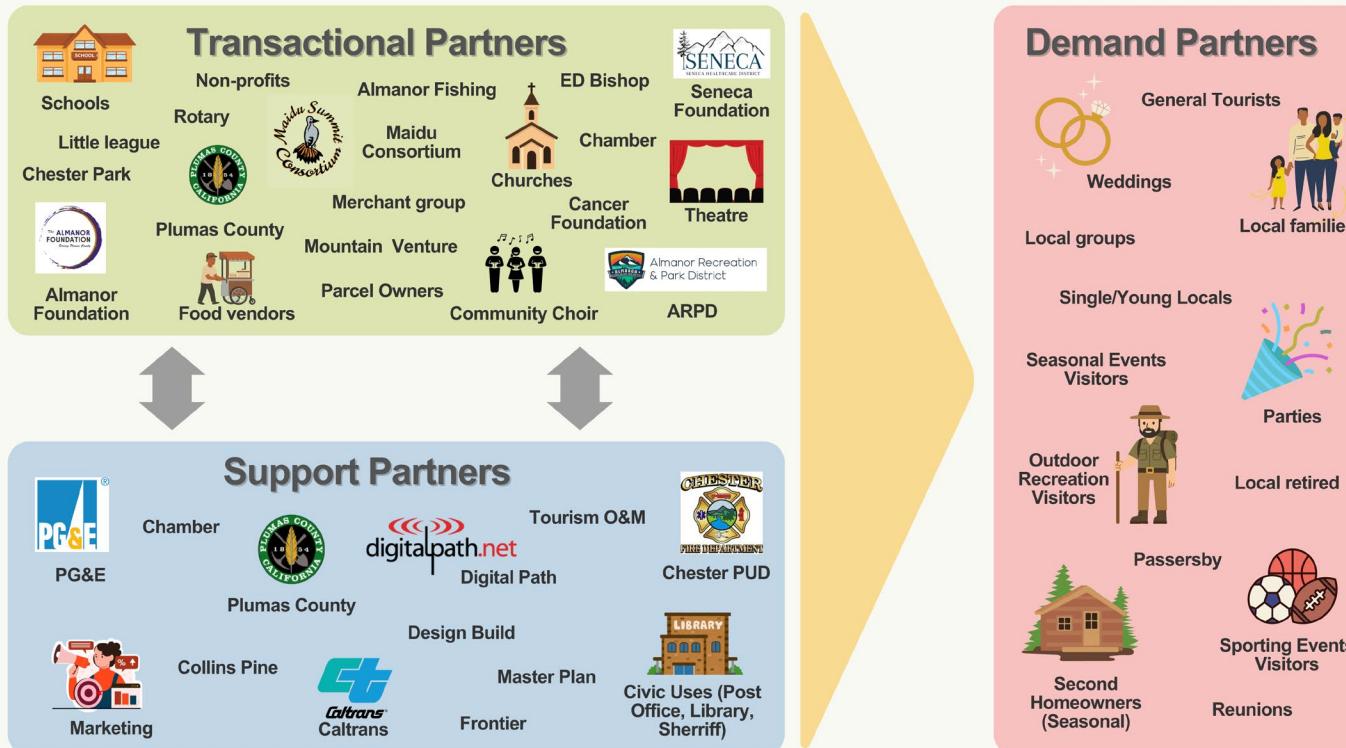
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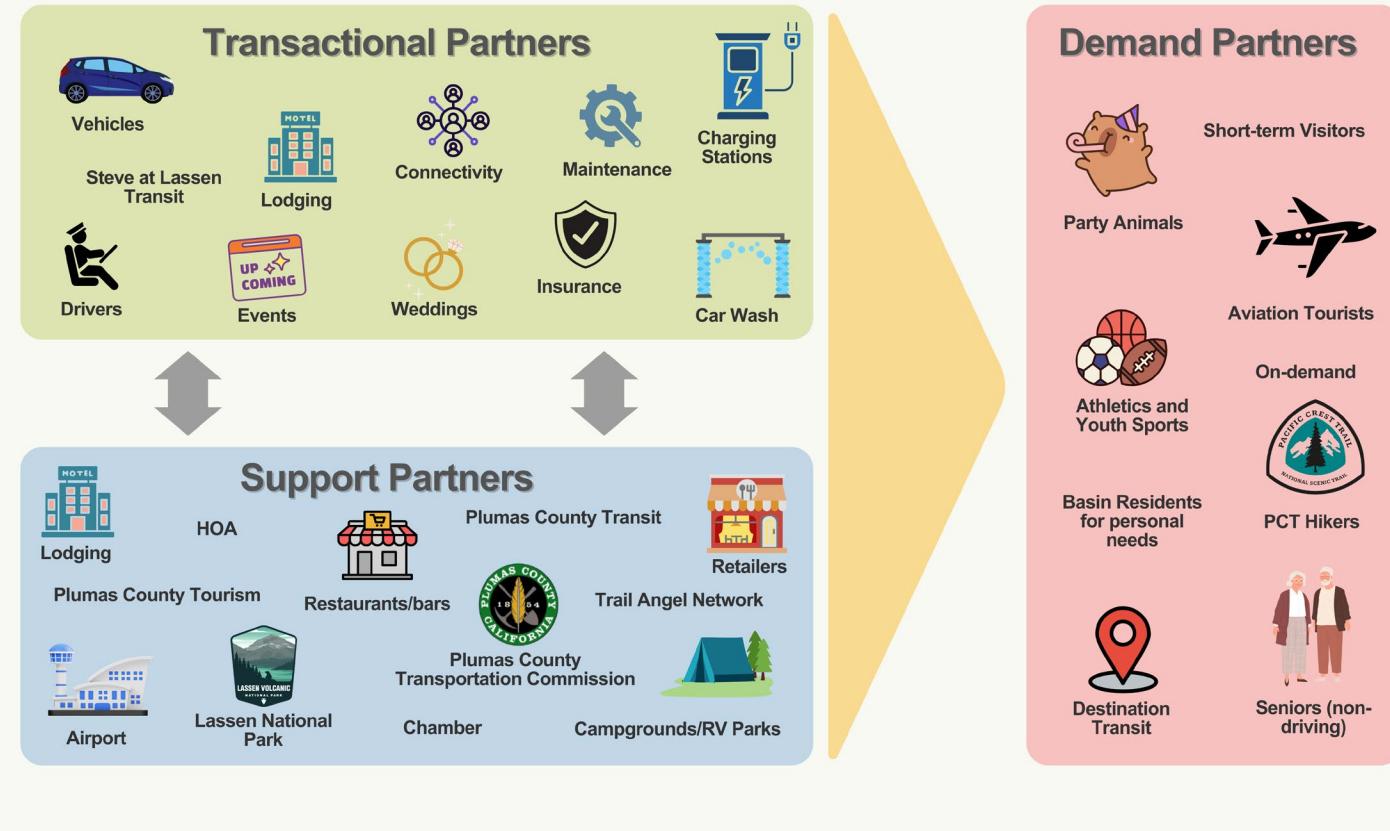
# Revisit the Value Chains



# Town Plaza Value Chain Map



# Car Rental/Rideshare Value Chain Map



# Funding – Things to Think About

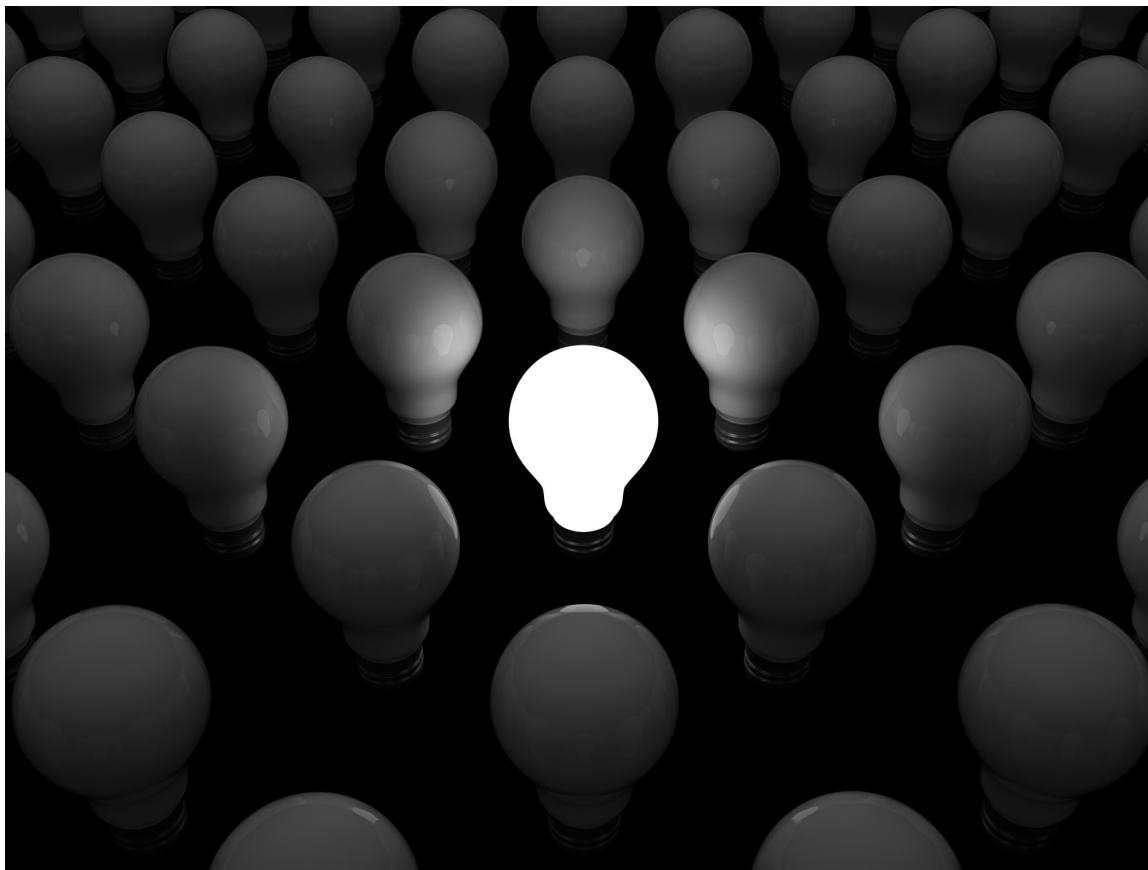
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- Will funding be required?
- Guesstimate \$\$\$
- Potential sources

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

# Activity: Our Value Chain Pitch

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# What is a Pitch?

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- 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

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



# Break

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# Action Planning for your Value Chain

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# Action Planning

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

# What Did We Learn Today?

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

# Next Steps

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

# Closing: Pluses & Deltas

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Things you liked?



Things we can improve on?

Things that worked well?

Opportunities for change?

# ROCE Team Contacts:

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# ROCE in Chester Info – Plumas County Website

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<https://tinyurl.com/RechargeChester>



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**Thank You!**