

Q8 If you had a magic wand, what would you do to the area to improve business success?

Answered: 27 Skipped: 9

#	RESPONSES	DATE
1	I'd put in Dyer Mountain Ski Resort to draw people through Chester, using grocery, restaurants, and lodging during the winter. Although DM had planned lodging and other resources, a lot of visitors would not have paid the price, and Chester would have been the closest to fall back to.	1/29/2019 3:04 PM
2	Snowmobile repair and rental shop. Marina at the end of 1st Ave. Clean up poorly maintained store fronts on Main Street.....develop a plan to make the town of Chester a tourist Mecca.	1/17/2019 3:33 PM
3	Get rid of the eyesore that people see when they first enter Chester. Chester IS the town that serves Lake Almanor, visitors shouldnt think of it as "a dirty little town". Bring in more shopping on Main Street for both locals and tourists, create monthly or semi monthly events that capitalize on the history and the nature of this area (check out what places like Virginia City have done and how they used their history to draw in theme based tourism), advertise not just Lake Almanor, but a revitalized Chester, the backdoor to Lassen, the PCT, etc. And market it better to SoCal, Bay area, etc., continue to develop single track bike trails and hiking trails, host bike races, develop some groomed x-country ski trails, put in an ice skate rink, create novel things that put this area on the map so we can collect tourist \$\$ and provide good jobs for locals, and of course, find a way to improve internet. Where did the ice sculpture contest go? It should be co-occurring with the dog sled races. A public calendar for the snow shoe and x-country ski events could be nice- one that is easy to locate in multiple places. Could a mutiple week fishing derby with some tagged fish (worth various \$ prizes) be possible in our area? (Advertised, of course, to draw in \$ from participants from other areas). The more attractive our area is (think eyesore upon entering Chester), the more outside \$ we can bring in. With that we can have a more sustainable permanent population. With that, better services (think internet, TV) and better shopping (think local reasonable alternatives to Holiday grocer prices). Do I want this to be a little Tahoe? Heck no! And it doesnt have to be. And make sure no fast food places open up here either. Have some sort of culinary contest for chefs - end goal would be to inspire some to locate a restaurant here to offer more choices of fine dining.	1/17/2019 1:31 PM
4	Make the winters as successful as the summers by hosting/creating more events. Eliminate the Willis junk yard at entry into town. Does not help with beautification of Chester.	1/15/2019 10:12 AM
5	more access to better network and meet businesses. Thur-Sun work better for me.	1/15/2019 9:48 AM
6	Clean up Willis's junk yard! I think the Chamber sign coming into town should be resurrected.	1/11/2019 12:46 PM
7	Year round activities to draw visitors	1/10/2019 11:07 AM
8	I think that the beautification of Main Street and improving infrastructure would be amazing to drive business success for our local businesses. Creating safer walkways and paths to connect our homeowners and subdivisions with our businesses could help to keep businesses more local. If I had a magic wand and anything was possible, I'd put a boat launch in Chester and now we aren't a sleepy town by the lake, we become a lake town and new destination!	1/9/2019 3:06 PM
9	Bicycle lanes and trails and pedestrian accomodations.	1/9/2019 1:03 PM
10	Increase population by 200% to be able to support local business and look for employer to consider the northern part of the county	1/9/2019 7:58 AM
11	Better outreach/marketing of our area	1/8/2019 9:29 PM
12	Have a light industry that would provide at least fifty jobs. Also reopen Stover Ski Hill to bring more people to the area to play in the snow in the winter	1/8/2019 9:19 PM
13	Attract more businesses with year-round employment opportunities. Our area thrives seasonally making it economically difficult for many to pay bills, etc during the winter. This in turn affects all areas of business in Lake Almanor. There are a large number of residents with seasonal incomes that cannot commit to year-round or long term financial commitments- such as buying a home, buying vehicles or life insurance.	1/8/2019 5:17 PM

14	I'd clean up "the Chester junk yard" as you cruise into town (the locals have become blind to it), bulldoze the hideous "shopping center" that is not only unsightly in design, but sits there empty. I'd construct a paved trail from LACC (where the tracks hit A-13) to Chester, and a dirt trail from the PCT @ Domingo Springs along the river into town that is open to mountain bikes, hikers, runners, and equestrians. Bringing people in to town to recreate..mountain bike, hike, run, etc. will help local business like coffee houses, restaurants, gas stations, and motels. Lastly, I'd fill every building with a business.	1/8/2019 12:43 PM
15	Make Chester beautiful, and take additional steps to make it the hub for anything major going on in the basin. Also, place Chester on the map using outside marketing and make it a place people know and can be proud of - so those who live here can tell people they're from Chester, and others will know where that is. Also, showcase the community spirit we have in bigger ways - e.g., downtown Red Bluff and Susanville each have beautiful lights during the holidays. Chester can be much more pretty with or without snow...and it can be marketed as a magical place to live and play in all seasons.	1/7/2019 3:48 PM
16	Bring in new businesses and restaurants, clean up Chester and get rid of the eyesore at the west end of town (junkyard)	1/7/2019 9:04 AM
17	Grant program that would pay for beautification of main street. Fund support for local startups. Get bike trail around the lake and create events centered on that to improve tourism.	1/7/2019 8:10 AM
18	market to the valley, Reno, etc	1/6/2019 9:27 AM
19	More visitors	1/5/2019 7:48 PM
20	Street lights, sidewalks	1/5/2019 4:44 PM
21	Create jobs for all ages	1/5/2019 2:12 PM
22	Clean up main street. paint store fronts. Street lamps, or decorative lighting, sidewalks.	1/5/2019 1:15 PM
23	State of Jefferson!	1/5/2019 1:11 PM
24	Make it more vibrant and "mountains modern" to attract tourists, entrepreneurs, and retirees and to create economic stability.	1/5/2019 12:48 PM
25	None - maybe clean it up a little	1/5/2019 12:39 PM
26	Clean up main street, make town more presentable, open more small business, provide more places for tourists to visit, more activities to do.	1/5/2019 12:14 PM
27	Main Street sidewalks and upgrades, comprehensive marketing & communication plan with community buy-in and support, winter events.	1/5/2019 12:07 PM