

# my town

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## HOW DO WE SEE OUR TOWN: FULL OF POTENTIAL...

One of the best things about our job at Enjoy Magazine is having the opportunity to look for the blessings in our community. We don't take this responsibility lightly, and it's a joy to come to work every day as a result. Even when it can be difficult at first glance to find the beauty in our world, a deeper look always reminds us that we live in a truly special place.

Case in point: When the Carr Fire came and ravaged our community, the North State stood tall, stood together and said, "We will rebuild." Through the devastation, we witnessed the resilience of our community, the generosity of our community and the love in our community. Just like we're starting to see of signs of tiny, green plants emerging from the ashes, rebuilding brings the opportunity for new and beautiful things.

And new things were already happening, new things to help shape the future of our city. A revitalization. A renaissance. New developments were already starting in downtown, from the K2 project replacing the old Dicker's building to the McConnell project for the former police station. With Enjoy offices being located in downtown Redding, we ourselves have eagerly anticipated these imaginative projects. We have also enjoyed the new businesses already opening up nearby, from Wilda's (love the Buddha Bowl) to Final Draft Brewing Company to the Fashion Alliance and Bella La Vie Wigs and so many more - they're business owners like us, taking a chance on their dreams, partnering to create a thriving downtown for everyone to enjoy. The fire knocked us down - but it hasn't knocked us out. That's the spirit that we see every day in our community.

After 12 years of telling stories about the North State, we've seen that there's no limit to the remarkable things coming from our area, and that it's still so full of potential. It's been a privilege to share these stories with our readers over this last decade and we look forward to many more years of storytelling about our incredible community.

Photo by Melinda Hunter