

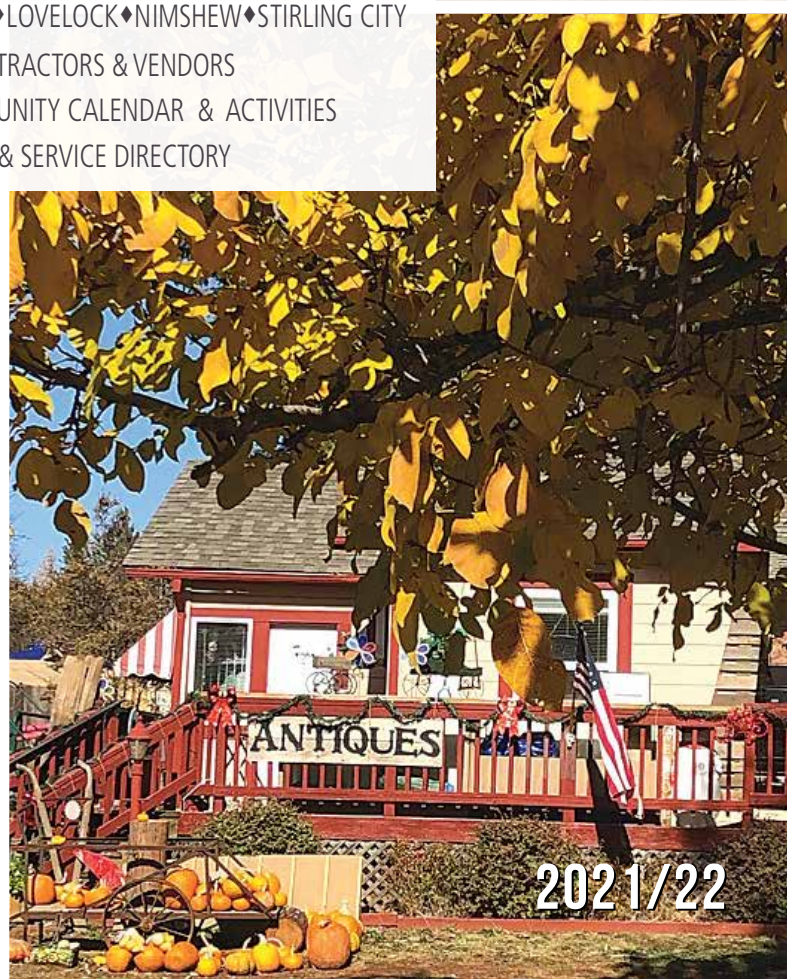
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Picture yourself in Paradise

By Monica Nolan

Executive Director

Paradise Ridge Chamber of Commerce

The Paradise Ridge Chamber of Commerce invites you to connect with the Ridge community through this publication, commonly known as the “Ridge Rising Guide.” Whether you are a long-time resident, newcomer, or contemplating a move to the Ridge, you’ll find wealth of information about our beautiful mountain home in this compendium.

Every bit of news, advertising, and proud history is an invitation for you to acquaint yourself with our organizations and businesses and the humans who make them go. It is also an opportunity for you to fill in the gaps—what industries and organizations are lacking? Do you have a vision or expertise to share? The Ridge has long embraced those who want to be deeply connected to creating and living in their community. We also embrace those who prefer to sit back quietly in the woods and partake of their own peace of the Sierra foothills. To borrow the motto of Paradise Community Guilds, a valued member



The Paradise Ridge Chamber of Commerce invites the community to help celebrate its 80th Anniversary.

organization, we invite you to “Be the Community You Want to Live In.”

As well as an overview of the businesses, organizations and resources available on the Ridge, we introduce you to some of our community members through a new “Faces of the Ridge” feature. Throughout this guide, you will find the words and faces of a few of our neighbors sharing their different experiences of life on the Ridge. We hope this will help you picture yourself in Paradise.

The Paradise Ridge Chamber of Commerce welcomes all businesses, organizations, and even individuals with interests in the Ridge to join our Chamber. For businesses and organizations, visibility in the Member

Directory in this publication alone is substantial ROI on our nominal annual dues. Individuals who support our mission to promote the civic and commercial progress of our community, who make use of Chamber resources, and who enjoy the events we stage are welcome to join as “Community Investors.” Find out more by visiting ParadiseChamber.com/membership-benefits or give us a call at (530) 877-9356.

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The Paradise Rising Resource Guide is published by Directory Sales Management, Inc. for the Paradise Ridge Chamber of Commerce.

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The 2021/22 directory resources are listings, not recommendations and researched to the best of our ability. No admission or deletion of any group, organization business or company should be interpreted by the reader as a position taken for or against that business.

— TABLE OF CONTENTS —

<i>Mayor Message</i>	8	<i>Burnt Barn Distilling</i>	62
<i>Town Update</i>	9	<i>Feather River Health Foundation</i> ...	64
Recreation	11-25	<i>Restaurants</i>	66
Parks, hiking trails, PRPD events, cycling, Paradise Lake, campgrounds, marinas, RV/trailer parks, Re-Discover the Ridge, Explore Butte County, disc golf, wildlife		<i>Paradise Horseman's Assn</i>	71
History	27-32	<i>Downtown Almond Street</i>	73
Noble Orchards, Gold Nugget Museum, Magalia Community Church, Joy Lyn's, Stirling City, Table Mtn. Masonic Lodge		<i>Paradise Veterans Hall</i>	75
Community		<i>Regenerating Paradise</i>	77
<i>Green Bag program</i>	36	<i>North Valley Community Foundation</i>	79
<i>Education</i>	37-38	<i>Paradise Library</i>	82
<i>Boys & Girls Club</i>	39	<i>The Chapelle</i>	85
<i>Map of Paradise</i>	40	Events	94-98
<i>Infrastructure recovery</i>	41	Johnny Appleseed Day, Party in the Park, Paradise Chocolate Fest, Gold Nugget Days, Calendar of Events	
<i>Real Estate update</i>	42	Arts	101-113
<i>Upper Ridge Community Council</i> ..	52	Norton Buffalo Hall, Paradise Community Guilds, Northern California Ballet, Paradise Arts Alliance, Paradise Art Center, new legacy mural, Paradise Symphony, Theatre on the Ridge	
<i>Treasure shopping</i>	55	<i>Ridge resource directory</i>	117
<i>Habitat for Humanity</i>	56	<i>Chamber in Action</i>	120
<i>Motels</i>	57	<i>Chamber Member Directory</i>	122
<i>PID update</i>	59		
<i>Rebuild Paradise Foundation</i>	61		





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The Paradise Ridge—A remarkable community of indomitable pioneers

Resting in the northern Sierra, above the fog and below the snow, the town appropriately named Paradise grew from overland stage stops with picturesque names like Toadtown, Dogtown and Whiskey Flat.

The first inhabitants of the Paradise Ridge were Maidu Tribes who made Butte County their home from about 1500 B.C. Today's Concow-Maidu tribe are their descendants.

After gold was discovered in January 1848, prospectors headed to Paradise staking claims along the Ridge's sparkling rivers and streams that carve their way through our stunning canyons.

The "gold fever" that led to the settlement of the Paradise Ridge also gave rise to one of our most popular annual events, the "Gold Nugget Days" celebration. In 1859, a 54-pound gold nugget was brought to Dogtown from the Willard mine, and the discovery of the "Dogtown Nugget" was heralded near and far. The event features a colorful parade, the hilarious Donkey Derby, and the crowning of the community's Gold Nugget Queen.

In the fall, "Johnny Appleseed Days" stages a joyful festival of games, displays, music and food honoring the agricultural history of the region, including our historical apple orchards. As California's oldest harvest festival, the event has been staged since 1888, harvest and plague permitting.

A post office was established in Dogtown in 1857, serving the thriving trading post. Lumber mills operated in the 1850's and 60's and families settled in the area. Railroad service was established in 1904, and as the twentieth century progressed, agrarians settled the Ridge. The Paradise Irrigation District provided water, and the Paradise Farm Center was formed. Growers of apples, prunes and pears utilized the railroad to speed their product to market. Around 1966 it was decided the rapidly growing town of Paradise should incorporate, as the population had swelled to over 20,000 from 5,000 in just fifteen years. The Town of Paradise was incorporated on November 27, 1979.

Paradise was home to Yellowstone Kelly, a celebrated figure of the American west. Luther Sage "Yellowstone" Kelly was a soldier, hunter, trapper, scout, adventurer and confidante of President Theodore Roosevelt. After a life of adventure, he and his wife Alice May retired to Paradise to establish an



July 4, 1911, looking down Olive Street (now Black Olive) to College Avenue (now Pearson Road.)

orchard on Clark Road. After the abandonment of the Butte County Railroad in the early 1970s, the 4.3 mile Paradise Memorial Trail was established, and renamed the "Yellowstone Kelly Heritage Trail" in 2017.

The ruts of the Overland Stage route through Paradise were paved long ago, but visitors will continue to visit this unique locale, finding delight in its beauty and a warm welcome in its people. On November 8, 2018, Paradise, Magalia

and its neighbors were devastated by the most destructive wildfire in California history. As we evolve and rebuild, we invite you to explore our remarkable community of indomitable pioneers.

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— FROM THE DESK OF THE MAYOR —

Progress in Paradise



Steve Crowder

Mayor, Town of Paradise

We are fresh off our beloved Gold Nugget Days and it was wonderful to see so many of our Ridge residents enjoying a perfect day for a parade. Up next is our fabulous summer Party in the Park, then the Chocolate Fest in September and Johnny Appleseed Days in October. It is awesome to see a return to “normal” happening!

It is very encouraging to see businesses reopening and new businesses calling

Paradise home. Tractor Supply is a recent addition, and now Grocery Outlet is making a return. A micro-brewery is actively securing property and a distillery is currently in the works. Also coming to Paradise is Road Roaster Coffee Company, a wholesale and retail operation selling coffee beans by the bag—look for them at our local events.

Our schools are moving forward with a new gym opening at the high school and a Safe Routes to School project is under

way for Paradise Ridge Elementary.

A broadband study is in the works for high-speed internet, which will make Paradise a more desirable place to live, especially for those working from home.

Our sewer project is in the EIR (Environmental Impact Report) phase, and we are confident that we will secure funding to make this long-standing dream a reality, which will be an asset in attracting businesses to our community.

Our understanding is that Adventist Health is still working on a free-standing Emergency Room; watch for updates.

The Paradise Art Center, Paradise Performing Arts Center and Theatre on the Ridge are making a comeback.

PG&E and Comcast are making great progress in the undergrounding of our utilities and mediation continues with AT&T, as overhead poles are not an option for us. PG&E anticipates finishing the undergrounding ahead of schedule.

I am highly optimistic for the recovery of our town and see a very bright future for our Ridge.

I am so proud of the tireless efforts of our staff to help people come home. To all of you, we can never convey enough thanks and gratitude for staying/coming back and it is because of you that we are making these great strides. Thank you Paradise Pioneers!

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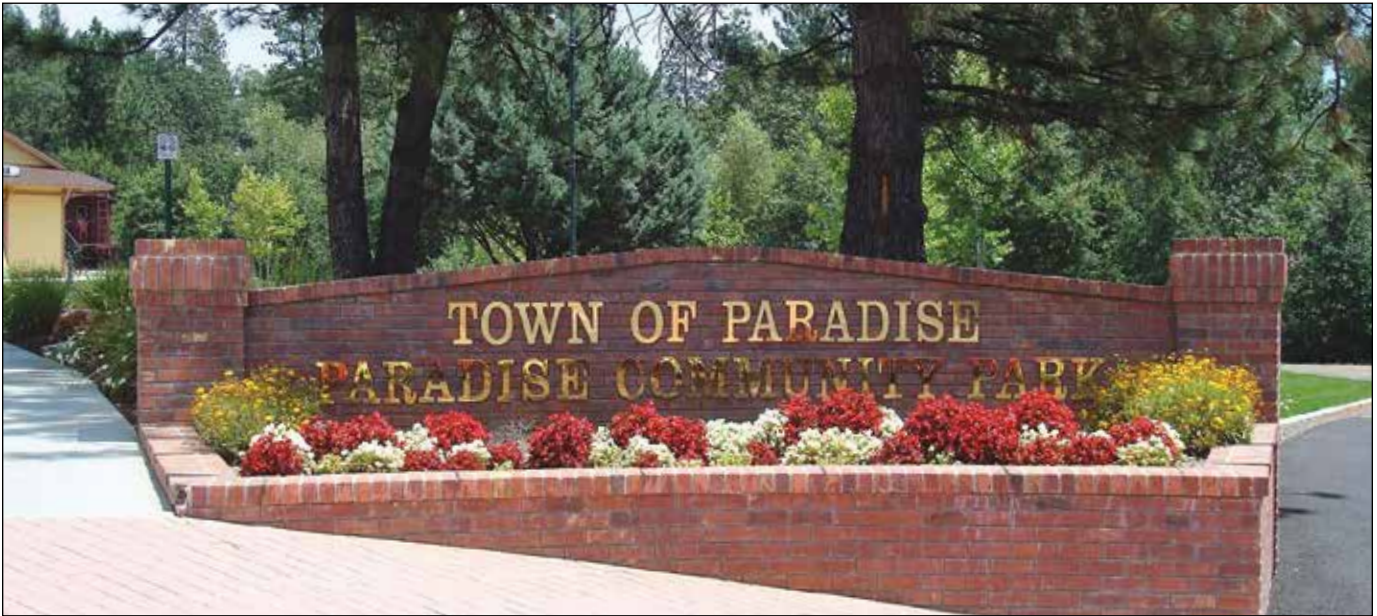


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Exciting things are happening in Paradise

By Colette Curtis
Assistant to Paradise Town Manager

The Town of Paradise, incorporated in 1979, is nestled in the foothills of California’s Sierra Nevada Mountains. Located on a ridge with elevations ranging from 2,000 to 2800 feet above sea level, Paradise is twelve miles east of Chico and ninety miles north of Sacramento. Residents and visitors still enjoy tall pines and majestic oaks, cooler summertime temperatures, occasional winter snowfalls, and a compelling environment. Rich in history, innate beauty, and friendly people, Paradise is a fantastic place to raise a family, build a business, or just relax for a weekend in the pines.

After the Camp Fire, our community bonded together to overcome hurdles we couldn’t comprehend at the time. The Long-Term Recovery Plan was created and adopted with community members in a broad and systematic exchange of ideas, input, feedback and refinement conducted during large-scale public meetings. Today, with the Long-Term Recovery Plan guiding us, we are moving forward more quickly than ever predicted.

Exciting things are happening in the Paradise business community this year. After the double-disasters of the Camp Fire and COVID-19, we are seeing businesses re-open and open for the first time on the Ridge. Over the past year, local



favorites like Joy Lyn’s Candies and newcomers like Tractor Supply Company have opened their doors to our community. We have also learned that Dolly O Donuts and Barney O’Rourke’s are rebuilding, both in their original locations! Grocery Outlet will also be reopening in a new location – taking over the old CVS location at 6800 Skyway.

The Town is actively engaging with businesses to show them what Paradise has to offer – a supportive, close knit community, residents needing products and services, and the unique opportunity to be part of rebuilding a community from the ground up. So far business owners are responding. The Town is currently working with a bakery, a microbrewery, a distillery and a craft store interested in opening in Paradise.

Paradise Town Council and staff are focused on rebuilding our local economy as our community rebuilds. With so much to offer, Paradise is well positioned for a strong economic recovery. Paradise is open for business and open to the pioneers who will build, work, and shop in them.

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Explore one of the Ridge's many parks

Paradise Recreation and Park District (PRPD), as the recreational leader of the community, is committed to providing a diverse selection of park facilities and recreation activities for residents and visitors. PRPD spans approximately 170 square miles and encompasses Paradise, Magalia, Butte Creek Canyon, and the Concow area.

The Terry Ashe Recreation Center at 6626 Skyway houses PRPD's business office. Other key facilities include Aquatic Park, Paradise Lake, Bille Park, Moore Road Park, Coutolenc Park, and Crain Park in Concow. Facilities for picnics, parties, weddings and other occasions are available for rental. With the community's help, PRPD hopes to build future parks at Lakeridge Circle in Magalia, and at Pentz and Merrill Roads in Paradise.

Visit PRPD's website for information about a full range of recreation programs, classes, and special events. For more information about the Paradise Recreation and Park District, call 872-6393, email info@ParadisePRPD.com or visit ParadisePRPD.com

Terry Ashe Recreation Center

6626 Skyway, Paradise

Located in the heart of Paradise on Skyway, Terry Ashe hosts most of PRPD's programs and events, including the winter Ice Rink and the Paradise Chocolate Fest, Johnny Appleseed Days and the Gold Nugget Craft Faire. Facilities include pre-school, playground, gazebo, arbor, BBQ, basketball court, meeting rooms and kitchen.



A year round creek flows through the Aquatic Park located at Buschmann Road and Recreation Drive. It's a great place for discovery and splashing around. If you're lucky, you might catch a glimpse of the resident otter in the nearby pond.

PARKS continues next page

PARKS *continued from page 11*

Aquatic Park

5600 Recreation Drive. Paradise

Aquatic Park makes a lovely setting for the public swimming pool, nature trail, duck pond, individual picnic sites, a group site and outdoor arbor, playground, kids' fishing pond and beautiful shade trees.

Bille Park

**501 Bille Road.
Paradise**

Bille Park Expansion

**6261 W. Wagstaff.
Paradise**

Bille Park features a group area, playground, and lots of picnic tables with shade. Both sites feature a BBQ, tables, benches and a water source. Ample parking, children's playground and a large grass area. Bille Park Expansion boasts a gazebo, pavilion and a kitchen available for rental. Walkways connect the parks. Canyon views are accessible via a picturesque nature trail.



Coutolenc Park *(above Old Magalia)*

The park sits on 340 acres on Coutolenc Road above Old Magalia. Hiking is encouraged.

Crain Memorial Park *(near Concow Lake)*

This hidden gem of Butte County is located at Concow and offers a picnic area, restrooms, native plant trail, drinking water, play structure and pleasant meadow area.

Moore Road Park

Moore Road, off Forest Service Road, Paradise

Moore Road Park offers two ball parks, a playground, a riding arena, a dog park and a ropes course. This facility is used year around. The ballpark is available for rental

Paradise Community Park

5592 Black

**Olive Drive,
corner of
Pearson and
Black Olive**

Operated by the
Town of Paradise,
P a r a d i s e

Community Park borders the Yellowstone Kelley Heritage trail and offers a playground, gazebo, and picnic tables. Home to the landmark Depot Museum, the park offers a picturesque and historic backdrop for picnics, events, and Paradise's best-loved summer fest, Party in the Park. Available for rent; contact the Town of Paradise: (530) 872-6291



Paradise Lake

**Lucretia
Road, off
Coutolenc
Road,
Magalia**

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acre lake
provides
a variety
of outdoor

activities, including paddling, fishing, hiking, mountain biking, and more. There is a shaded picnic site, tables, benches, and playground. Two boat launches provide paddling access and small boat (electric trolling motors only) access. The lake supplies drinking water for the area and currently swimming, dogs and horses are prohibited. Closed on Wednesdays. Day passes available at the lake or seasonal parking passes at the park office or online.



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Hiking trails abound on the Ridge

In spite of the impacts of the Camp Fire there are still trails to be hiked on the Ridge. Some of them are untouched by fire and others are great examples of how fuel reduction projects made a difference during the Camp Fire.

Using the trails identified in the book *The Flumes and Trails of Paradise* by Roger and Helen Ekins as a guide, here are a few trails that continue to provide a great outdoor experience on the Ridge.

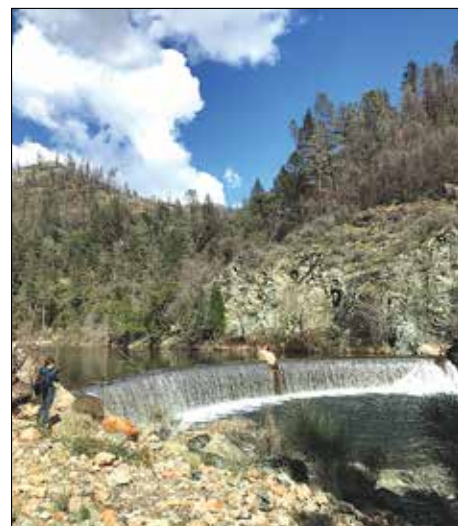
Bille Park Nature Trail

(.5 mile, round trip)

Located on Bille Road, one mile west of Skyway, but best accessed via the West Wagstaff entrance, Bille Park is definitely one of the jewels of Paradise. The main hiking trail is west of the gazebo, on the north end of the park—just look for the sign for Indian Rock (613'), the Grotto (1,231') and Lookout Point (1,463') which ends at a cement bench—a perfect viewing spot for glorious sunsets.

Butte Creek Trail West (up to 5 or 6 miles round trip)

For dramatic vistas of Butte Creek (and the chance to try some legal gold panning if you are feeling lucky) drive up the Skyway some 9 miles from Wagstaff, then turn left on Powellton Road and continue on the middle road, which is now Doe Mill. At the bottom, cross over the bridge, begin heading up the other side and look for the white trail marker on your left, parking anywhere you have room. Then follow the trail downstream for as far as you feel like going. This is especially lovely in the spring.



Head Dam Road to Dam

Located near the intersection of Skyway and Coutolenc Road, this hike offers a glimpse at the recovery process after a fire. Known for the McNab Cypress, this area was severely burned but many plants are already returning. This area provides a

great opportunity to see how nature responds after a wildfire. The hike down the road to the Miocene Head Dam is one mile with an elevation difference of nearly 1000' so be prepared for a strenuous hike. Bring plenty of water in warm weather.

Little Pearl

(1 mile, round trip)

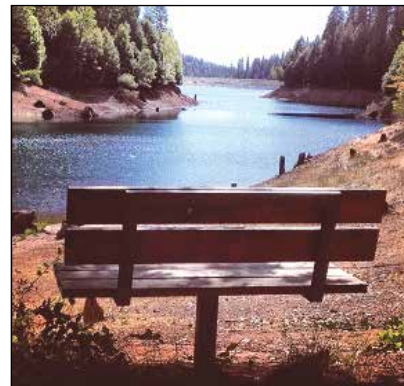
The easiest way to find this aptly named and popular local swimming hole is to drive up the Skyway past the Magalia Reservoir, then park in the cleared area at Skyway and Dogtown Road. Then (very carefully!) cross the Skyway and walk up to the dirt and gravel road directly across from Dogtown Road. Go down this road about a minute, then look for a service road, immediately in front of you. After 9 or 10 minutes along this road (which parallels Little Butte Creek), look for the switch-back trail down to Little Pearl. Because this trail is steep in spots, bring good walking shoes.



Paradise Lake

(up to 9.5 miles, round trip)

Although no pets or swimming is allowed (this is the Town's drinking water), Paradise Lake is one of the most beautiful places to either hike or ride mountain bikes. There is a fee for using the parking areas (located from Coutolenc Rd. off of either Lucretia or Northlake Rd.), but you can also purchase an annual pass from the PRPD once you decide to become a regular visitor.



Yellowstone Kelly Heritage Trailway

(up to 11 miles, round trip)

Recently renamed in honor of past resident, Yellowstone Kelly, a famed Western figure, this old railroad bed, which runs through the middle of town, is paved and therefore ideal for all kinds of bicycles, tricycles and the like. In fact, locals usually call it "the bike path." It can be accessed at any one of several cross-streets, but the best place to park is at the Community Park on Black Olive near Pearson Road.



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Photo by Kathleen Liljeberg

Terry Ashe Recreation Center in the center of town is a lovely spot to picnic and play. It hosts annual festivals such as the Chocolate Fest.

PRPD offers a full range of events and activities in the coming year

By Dan Efseaff, District Manager

Paradise Recreation and Park District

Oftentimes, signs of early spring sneak up on us, until one day we notice the eruption of daffodils around town or a splash of color on red bud. For me, spring's soundtrack is the honking of migrating geese and the trumpeting of sand-hill cranes. Spring with summer chasing at its heels has clearly arrived for PRPD, and we are emerging with a re-opening of programs, rentals, and events.

Our pool is busy with lifeguard training (both Concow and Paradise pool programs are gearing up for the season--lifeguards needed now!) Tiny tots are back at the Terry Ashe Recreation Center. New native plants around the facility provide a feast for butterflies and our eyes.

Working with a whole host of partners, the removal of hazard trees has opened the eyes of Bille Park, providing new opportunities for recreation. The canyon views are a spectacular backdrop for the outdoor venue, destined to become a popular destination for events and weddings. Bille Park is also getting a make-over with improved sidewalks, and we hope that donations and sponsors can help us build a mountain bike skills flow track and ropes course.

Paradise Lake's busy season will feature kayak rentals, camps, astronomy, community paddles, and even a 5K race in the fall. We are also planning a full calendar of events including the fishing derby, movies (the "World Series" of baseball movies through the fall at Moore Road Park and at other locations), Gold Nugget Craft Faire, and art pop-ups.

Speaking of art, PRPD staff is creating a community-designed, collaborative mural that the community will enjoy for generations to come. The public can watch the art arise before their eyes.

The District also acquired two new properties adjoining undeveloped parks along Pearson Road and Pentz Road. The properties allow for new recreational opportunities and vegetation management to help reduce wildfire risks.

Finally, we are happy to announce that we will begin work on the 15-mile Magalia - Paradise Lake loop trail and need volunteers and donations to complete some key aspects of the project.

Time to get out and play!

Paradise Recreation and Parks District
Office: 6626 Skyway, Paradise 530 872-6393
info@paradisepdpd.com



Photo courtesy of Tom Lee

Jeri Luce, Joan Colyer and Gigi Lee enjoy biking up to and around Paradise Lake.

Cycling on the Ridge, a great healthy activity

By Torey Feldhaus

Cycling remains a healthy activity, with physical distance built in. While some Upper Ridge riding areas have been damaged by fire, there are still some great places to ride. Paradise Lake was untouched, providing beautiful views and an easy dirt path out and back of 4.3 miles each way. The BLM trails in Magalia are currently un-rideable and their future is unknown. The POA, member only, trails on the west side are in great shape where the fire didn't impact them thanks to the Butte Fire Safe's council work on fuels reduction. The east side trails are closed due to fire damage. The POA is currently working on these trails through grants, the estimated time for reopening them is uncertain.



The Camp Fire temporarily halted the momentum to get more recreational options for the cycling community on the Ridge. The Yellowstone Kelly Heritage Trail, aka the bike path, is a wealth of potential for improvement. Drop in and speak with Rich at Paradise Bikes, 6282 Skyway in Paradise, and pick his biker brain about his awesome visions for an exciting bikeable

artery through town. Rich has a vision of creating features alongside the bike path, providing jumps, single track, berms, all providing the fun factor while maintaining a fire break that could be maintained by the local cycling community. Recreational opportunities for all ages would boost the Town's economy. It's a win-win. "If you build it, they will come!"

Looking even further, we have the potential to improve our connector streets to the bike path with safe bike and pedestrian lanes when our roads are re-done. If we are going to rebuild and be pioneers of the new Paradise, we must act now. It's time to improve the quality of life for the future of the town and the cycling infrastructure is a perfect spot for development of an existing asset!

The Ridge has seen changes since the Camp Fire and with those changes comes an opportunity for improvement. The potential to improve cycling in and around Paradise is at a tipping point, and the time to get involved locally is now.

For more information about biking or getting involved, check in with Rich Colgin, owner of Paradise Bikes, 6282 Skyway, Paradise. 877-3992. info@paradisebikes.com

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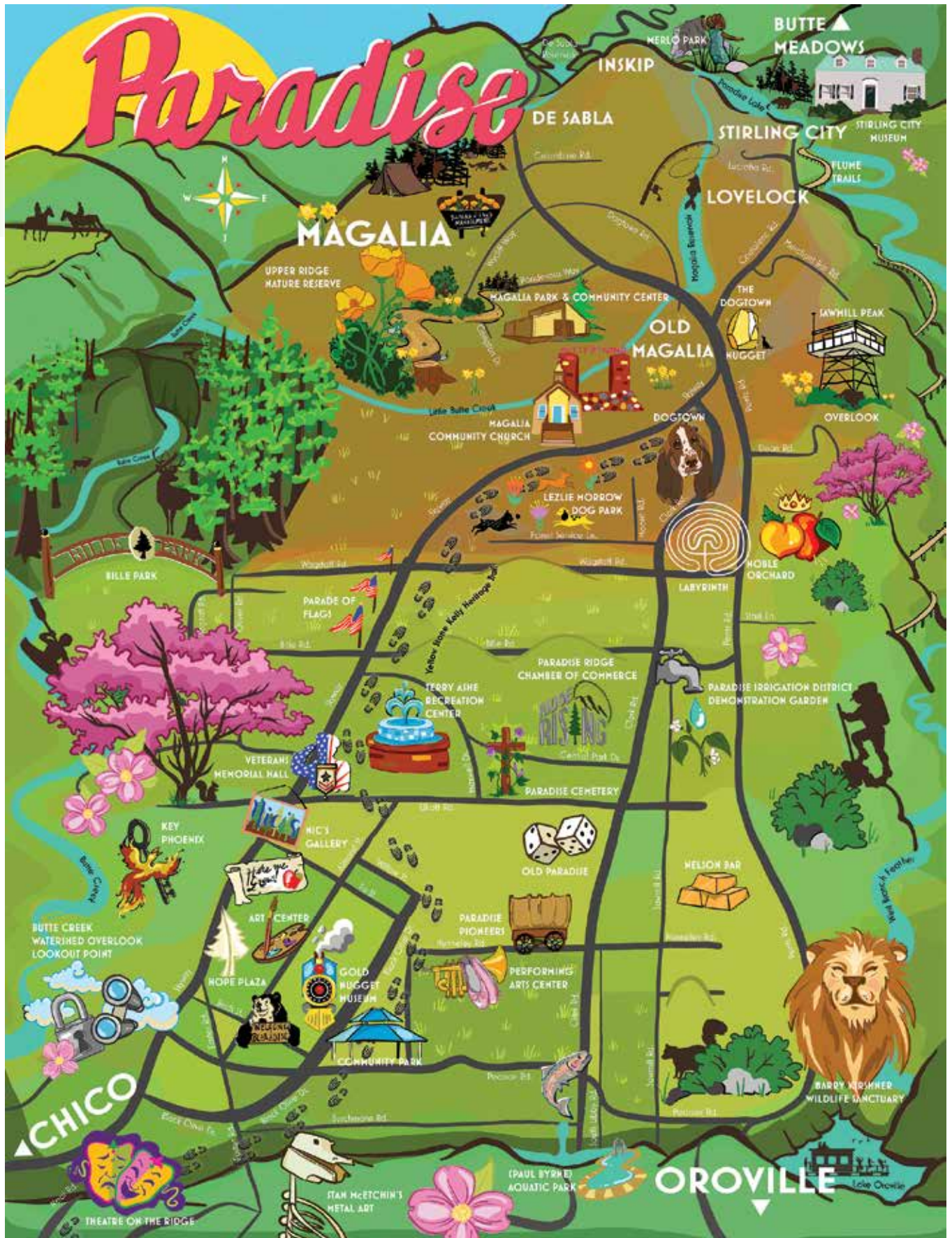
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PRPD will be offering single person and two person kayaks for rent at boat launch #2 off of Northlake Bld. Visit paradiseprrpd.com for rental information and schedules.

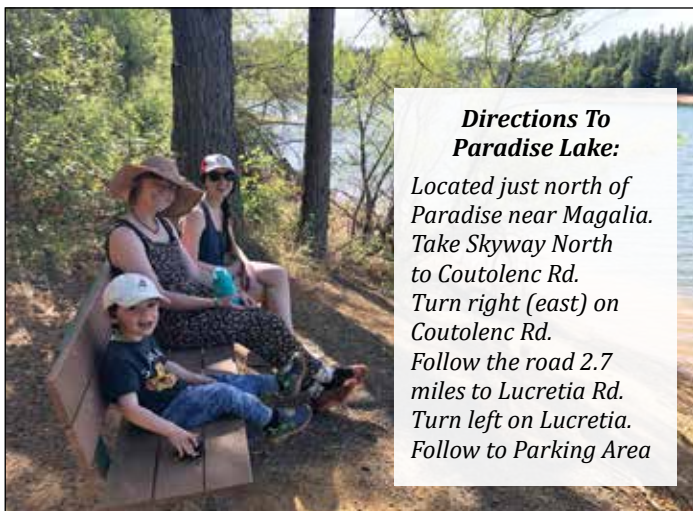
Paradise Lake offers a host of recreation opportunities

One of the jewels of Butte County, Paradise Lake provides paddling, fishing, hiking, mountain biking, and other activities. Recreational programming at Paradise Lake is operated by Paradise Recreation and Park District (PRPD). The 204-acre lake is lined on one side with 84 acres offering a variety of outdoor activities. The shaded picnic site provides picnic tables, benches, and even a play structure. Two boat launches at the north end of the lake provide paddling access and small boat (electric trolling motors only) access.

The lake supplies drinking water for the area and currently dogs and horses are prohibited, as well as swimming. The lake is closed on Wednesdays. PRPD is expanding activities at the lake, with educational and recreational programs and events throughout the next year. Visitors may purchase day passes at the lake or seasonal parking passes from the park office or online.

Paradise Lake Hours

Mon.- Tues. 5:00 a.m. – Sunset
 Wednesday CLOSED FOR MAINTENANCE
 Thurs.- Sun. 5:00a.m. - Sunset



Directions To Paradise Lake:

*Located just north of Paradise near Magalia.
 Take Skyway North to Coutolenc Rd.
 Turn right (east) on Coutolenc Rd.
 Follow the road 2.7 miles to Lucretia Rd.
 Turn left on Lucretia.
 Follow to Parking Area*

Oroville Lake Marinas

Lime Saddle Marina

Lake Oroville's Lime Saddle Marina offers a variety of recreational experiences. It is accessible from Pentz Road in Paradise. For those



visiting from off the Ridge, the marina is located in the Lake Oroville State Recreation Area, 75 miles north of Sacramento, in the Sierra Nevada foothills of Northern California and consists of 167 miles of forested shoreline.

The calm waters are ideal for swimming, waterskiing or kayaking. Cruise the lake or park along the shore to enjoy lakeside hiking, camping and fishing. Houseboats and other watercraft rentals are available as well as floating and Boat-in camp sites.

Lake Oroville is Northern California's largest state reservoir. It stores winter and spring runoff released into the Feather River and meets the needs of the State Water Project— one of the largest water and power systems in the world. For more information (530) 877-2883 or limesaddlemarina.com

Houseboat Rentals Bidwell Canyon Marina

Houseboats, deck cruisers, power boats and personal watercraft. Also buoy and slip rentals, fuel dock and launch ramp, marina convenience store and a snack bar. Handy to boat in campgrounds.

(530) 877-2414 or 800-255-5561
www.bidwellcanyonmarina.com



Lake Oroville State Recreation Area

3428 Pentz Rd., Paradise, (530) 877-2283

Located on Pentz Road south of Paradise, ski boats, patio boats and houseboats. Lake Oroville is a state recreation area; therefore all state California parking and launching fees apply. 160 miles of shoreline with hiking trails, campsites (boat in), swimming holes and more. Camping and picnicking facilities at marina.

www.parks.ca.gov/pages/462/files

The Upper Ridge, “the crossroads of civilization and natural life”

As we move forward from the incredible challenges we’ve had, I believe that local recreation and lifestyle is a key component to the success of our communities. With plenty of open space and a smattering of businesses, one is assured to find a spot to enjoy nature or chat with other folks. With few bike lanes or sidewalks, one travels around by walking and biking up and down the improvised trails and alongside the rural roads. Four years ago, I labeled the Upper Ridge the cross roads of civilization and “natural life”. I very much still believe that true!

For the “find it yourself” kind of fun, you can hike, bicycle or cross-country ski for what may seem like forever on the patchwork of Sierra Pacific Industries’ and Federal land, go swimming in the West Branch Feather River’s many pools or when desiring a little more of an extended get away, camp in Butte Meadows or at Philbrook Lake.

For those seeking more civilized recreation, a good bet is kayaking upon Paradise Irrigation District’s amazing Paradise Lake, seeking reflection amongst the beautiful meadows, pools and bronze sculptures at Merlo Park in Stirling City or our newest recreation opportunity at the South Pines Disc Golf course, a project of new Magalia Community Park.

The adrenaline junkie has much to choose from. Mountain

biking those short but challenging trails at Bureau of Land Management’s Forks of Butte Creek, e-bike or motorcycle some great curvy paved and gravel roads, and in winter ride snowmobiles at the Jonesville Snow Mobile Park near Butte Meadows or in summer raft Butte Creek, bridge to bridge, in some sort of inflatable. If bicycling gravel is your thing, check out “ridewithgps.com/routes/31982326” for the Doon grade railroad - Inskip pioneer grave loop. Lastly, take yourself or your family on a treasure hunt with a search of the local area at “geocaching.com”.

When bellies rumble, good eats can be found on the upper ridge, casually at Hill Top, Izzy’s Burgers and BBQ, Red Lion Pizza, or go international with Sakura Sushi or Happy Day Chinese. Don’t miss a ride or drive to Butte Meadows to check out the Colby Mountain Trail Network and Restoration Project area and origins of Butte Creek. Afterwards enjoy libations and food at Bambi Inn, great BBQ and beer at the Outpost, or handmade pizza and full deli at the Mercantile General Store.



Doug Teeter

Butte County Supervisor, District 5

recreation

Campgrounds

Lime Saddle Campgrounds Located near Lime Saddle Marina with a beautiful view of Lake Oroville. Access is via Lime Saddle Road off Pentz, north of marina turn off. 35 campsites, pets on leash, 15 RV sites, one group campsite, three Comfort stations, two Ramada shelters, one RV dump station, water and electrical. (530) 876-8516, reservations (800) 444-PARK (7275) www.Reservecalifornia.com.

Philbrook Lake Campground. PG&E recreation area, 20 campsites and fishing facilities. Privately owned Jones Resort at Philbrook Lake offers a campground with showers and rental cabins. Over 320 acres of wilderness beauty, (530) 873-3879. recreation.pge.com/reservation/camping/Index.asp

Campgrounds operated by Forest Service in Butte County For more information call (530) 534-6500

Philbrook, 10 tent/RV sites. 15 miles northeast of Stirling City, off Skyway, Humbug and Philbrook Roads. (916) 386-5164. recreation.pge.com/reservation/camping/Index.asp

Seasonal facilities open summer months only. Most are open May through October.

RV/Trailer Parks

There are several RV/Trailer parks in Paradise. Call ahead to verify space availability.

Quail Trails Village RV Park

5110 Pentz Rd, Paradise, (530) 680-2002
www.QuailTrailsVillage.com

Full hook-ups, 30-amp service, extra long pull throughs, shaded level sites, concrete patios, picnic tables, spaces for big rigs, room for multiple slide outs, clean gravel sites, cable TV (monthly only), phone hook-ups (monthly only), stream front tenting area

Pine Ridge RV Park

(530) 327-7831 pineridgepark-ministorage.com/
www.facebook.com/ParadiseCAL
30 spots for RVs available

Lake Oroville Visitor Center

(530) 538-2219. Camping info 1-800-444-7275.
<https://www.facebook.com/Lake-Oroville-Visitor-Center-174656299233115/>



Video campaign invites visitors to discover the Ridge.

Photo by Casey Jone Photography



A multi-phase video series attracts visitors to the Ridge to explore a rich variety of recreation and culture. Spearheaded by Debbie LaPlant Moseley, Executive Director of the Youth on the Ridge Foundation, collaborators include the Paradise Ridge of Commerce, the Paradise Recreation and Park District and the Gold Nugget Museum. "Re-Discover the Ridge" showcases the beauty, nature and activities abundant

on the Ridge today.

With a goal to enhance public perception of the Ridge after the Camp Fire and cultivate tourism, commerce and local events, the video is the first step in a multi-phase public relations campaign inviting visitors from near and far to **"Re-Discover the Ridge, The Communities of Paradise & Magalia, California."**

The video is available to community stakeholders including the Town of Paradise, local businesses, non-profits and civic organizations. Each has the opportunity to use the video on social media platforms, websites and other communication channels to stimulate business and regional tourism. The

video template may be edited to add customized promotional content for regional outreach, business promotions and special events.

The "Re-Discover the Ridge" plan also includes an interactive website, and a regional tourism map highlighting points of interest and historical sites. Subsequent phases of the campaign will feature culture and history, commerce, rebuilding and revitalization milestones and special events. Social media campaigns play a crucial role in the strategy for increasing public awareness and projecting a positive view of the Ridge today.

Debbie LaPlant-Moseley
Youth on the Ridge Foundation
530 342-4896

*Looking
for new
adventures
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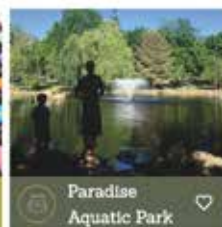
Explore



Taste



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More

ExploreButteCounty.com

At Explore Butte County (EBC), we believe in making it easier for those who live here and those just visiting to discover all that our beautiful region has to offer with our website, ExploreButteCounty.com.

The beautiful site makes it easy to find in-depth stories and stunning photography on outdoor recreation, food and dining, arts and culture, shopping, events, and more. With new articles and photos added regularly, you'll definitely want to bookmark the site for easy access.

You can also sign up for the EBC monthly newsletter for updates on upcoming events, the latest stories, and trip suggestions. If

you prefer to stay in touch on social media, you can find us on Facebook, Instagram, Twitter (and more); give us a follow for almost-daily content and updates on what to do, where to eat, and how to have fun in Butte County.

Keep in touch with Explore Butte County to get the best information on all Butte County offers. Check out the website and see for yourself!

Ashley Baer, CTA
Content Marketing Manager, Explore Butte County
contact@explorebuttecounty.com

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Magalia Community Park brings Disc Golf to the Upper Ridge

By Chris Rauen

Executive Director, Magalia Community Center

The sport of Disc Golf was formalized in the 1970s, and like golf, the object is to complete each hole in the fewest strokes (or, in the case of disc golf, fewest throws). Instead of a ball and clubs, players use a flying disc or Frisbee®. The new disc course at Magalia Community Park features 18-holes -- a fun and challenging par 54 course with 60 basket positions (changing frequently). The course is open daily to all ages and skill levels for regular play from dawn to dusk.

The course is a project of Magalia Community Park, a 501c3 non-profit organization which acquired a lease on the 40-acre property formerly known as the Paradise Pines Golf Course. It is part of a greater Camp Fire recovery project in lower Magalia with the mission of preserving the land for continued recreational use and bringing the community together.

Green fee is \$5 per person; check in at the pro-shop next to the Community Center upon arrival. Restrooms at the Center and



An 18 hole disc golf course at Magalia Community Park is open. Like golf, the object is to complete each hole in the fewest strokes (or, in the case of disc golf, fewest throws). Instead of a ball and clubs, players use a flying disc or Frisbee®.



Disc golf is a great activity for families; all ages and skill levels can play.

also at the 9th hole. (Note: the course includes a 1.8 mile paved walking/hiking trail great for pedestrians and bikers).

South Pines Disc Golf
13917 South Park Drive (at the corner of S. Park and
Andover Drive, next to Izzy's Burgers).
530-413-9158.

Park/Course is open dawn to dusk daily
Pro shop is generally open from 9a.m. until 5p.m.

— FACES OF THE RIDGE —

Jay and Julie Cooke: Why we live in Magalia

Since 1992, Jay and I have been blessed to call Magalia home. After living in the Bay Area, we were drawn to the Ridge for the clean air, friendly community, and stunningly beautiful surroundings. We knew it was the perfect setting to raise



our son. We loved our new home so much, we moved my parents and cousins right next door. We jumped right into volunteering and being on the boards of the Paradise Ridge Chamber of Commerce, Center for Spiritual Living Paradise, Boys and Girls Club, Habitat for Humanity of Butte County, Boy Scouts of America Troop 773, and Adventist Health Feather River Hospital Auxiliary. All of our volunteerism has been extremely rewarding and we have made the most amazing friends. Being in a community with so many opportunities to be of service gives us great joy. The Paradise Ridge has captured our hearts. ~Julie Cooke



A Paradise for Wildlife

If you're visiting Paradise or are new to our Ridge communities, you've likely noticed a variety of wildlife make their home here, too. Squirrels scamper across power lines (and tempt fate as they dodge quickly across two-lane roads) while deer often bed themselves down in the shade of tall pines (when they're not munching on your rose bushes!).

But for folks unaccustomed to all the creatures who also call the Ridge home, here are a few tips:

Never feed wildlife! Wild animals are our neighbors, but don't extend hospitality by setting out food for them. Wild

animals fare better when they keep their distance from humans, allowing them to remain fully wild.

Keep pet food indoors! Pet food left outside your home will draw in wildlife—including bears!—and the more "human food" they eat, the more they'll seek it out. If bears or other wild animals damage property in their search for more human food (or threaten human safety), they might be killed; feeding wild animals is "dead" wrong for these animals.

Don't feed the deer! They can forage on their own and don't need to be fed. And, while it might be cute to feed squirrels and raccoons, they, too, can become aggressive.

Ticks and rabies! Wild animals can harbor them— keep your viewing at a distance.



Photo Credits:
Rhonda Kennedy-
Bald eagle, otters
and great blue heron,
Glenn Harrington-
Canada goose,
Stephanie
Contreras-bear
Patti Samons-deer



recreation



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Noble Orchard-family owned since 1921

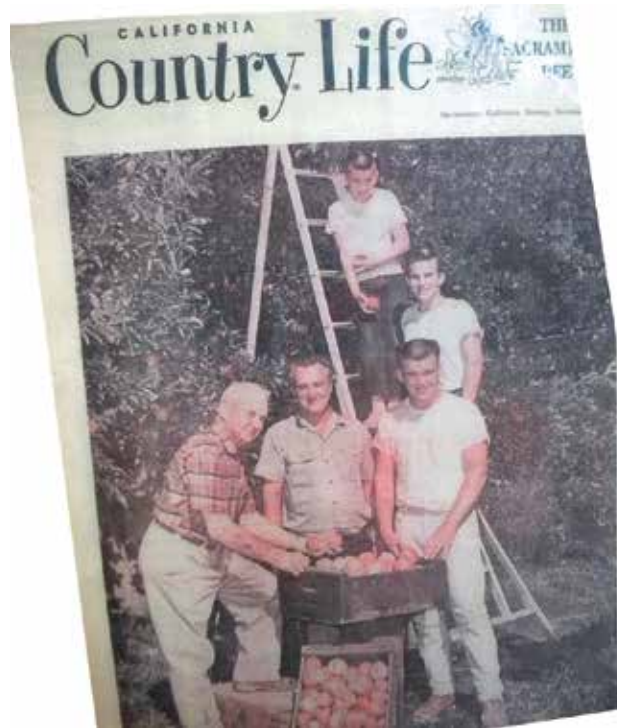
It's been 100 years since Grandpa Perry Noble, wife Ethel and young son Vincent moved to Paradise in 1921 and planted their apple orchard. One of the reasons they chose Paradise was the promise of a steady supply of water for agriculture afforded by the Paradise Irrigation District, established in 1916. Noble Orchards remains a family owned and operated business, with grandson, Jim Noble and his wife Laurie preserving the family legacy.

Only remnants remain of Perry Noble's construction and agricultural facilities. The 1932 rustic fruit packing shed was used until the fire. It held crates of apples and peaches, homemade cider and Laurie's wonderful apple butter. The original hand-constructed stonework remains in a couple of areas and is treasured. Over the years the Nobles have faced unique farming challenges, including apple-loving deer and bears, but none the magnitude of the devastating November 18, 2018 Camp Fire.

Moving forward after the Camp Fire

After the Camp Fire, Jim and Laurie Noble decided to rebuild the orchard. "If we had not had green trees in the orchard, we might have come to a different decision. But the trees want to produce. This is the last apple orchard in Paradise" Laurie said. So the Nobles returned to Paradise as soon as they could legally occupy, despite the lack of hookups for their trailer. Debris cleanup took about a year. Fortunately, the most of the orchard trees survived, but the drip irrigation was destroyed and the newly-installed bear fence system melted. Jim and Laurie forge ahead to re-create Noble Orchard Company – century two. It is unknown how long it will take to re-create what was, and it will never be the same. But they are planting future promise with new varieties of fruit and plants.

Laurie reflected, "There's a possibility with this fire that somebody else may put in apples or decide that some of the land could be used for agriculture, and I think that would be



Top: 1963 Sac Bee photo, three generations of Noble "Apple men." L-R: Founder, Grandpa Perry B. Noble, his son, Vincent R. Noble, ladder. Bottom to top: grandsons Gerald, James A. and Jon Noble.

Above: Remembering the 1932 rustic fruit packing shed that was used until the fire and the memorable sign on Pentz Road, that welcomed visitors and shoppers.

delightful. It's a testament to agriculture that the orchard did not burn and we have trees that are producing this year."

New: "The Nursery at Noble Orchards"

The Nursery at Noble Orchards is a new venture, providing a wide variety of plants, shrubs and trees for customers. There are lots of colorful plants and vegetables that are propagated on the Pentz Road farm.

Look for delicious apples and stone fruits in August

The current crop of stone fruits and apples are receiving excellent care from orchardist Jim Noble and his crew. Fruits are expected in August, just in time for the Chamber of Commerce to purchase Noble's Granny Smith apples for their Johnny Applesed Pie Kit.



**Visit Noble Orchards
7050 Pentz Road, Paradise
Check their Facebook page
for product availability and
hours of operation.**

Named for the 54-pound gold nugget found in 1859, will rise again

By Mark Thorp

Executive Director, Gold Nugget Museum

history

The Gold Nugget Museum, destroyed by the Camp Fire on November 8, 2018, was incorporated as Gold Nugget Days, Inc. in 1973. Its mission is to preserve and protect local heritage through the collection and display of artifacts, and provide community education programs. The smaller Depot Museum in the Paradise Community Park, untouched by the fire, is maintaining services while we work through the recovery and rebuilding process. The Museum depends on a small staff and many volunteers.

Our goal was, and will be again, to make the Gold Nugget Museum a destination for tourists and for our community not only to learn about the history of the Ridge-Paradise, Magalia, Stirling City, and Inskip, respectively, but also to become part of that history. Pre-fire we sponsored a number of annual events, such as the Days of Living History, in which the entire family could participate, and enriched Northern California schools with two unique programs that were part of the required curriculum for California history. Children spent an entire day on the Museum grounds living as if in the 1850s in the Pioneer School Program or learning about the Native Maidu traditions in the Maidu School Program, becoming part of the history experiencing what our ancestors, native groups and pioneers undertook to survive.

We hope to breathe new life into the destroyed Gold Nugget Museum so that once again visitors may experience firsthand the natural and historic beauty of the Gold Nugget Museum and the Paradise Ridge.


2021 brought Gold Nugget Days back to the community after a long hiatus from COVID-19. We are actively engaged in bringing our events back to the Ridge as we rebuild our museum and community. While we make repairs to our new property at 475 Pearson Road, look for our upcoming administrative buildings there!

“But what about the old museum property?” Great question! With the support of the North Valley Community Foundation, your museums have been embarking on several projects on the Paradise Recreation and Parks District property at 502 Mallan Lane. As tenants, it’s our plan to bring new bridging, restrooms, Nuggetville, schoolhouse, and so much more. Look for a community learning area for families and children.

Simply, it will be difficult to drive by our Pearson properties and “not-see” building improvement. Visit us at goldnuggetmuseum.art.





The Depot Museum in the Paradise Community Park, on Black Olive and Pearson was untouched by the fire, is maintaining services while they work through the recovery and rebuilding process.



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The Ridge's oldest house of worship



*Springtime
at the
Chapel
with all the
daffodils
in bloom.*

By M. A. "Shell" Morley

Elder/Co-treasurer/Office Manager

A circuit-riding preacher named A.S. Parsons from Cherokee moved to Magalia in 1895 and began building a small church near Coutolenc Road and [Old] Skyway in 1896. The interior of the building was still unfinished a few years later when he moved away.

Carrie Brydon came to Magalia from Canada at the turn of the century. Feeling that the rough mining town needed a centrally located church to shed a Godly influence on this rough mining community, she was in favor of moving the church to the center of the developing town. A lot was donated by the Perry family "down the road a piece" to a new location off [Old] Skyway and Glover Lane. Money was raised to move and finish the interior and add a vestibule, a belfry and steeple. At the completion of the project, the cornerstone was laid in 1904. The church remained in place until the spring of 1993 when it was moved yet again to its present location. The building was added to the National Register of Historic Places by the U.S. Department of the Interior in 1982.

There have been few changes to the chapel over the years. The

windows are from the 1890's, the original bell is in the tower and the pump organ purchased from Annie Bidwell is still on the altar. The sanctuary was enlarged and a modern heating and air-conditioning unit, lighting and sound system were installed in the expansion without detracting from the grace and charm of the original building.

125 years of service to the community have passed and the church still rings the bells to call the faithful to services each Sunday morning as well as to celebrate weddings and remembrances during funerals.

This chapel is used for community events, community meetings, play productions and Bible studies. The church has also been a refuge to the community in times of adversity as it was after the Camp Fire when our congregation operated the Resource & Recovery Center for survivors.

We continue to find ways to preserve, maintain, and restore the original chapel for future generations. Our love for this little chapel encourages us to work hard to keep this historic place as a beacon of faith to Magalia and surrounding communities.

125th Year Anniversary in Magalia!

Our beloved historic chapel at Magalia Community Church survived the Camp Fire and the Bear Fire. This historic chapel is now the oldest house of worship on the Ridge.



This and other signs were burned in the fire. Our Reflection & Memory Garden that was beside the chapel is gone, but the Chapel itself is standing!



Photo taken November 9, 2018 as the Camp Fire raged on campus within inches of this historic chapel. The Bear Fire of September 2020 caused smoke damage.



Interior of the chapel during a concert. The organ behind the keyboard player was obtained from Annie Bidwell and its "twin" can be found in Bidwell Mansion.

A sweet staple in Paradise for more than 50 years

By Bill Hartley

Joy Lyn's Candies was founded in 1969, in the home of Don and Joan Memmer. Don, a professional candy maker, converted their home patio into a candy kitchen, mini factory and tiny retail store. The couple named the business after the middle names of their two daughters.

Pam and Bill Hartley purchased Joy Lyn's Candies in 2000 and became the fourth owners of this locally loved business. Each owner has served as a tutor/mentor to the next, passing on recipes and techniques.

The Hartleys enjoyed candy making and introduced new products such as artisan truffles, caramel apples, and seasonal pumpkin pie truffles. In the spring, Joy Lyn's features delicious chocolate dipped strawberries.

The Hartleys joined Retail Confectioners International (RCI) and through this organization, they continued to learn new techniques, recipes, and marketing concepts from fellow candy makers. They traveled throughout Europe and learned more about chocolate and specialty candy making from their European colleagues. By 2005, the tiny retail store became too small for their growing business and they expanded the shop space and factory.

In 2006, the Hartleys founded the Paradise Chocolate Fest, which benefits many youth organizations on the Paradise Ridge. In 2008, they created Sierra Nevada Beer Brittle through a partnership with Sierra Nevada Brewing Co. Sierra Nevada Beer Brittle is now one of their best selling products.

Joy Lyn's Candies has been recognized by RCI with more than 20 awards for quality, packaging, marketing, innovation, "best holiday ideas" and "best new piece."

In October 2018, Pam and Bill sold the business to their son, Glenn and daughter-in-law Jody just three weeks prior to the disastrous Camp



The original home of Joy Lyn's Candies on Bille Road and was expanded in 2005 by owners Pam and Bill Hartley. Original recipes and techniques are still in practice today, along with the Hartleys' creative chocolate innovations.

Fire that destroyed the business, their homes and 90% of the Town of Paradise.

Although everything was lost in the fire, Glenn and Jody, with the help of their parents Pam and Bill, decided to rebuild Joy Lyn's Candies in Paradise. In January 2019, the family purchased a small building at 220 Pearson Road that survived the fire. The entire building was remodeled, complete with candy kitchen and walk-in freezer. New candy equipment was purchased and on October 1, 2020 Joy Lyn's reopened. The business remains family-operated as Glenn and Jody's children, Will and Haley, help out and Bill and Pam continue to lend a hand when needed.

Joy Lyn's Candies is only one-third the size of its previous store but takes pride in its reputation for quality and freshness using natural ingredients and no preservatives. Joy Lyn's is proud of its 52-year history of Heavenly Candies Made in Paradise.



The new home of Joy Lyn's Candies is on the corner of Pearson and Black Olive, across the street from Paradise Community Park. After the Camp Fire destroyed the original Joy Lyn's, the Hartleys reestablished this charming shop to continue the long history of chocolate candy making in Paradise.

**220 Pearson Road,
Corner of Pearson and
Black Olive
Open Monday thru
Saturday 10:00a.m. to
5:30p.m. 530 872-9267**

Established in 1903 by the Diamond Match Company

Only 16 miles above Paradise, you will find the small historical town of Stirling City. It was built in 1903 to house mill workers and loggers of the Diamond Match Company. Many of the original buildings still stand despite the 1931 fire that devastated the downtown district.

Stirling City Museum and Community Hall

For the full story of Stirling City history, visit the Museum at 16999 Skyway, operated by the Stirling City Historical Society. Call ahead for a tour: (530) 873-2143 or (530) 873-0583.



About a block further up Skyway from the Museum is the Community Hall. Built in 1906 as a movie theater, it is now the spot for town meetings, wedding receptions, and a gathering place for the Stirling Quilters Club to sew "Flag Quilts" for many local veterans. Since 2013 they have made over 100 quilts for our veterans.

Clotilde Merlo Park

A must see is Stirling's crown jewel, Merlo Park. Take a peaceful stroll around the ponds and through the trees and statuary. Located on Retson Road at the south end of town, the Park opens Mother's Day. Call to confirm opening times: (530) 873-1658



If you like to play in the snow, each winter Stirling gets our share, measured in feet, not inches!

Stirling City Cemetery

At the west end of Mica Street is our beautiful Cemetery. Over one hundred years of Stirling residents rest here, including many "Unknowns."



Volunteer Fire Station

Continuing up Skyway, another block or so, is the Stirling City Volunteer Fire Station. On Thanksgiving weekend, they hold their annual Christmas Tree Fundraiser with a Bake Sale and unique Museum gift items. The Firefighters cut the trees in the high country and they are sold fresh to support the Volunteer Fire Station.

Events scheduled for this year include:

Sept. 11, 2021 - Museum Logging Festival showcasing logging skills of yesteryear. The Museum Annex houses a variety of logging memorabilia.

Nov. 7, 2021 - The Paradise Veterans Hall supports our Military Veterans Tribute at our Community Hall each year with their Honor Guard and Bugler. Don't miss this moving ceremony on Sunday, Noon to 3pm.

After your Stirling City visit, continue north out of town on Skyway for a beautiful drive over the top of the mountain to the High Lakes and Butte Meadows, only another 16 miles. (Not recommended in winter due to snow.)

Attic Treasures Mall



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My personal cell: **530-762-0914**



Historic Table Mountain Masonic Lodge No. 124

history

Table Mountain Lodge # 124 was chartered in nearby Cherokee, California in 1857. In 1936, it moved to its current location at 5934 Clark Road in Paradise. Freemasonry has been a strong tradition in Paradise and the surrounding area since its inception.

Table Mountain Lodge has long been an active member of the Paradise community, sponsoring annual events such as Public School Achievement Awards and Constitutional Awareness and Appreciation programs. Members also support many charities--both through the Lodge itself and through affiliated organizations such as the Shriners. In addition to the fraternity, local Masonic family includes chapters of various



Table Mountain Lodge met here in the Odd Fellows Hall in Cherokee from 1882 until 1936 when they moved to their new location in Paradise. Painting by Carol H. Franklin



After meeting in Cherokee from 1882 until 1936, local masons embarked on building their own Temple in 1936.

concordant bodies, such as the Shriners, Eastern Star, Rainbow Girls, and DeMolay. If you have never had a chance to visit the historic Lodge building and would like to do so, or if you have any questions about becoming a Freemason, please contact us via email at: tablemountainlodge@gmail.com.

The Table Mountain Masonic Lodge, is a beautiful and historic venue for any special occasion. They provide meeting and event space suitable for weddings, anniversaries, parties, business meetings, memorials and community events. Its space contains a commercial kitchen and a dining area for 80 to 100 guests. The large event hall will accommodate over 250 guests and the Historic Lodge Room is perfect for up to 75 attendees. Fees are affordable and flexible with special non-profit rates.

Table Mountain Masonic Lodge
5934 Clark Rd., Paradise, CA 95969
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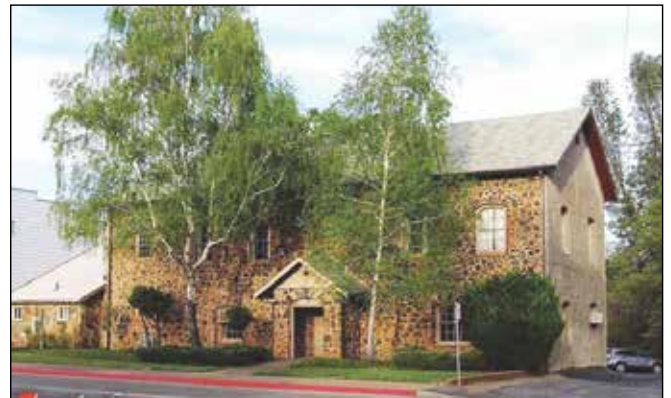


Photo by Glenn Harrington-Visions of Paradise

This historic rock building survived the Camp Fire of 2018 and provides a historic venue for weddings, anniversaries, special parties and other community events.

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Then



The Rose family began their funeral home in 1951. The building, originally a hardware store, sat on a two lane Clark at Bille roads.



Joanne and Fred Cosgrove in November 1961, in their shared office at Rose Chapel.

Now



Today Rose Chapel Mortuary and Crematory still resides at the same location.

Rose Chapel was established by the Rose family in 1951. Paradise was a growing community and the business flourished. After several years the Rose family relocated and sold the business to Fred and Joanne Cosgrove. They became an important and involved part of the Ridge business community. Their girls, Pam and Kim, were raised in the family business. While the elder Cosgroves retired, the Cosgrove family continues the daily operations with long-time manager, Eric Smith.

- Simple Cremation
- Memorial Gatherings and Services
- Services at Cemeteries; local and out of the area
- Funeral Services in our Chapel, Church or other location
- Scattering of ashes over land or sea



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— FACES OF THE RIDGE —

The Blakely Family: Planting Roots and Making Memories

My family moved to Paradise 37 years ago to begin a new church, Jubilee on the Ridge. We fell in love with this beautiful mountain town. As children, my sisters and I loved to go to the duck pond and as teenagers we swam with friends at the flumes. Now



our children carry on those traditions. We all graduated from Paradise High School, and many of our children have become PHS alumni as well. My husband and I love the beautiful night stars and family of deer that walk through our property almost daily. Paradise is our home! We have made so many amazing memories over the years, and look forward to many more to come. ~ **Stephanie Blakely**

community



Deanna McCoy
ACA, BC-HIS

Certified
Audioprosthologist*
Hearing Aid Dispenser
Lic# HA3884

*by the American Conference
of Audioprosthology



Angela Rodriguez
BC-HIS

Hearing Aid Dispenser
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Paradise,
I am with you
...re-building
for a new
future in our
home town.**

Deanna McCoy

#ButteStrong

A Simple Gesture, “Green Bag” food collection returns to the Ridge operated by Paradise Stronger

A Simple Gesture (ASG) is a food-collection agency. Donors fill green reusable grocery bags that are collected by volunteers and distributed to our local food pantry partners. Before the Camp Fire, a Simple Gesture collected over 125,000 pounds of food for local pantries to donate to our hungry neighbors.

Every two months on a specified date, donors leave the bag outside their front door. Volunteer drivers pick up the full bag of food and leave an empty bag for use during the next two months. The collected food is delivered that same day to our local food bank partners for distribution to food-insecure homes.

A Simple Gesture will be operated by Paradise Stronger, a 501(c)(3) nonprofit Health & Wellness organization in Paradise. How many cool Green Bags of food do you plan on donating? Are you willing to volunteer as a driver or in some



Green Bag food collection program is back on the Ridge. Donors fill bags and volunteers collect and distribute to local food pantry partners. Above: Linda Dye, Right: Duane and Margret Hawe.



other way? We are grateful to partner with you to help tackle food insecurity on the Ridge. If you would like to participate, please send an email to info@asimplegesture.org with the following information: Name, address, email, phone number. Please indicate if your phone number is a landline or cell, and provide consent to receive text reminders.



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Good news about education on the Ridge

Paradise Unified School District (PUSD) has been in full construction mode with playgrounds completed at Pine Ridge and Cedarwood along with generator installation over the summer. Paradise Ridge Elementary School moves to its new and final location on July 15th and demolition of the administration building will begin at Paradise High school on July 16th. You will see groundbreaking very soon for the new Ridgeview High School Campus located across the street from Paradise High School.

Meanwhile, high school sports are well underway with basketball being played in the new Green Gym and softball on the newly remodeled field, with the rest of the stadium finishing in summer, 2021. Track is in full swing along with baseball. The end of the school year will culminate at the high school with the Aloha Rally, Senior Parade, Senior Prom and Graduation.

This summer, PUSD will be having summer school for Tk-6 and Credit Recovery for 7-12. It has been another monumental year in the books for PUSD where every student matters, and every moment counts.

Here is what you as a community can look forward to:

- Cedarwood: 10 Classroom Wing/Admin & Demo Portables
- Cedarwood: Playground & Fencing
- Pine Ridge: Administration Building and Modernized ADA compliant Classrooms
- Pine Ridge: Playground & Fencing
- Ponderosa School Site (Future Paradise Ridge Elementary): Multi-Purpose/Admin Building, Playgrounds, & Modernized Classrooms
- Paradise High: New 20 Classroom Building/Central Quad
- Paradise High: Science Classrooms Modernization
- Paradise High: New Gym
- Paradise High: Current Gym Modernization
- Paradise High: New Softball Field/Lights/Bleachers
- Paradise High: Tennis Courts/Parking
- Paradise High: Kitchen Remodel
- Paradise High Stadium - Turf Field/Lights/Bleachers/ADA
- Ridgeview High: New School
- Maintenance/Transportation/Nutrition Building

Paradise Unified School District is proud to serve our students and to be building along with our community. For questions, please contact PUSD Superintendent Tom Taylor at (530) 872.6400.

Renderings of school modernizations



Paradise High School



PHS Gym opened May 1, 2021



Ridge View High School ground breaking soon



Paradise Ridge Elementary moves to final location July 15, 2021



PUSD Transportation Dept.

Many school choices on the Ridge



PARADISE UNIFIED SCHOOL DISTRICT

6696 Clark Road, 872-6400



Cedarwood Elementary
(Grades K-6)
6400 Columbine Road,
Magalia, 873-3785



Paradise Ridge Elementary School
(Grades TK-6)
693 Pentz Road,
872-6415

Paradise eLearning Charter Academy
(Grades K-12)
5991 Maxwell Drive,
872-6425



Paradise High School
(Grades 9-12)
5911 Maxwell Drive,
872-6425

Paradise Junior High School
(Grades 7-8)
5657 Recreation Drive,
872-6465



Pine Ridge Elementary
(Grades K-6)
13878 Compton Drive,
Magalia, 873-3800



Ridgeview High School
(Grades 10-12)
13835 West Park Drive,
Magalia, 872-6422

CHARTER SCHOOLS



Achieve Charter School
(Grades K-8)
771 Elliott Road, Paradise
- and -
1494 East Avenue, Chico,
872-4100



Children's Community Charter
(Grades K-8)
6830 Pentz Road, Paradise,
877-2227

HomeTech Charter School
(Grades K-12)
6241 Skyway, 872-1171



Paradise Charter Middle School
(Grades 6-8)
6473 Clark Road, 872-7277

PRIVATE SCHOOLS

Magalia Adventist School
(Grades 1-8)
15204 Skyway, Magalia,
873-9168
Closed for 2020-21 school year



Paradise Adventist Elementary Academy
(Grades K-8)
Chico, 877-6540

Upward International Schools
operates two campuses

Pines Academy Campus
(Grades 6-12)
14098 Skyway, Magalia,
873-1412

Lighthouse Academy
(Grades K-5)
6500 Clark Road, Paradise,
873-1412

RIDGE PRESCHOOLS

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(Ages 2-12)
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ADULT EDUCATION

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Oroville, 895-2511

California State University, Chico
898-4636

Elder College at CSU Chico
400 W 1st Street, Chico,
898-6105

Hats off to our graduates

In 1945, "The Paradise and Allied Communities Chamber of Commerce" supported citizens seeking to establish a high school in Paradise. In 1957, the Chamber sponsored a luncheon for the first graduating class. We've been proud of our Bobcats for 64 years, but the classes of these past three years walk a particular path of glory on Om Wraith field will. Here's to them, and to those who paved their way: teachers, parents, administrators, School Board, and those who literally moved earth to ready the playing field for these resilient Ridge grads.



Ridge Boys & Girls Club, committed to changing kid's lives

By Alex Beehner
Marketing & Community Engagement Director
Boys & Girls Club of the North Valley

The Boys & Girls Clubs of the North Valley (BGCNV) offers tested, proven, evidence-based and nationally recognized programs within five core areas: Character & Leadership, Academic & Career Development, Health & Life Skills, the Arts; and Sports, Fitness & Recreation. The Ridge has three clubs in Paradise and Magalia. BGCNV offers wrap-around services to members and their families, fosters positive friendships and adult relationships, and provides a safe place for children to go every day after school and throughout the summer.

As more local children and families return to in-person learning and services on the Ridge, the Boys & Girls Clubs of the North Valley (BGCNV) has stepped up to focus on building meaningful relationships to reconnect youth with positive activities. Programs are designed to help young people flourish and address the trauma resulting from COVID-19. High-quality out-of-school programs and wrap-around services will change the trajectory of a young person's life.

Club offers two summer camps

With the challenges our children have experienced over the past three years, their mental health and well-being is addressed through opportunities to positively impact kids, families, and the schools in creative and innovative ways. In order to serve youth and families where we are needed most, BGCNV is expanding our leadership on the Ridge, providing two summer camps and continuing case management services.

BGCNV works collaboratively within the county and school district to support community initiatives around mental health, suicide prevention and social emotional learning. Three BGCNV staff have become Community Resiliency Model (CRM) teachers to train staff and students in skills to help them improve their ability to cope, overcome and rise above. This year we are expanding our program to implement CRM skills to our youth, parents, guardians, and community. In addition, we are providing music therapy, professionally led art programs, bringing back our field trips, increasing food services, direct support sponsorship and whatever else is needed to connect families with resources so that children and families can become stable and thrive.

We still have so much more to do for our youth. Our supporters and partners are committed to our mission to empower youth and families to reach their full potential.



Above: Boys and Girls Club members were celebrating at Paradise Ridge Elementary. BGCNV made the holidays brighter by giving each member gift cards to Joy Lyn's and Ross.
Left: Boys and Girls Club members from Paradise Intermediate School (PINT) are cleaning up Paradise Aquatic Center Pond and the creek next to it for Earth Day. Pictured is member Jenelle V. and staff, Rhiannon P.



Every day, club kids find friendship, help with homework and participate in many fun activities. To get involved, learn more about joining the club or summer camps, please reach out to Rashell Brobst at rbrobst@bgcnv.org

*Boys and Girls Clubs on the Ridge
Pine Ridge Elementary, Magalia, Paradise Ridge
Elementary, Paradise Intermediate School*

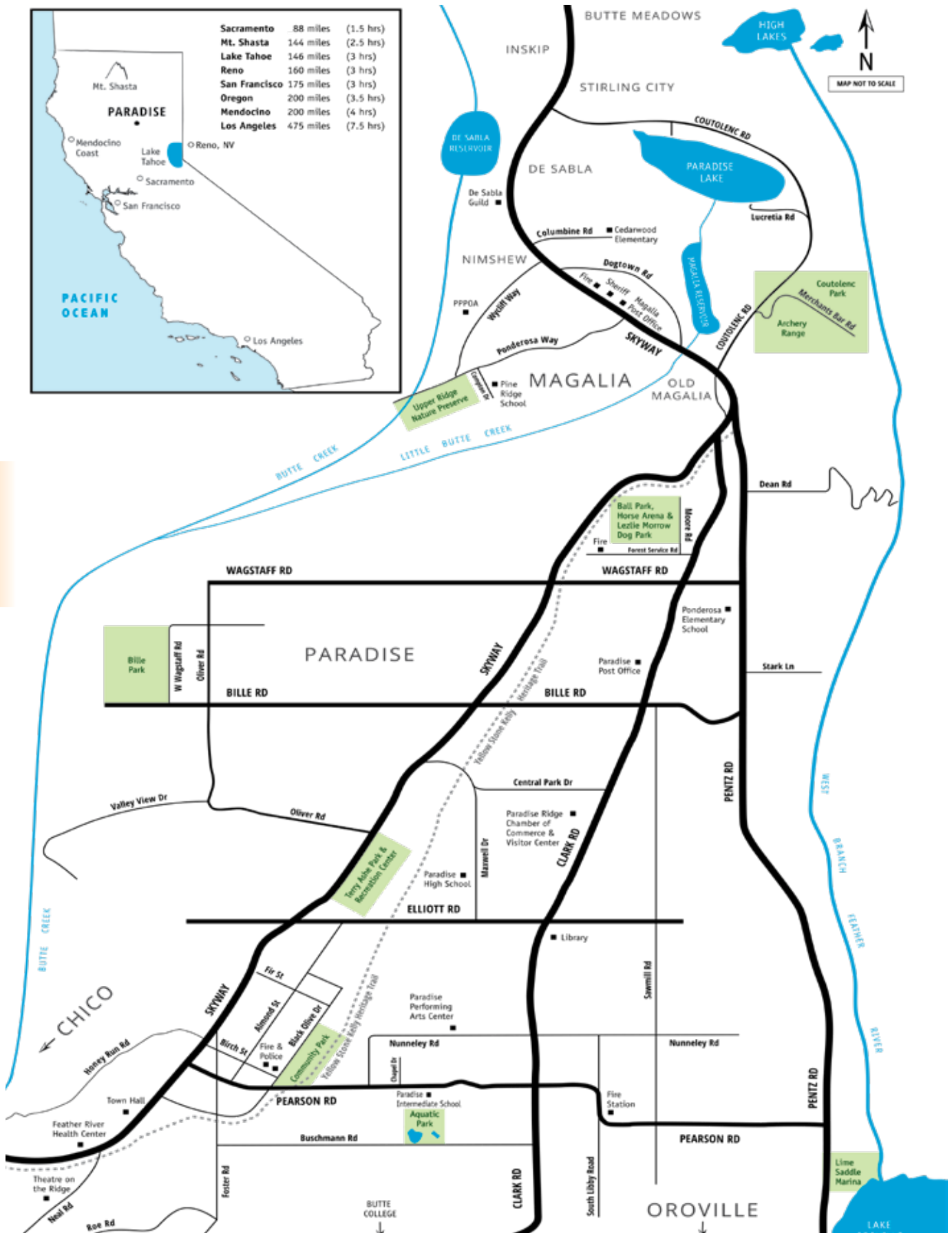
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Infrastructure Recovery Projects

By Colette Curtis
Assistant to the Town Manager

As we navigate recovery from the Camp Fire, the Town of Paradise is working on some major projects that will improve the quality of life in our community.

Sewer – economic recovery and opportunity

Since our incorporation in 1979, the Town of Paradise has sought a wastewater treatment solution, with a focus primarily on commercial and densely-populated residential areas – the portions of Paradise most vulnerable to groundwater degradation and economic stagnation due to sewer limitations. In the wake of the Camp Fire, it has become clear a full recovery is not possible without a sewer for the proposed sewer service area. The town is currently working on the Environmental Impact Report (EIR), before moving on to design and then construction. The project is expected to cost about \$183 million and take about 5 years to complete.



Full size rendering can be viewed on www.townofparadise.com

A centralized sewer in the sewer service areas has many benefits to Paradise and the region:

- Provide wastewater disposal surety to help businesses and jobs return to Paradise and stimulate recovery.
- Improve Paradise groundwater quality by decreasing septic tank discharges.
- Allow for more densely populated residential development in Town to help increase affordable housing.
- Create a wastewater solution supported by the Central Valley Water Quality Control Board and partner agencies.

You can find more information and a map of the sewer service area on the project website www.paradisesewer.com.

Early Warning System, safety in an emergency

With the safety of our residents as our primary focus, the Town of Paradise has utilized funding from FEMA to design an Early Warning System which would include 21 sirens throughout town to help communicate through voice and siren sounds emergency information when necessary. The Town has submitted an application to FEMA for funding to construct the system, and if that funding is received we will begin construction on the Early Warning System immediately. This project is a Tier 1 town-led project in the Long Term Community Recovery Plan.

Broadband Services will provide increased access

Understanding the need for strong internet connectivity and service for our residents and businesses, the town is moving forward with providing broadband in town. We completed a feasibility study earlier this year through partial funding from the North Valley Community Foundation and are now investigating private sector and/or public-private partnership opportunities to bring this service to Paradise.

Transportation Master Plan to address future evacuation routes and road improvements

The town is actively working on our Transportation Master plan, a holistic analysis of the Paradise transportation network. This plan is outlining critical gaps in infrastructure, conflicts, pinch points and other barriers to potential future evacuation events. Using this information, the study will identify priorities and a plan for town-wide safety and circulation improvements. This important study requires public input, and there are several opportunities for public feedback this summer.

In addition to the Transportation Master Plan, the Town received \$77 million in Federal funding to improve all public roads in town. This exciting infrastructure restoration project will begin once major underground work and the majority of tree removal is complete in 3-4 years.

TOWN MEETINGS THE PUBLIC IS INVITED

- Infrastructure Recovery Update**
Thursday June 3, 2021, 6:00p.m.
- Downtown and Clark Rd. Design Standards**
Thursday July 15 2021, 6:00p.m.
- Roadway and Traffic Evacuation Planning**
Tuesday June 22, 2021, 6:00p.m.
- Bicycling and Walking Network Review**
Thursday August 12, 2021, 6:00p.m.

Meetings hosted virtually and recorded for posting on the Town website. Optional in-person attendance at Paradise Town Hall – 5555 Skyway. For additional information and links to join, please visit www.townofparadise.com/recovery.

community

Paradise Realtors developing a project to create a one stop, smart approach to building

By Aubrey Pruis

Association Executive

Paradise Association of Realtors

The numbers of Paradise and Magalia residents are steadily on the rise and our community is returning home. As you drive around the Ridge and see all the new residential and commercial construction that is happening, you witness the community taking shape and can't help but feel excited and inspired.

In response, the Paradise Association of REALTORS® (PAOR) members are teaming up with experienced and trusted builders as REALTOR®/Builder/Lender/Developer (RBLD) teams to create a one stop resource for anyone looking to buy, sell and build on the Ridge.

PAOR REALTOR® members are well-versed in the new



The Pruis family are one of many that have now returned home to Paradise, post Camp Fire and are enjoying their newly rebuilt home. Pictured from left to right: Caleb Pruis, Brannon Pruis, Jill Pruis, Sydney Pruis & Chloe Pruis.

“area specific” building requirements and codes implemented post Camp Fire. Working with a PAOR REALTOR® member who is knowledgeable in our area-specific building code changes is crucial to help mitigate risk of any potential surprises in the buying, selling or building process.

Mixed use “live/work” space project

PAOR is excited about a building project that will introduce a new take on a mixed-use “live/work” residential/commercial

space. PAOR is working with the National Association of REALTORS® Counselors of Real Estate (CRE) Consulting Corps.

REAL ESTATE continues on page 45

community

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ATTORNEY AT LAW

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or (530) 891-4000

Certified Specialist, Estate Planning, Trust and Probate Law, State Bar of California, Board of Legal Specialization

John is a long-time resident of Paradise (having graduated from PHS in 1982) and has been serving the Ridge for 26 years. His law office on Almond Street burned in the fire, and he has established an office at the bottom of the Skyway at 45 Jan Court,

Suite 170, Chico. John and his wife continue to make Paradise their home and are huge supporters of our community. He is Butte County's longest actively practicing certified specialist in Estate Planning, Trust and Probate Law. His practice is limited to:

- **Trusts & Wills**
- **Trust Administration**
- **Probate**
- **Medi-Cal Planning**
- **Business Law, LLC's & S Corp**
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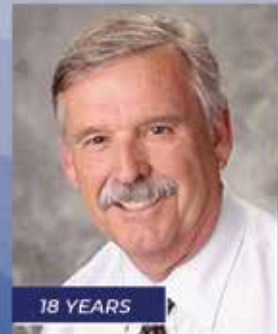
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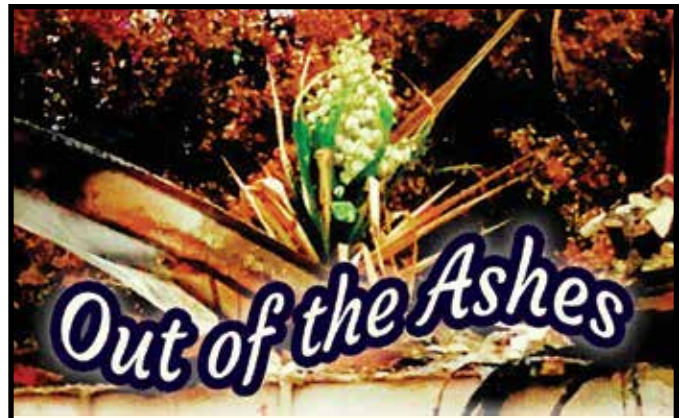
REAL ESTATE *continued from page 42*

on this project to lead by example on a new way of thinking about how we plan our neighborhoods. The possibilities are truly inspiring as we work together to develop a stronger community. The goal of this project is to create a smart-home approach while introducing new commercial offerings and making more inventory available to build our community.

In conjunction with this innovative new building project, the undergrounding of our utilities is in the works as well as the planning for a new sewer system in the commercial district. What this means for new residential and commercial construction is a range of unprecedented opportunity. The addition of fiber optics for high-speed internet that rivals that of major cities means we have the best of both worlds: small town feel and big city tech.

And, as more and more of the workforce are working remotely on a permanent basis, this opens up the availability and affordability of home ownership in safe neighborhood with a range of housing options. Individuals and families looking to live in a more rural community that has a small-town feel, but close to shopping and amenities, look no further! The Paradise Ridge has unbeatable "Rec & Tech" from our endless outdoor recreation and the latest technology infrastructure going in for business and the remote workforce, we've got it all! Come be a part of our new era "Gold Rush" in Real Estate and explore why we love the Paradise Ridge!

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By Antoinette Pepler

*Inspiration & encouragement
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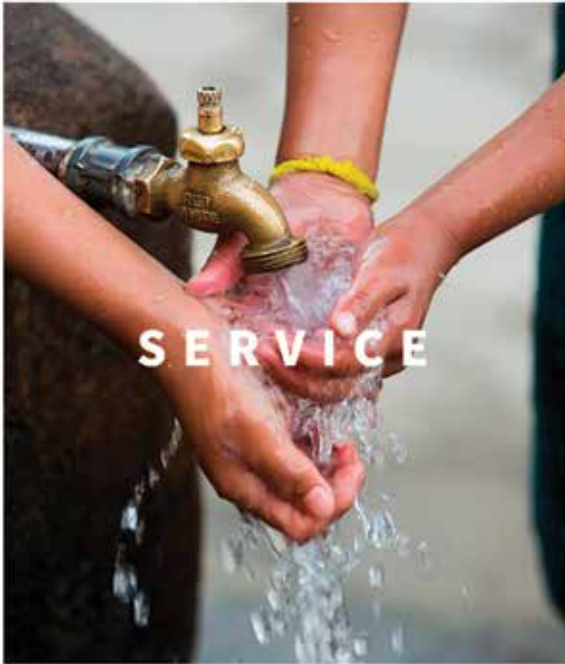


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Learn more about our services at
AdventistHealth.org/OurClinics or
call 530-872-2000.



The voice of the Upper Ridge plans for the future

By Donna Yutzky

*Executive Committee,
Upper Ridge Community Council
Board Secretary, Board of Directors,
Magalia Community Park*



The newly painted Community Center is a gathering place for the community. It affords over 2,000 sq. ft of space accommodating up to 120 persons in an assembly setting. The Center was recently upgraded with new security lighting at night, and two handicap accessible parking stalls.

The Upper Ridge Community Council (URCC) serves a vital function as the primary information and community feedback hub for the communities located on the Upper Paradise Ridge, including Magalia, Stirling City, Nimshew, DeSabra and Lovelock. Their priority areas of focus include: wildfire safety and evacuation; emergency communications systems; building a town center; developing a city park; and access to health care and an emergency room.

URCC's monthly meetings give residents a wealth of information, including updates from Paradise Unified School District, Butte County Fire Safe Council, Paradise Pines Property Owners Association, Magalia Community Park, MedSpire/health care on the Ridge, Supervisor Doug Teeter/Butte County Board of Supervisors and Paradise Recreation and Park District. Special presentations have included: ReCover CA Owner-Occupied Rehabilitation and Reconstruction Program, roads and infrastructure work by Butte County Public Works, the Butte County Sheriff Emergency Communications program and information about the Upper Ridge Community Plan.

URCC has seen numerous successes in the past two years:

- Obtained funding to conduct a series of **Community Listening Sessions** and report priority areas of focus in the recovery from the Camp Fire identified by community members in Magalia, Centerville and Concow.
- Facilitated the venue to allow the development of the leadership for the new **Magalia Community Park/Community Center and Disc Golf Course** on the old Paradise Pines Golf Course.
- The **emergency radio (AM 1460)** is functional for the first time in 5+ years.
- Working in partnership with Butte County to develop the **Upper Ridge Community Plan** as part of the Butte County General Plan.
- Awarded a **"Ridge Rising Award"** by the Paradise Ridge Chamber of Commerce for direct response to needs of the community during the immediate aftermath of the Camp Fire, and efforts to connect community and enhance quality of life on the Upper Ridge.



Linda Horton-Lyons serves on the Board of Directors for Magalia Community Park.

- Successfully produced **The Ridge Lives On, A Remembrance & Celebration Fair**, November 9, 2019
- Recognized as representative of the communities of Magalia, Lovelock, Nimshew and Stirling City (Upper Ridge) in a **resolution passed by The Butte County Board of Supervisors** on September 15, 2020.

URCC meets on the last Thursday of the month from 6-8 p.m. at the Magalia Community Center and via Zoom. Meetings are open to the public. Information is available at www.upperidge.org.

— FACES OF THE RIDGE —

The Goodlins: choosing Paradise to raise their family

Our family of six chose to move to Paradise after the fire. Why? Because it's a different life here, an amazing place to raise a family. Our children get to watch and be a part of something unique, a town with great bones being rebuilt! A town where our kids have to learn what hard work is, but they get to see life transform around them. A town where people who have lost everything are the most generous.



The opportunities are infinite: we have a huge garden, chickens, frogs, lizards—one day goats! The stars are endless, we can play outside all year, and we get to walk across the street to beautiful Bille Park every day. I will never forget my kids' first comment when pulling into Paradise last year: "mom, it's so green here!" Their lens sees Paradise in a special and singular way and I'm so glad they get to grow up here. ~ *Jenni Goodlin*

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In June, 2020, I returned to Paradise with my family. Although our temporary residence in North Chico was very pleasant, but our hearts remained in Paradise. It took awhile to have our property cleared and deal with the insurance issues. However, my office remains in Chico, behind Raley's on Skyway, with my original phone number from the Paradise office (530) 872-3515.

Do you have your Estate Planning documents in Order? Do you have a Will or a Living Trust? Do you have a Power of Attorney for Financial or Health Care? Do you need to discuss these issues with a professional? If so, please call for an appointment. I have been serving our Paradise community since 1992.

I look forward to visiting with you.

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community

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— FACES OF THE RIDGE —

Tammy and Pam Vallejo-Laird:
Drawn back by
the Strength
of the Ridge



Pam and I left the Bay area in 2004, moved to Chico and started our forever home search. We looked all over Oroville, Chico and were pulled to Paradise for many reasons. Our must haves were open spaces, large lot, solid house and a great neighborhood with friendly people. We served college internships at the Family Resource Center in the area and helped establish a community lunch program working with the local farmers. After the Camp Fire, our home was the only standing structure around. After repairs we put it on the market; after a while we came to realize our blessing and took the sign down. We now know we are part of a special community whose strength and resolve are powerful.

~ Tammy Vallejo-Laird

community



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Build with Strength has partnered with Habitat for Humanity in building affordable Paradise homes



Build with Strength:
Paradise Ridge Chamber of Commerce
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Backed by the National Ready Mixed Concrete Association (NRMCA), Build with Strength is a rebuild partner sharing resources to sustain community growth during the challenging years ahead.

Backed by the National Ready Mixed Concrete Association, Build with Strength (BWS) is a coalition of architects, builders, engineers, emergency services personnel and policymakers. Our mission is to educate the building and design communities and policymakers on the benefits of ready mixed concrete and encourage its use as the building material of choice for low- to mid-rise structures. No other material can replicate concrete's advantages in terms of strength, sustainability, durability, safety and ease of use.

This year, Build With Strength is partnering with Habitat for Humanity International to fortify decent, affordable, and sustainable housing across the U.S. One of the projects that we are most excited about is the Paradise build through our partnership with Habitat for Humanity of Butte County.

The community of Paradise has been tremendously resilient since the devastation of the Camp Fire in 2018. Build With Strength, our affiliates and our partners on the national and local level wanted to do our part to support the rebuilding efforts. Rebuilding was simply not enough, though. We wanted to make sure that we contributed to rebuilding a stronger and more resilient community.

That is why we are building the homes in Paradise using Insulated Concrete Forms (ICF). ICFs are polystyrene forms that are stacked in place and then filled with concrete to form a solid wall. As lumber prices continue to rise, ICFs are becoming an increasingly popular material. They are also extremely resilient which must be taken into consideration for an area prone to wildfires.

Our goal here was to make an impact for the long term. Yes, we are building homes that members of the community can move into right away. But, more importantly, we hope that these homes will be in the community for the long term even as the risk of wildfire continues to be a concern in communities across California and elsewhere.

We hope that this is merely the beginning of a long-term partnership with Habitat for Humanity that can help Paradise and surrounding communities rebuild stronger.



Build with Strength takes an active role in rebuilding a stronger and more resilient community. Habitat for Humanity of Butte County welcomes the first of several families home to the Ridge.

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— FACES OF THE RIDGE —

Julian Martinez: Proud to be a Paradisian

I love living in Paradise for countless reasons; there are the canyon views that humbly challenge those in Arizona and the epic array of picturesque swimming holes throughout the West Branch of the Feather River. There are tranquil lakes sleeping in the forest and more trails than any one person can explore. However, those are just the icing on the cake that is living in Paradise. The true reason I live here is the people. I cherish the amount of waving that happens between neighbors and motorists in close proximities. I love the way the good parts of our history have been nurtured and evolved. I consider myself lucky to work for Merkley Construction rebuilding homes and I’m honored to serve on the board of Regenerating Paradise, which selflessly works to address core post-disaster challenges. I am unabashedly proud to call myself a Paradisian. I’ve moved away from town a handful of times, but it never takes long to remember why Paradise will always be home. ~ **Julian Martinez**



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The water is great in Paradise!

By Tonya Dale

Cedar Creek Publishing

Come to Paradise—the water is great!

That's the message from Paradise Irrigation District (PID) following continued testing of the community's water lines and restoration of drinking water to Paradise residents.

Even before the Camp Fire, PID tested water throughout the community each week. After the fire, testing was increased to assure the purity of the water in the replaced supply lines. Water is again flowing to customers' homes—and it tastes just as pure and great as it did before the fire.

PID's main water source is Paradise Lake, located above the town, about 10 miles from the center of Paradise (off of Coutolenc Road) and outside of the burn scar area. The district's Treatment Plant was not damaged in the fire and continues to operate 24/7, filtering and processing the water for Paradise—including even more testing in the process.

The result? Water that community residents have depended upon—and enjoyed—for decades. Before the fire, blind taste tests at community events showed PID water as the top-rated water, compared to water samples from Chico, Magalia and bottled water. We've heard from many residents who left the Ridge after the fire that one of the things they miss most (besides all those trees!) is PID's water.

"We're so happy to be rebuilding, but, until our home is finished, we fill up PID water in containers and take it back to



Are you happy to have PID water at your home? You can put this sign in your front yard, "Another home with great water! Thanks, PID!" Pick it up at the PID office.

where we're living in Chico," one resident said. "We miss the great-tasting water and can't wait to return."

Are you happy to have PID water at your home, too? Drop by the PID office (6332 Clark Road) during business hours and pick up one of the new yard signs with the saying, "Another home with great water! Thanks, PID!"

Our community is proud of its high-quality water. Ridge residents, show visitors that the water is great by placing signs in your front yard. Take a selfie with your family with the sign—or a photo of just the sign in your yard—and email it to PID (mrch@paradiseirrigation.com). PID will post the photos on the Facebook page for everyone to see!

community

At PID's Demonstration Garden, discover ideas for your new landscape



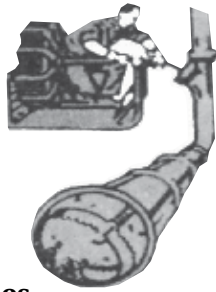
Check out PID's Demonstration Garden located north of the parking lot, featuring low water use plantings, bird/butterfly attractants, fire resistant, and native plants.

There's a lot of rebuilding going on right now and that means an abundance of new yards needing landscaping on the Ridge. Head over to Paradise Irrigation District's (PID) Demonstration Garden to discover a few ideas for what to plant in your yard.



The garden, located just north of the parking lot of PID's office (6332 Clark Road) is open from dawn to dusk. Signage identifies the various planting areas. Areas feature established plantings focused on low-water use, bird/butterfly attractants, fire resistant, native plants and shaded areas. Semi-permeable hardscape materials are also displayed.

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RPF homebuilder resources

By Holly Fisher

*Project coordinator,
Rebuild Paradise Foundation*

Founded in 2019, the Rebuild Paradise Foundation (RPF) is a local non-profit, dedicated to the long-term recovery of Butte County's Camp Fire disaster-affected areas. The RPF has developed several resources to help in the recovery and lower the cost of getting your property build-ready. These resources include two grants programs, the Missing Middle Grant and Septic Infrastructure Grant; the Residential Floor Plan Library, information on homeowner's insurance, mapping tools, and drone services for design professionals and partner organizations. In addition to our resources, the RPF is also committed to storytelling the triumphs, resilience and determination of our community and advocacy at the local, state, and federal level. We continually engage in "paying



Site prep is the very first step in rebuilding in Paradise, and yet somehow, is still as exciting to see as a completed house!

it forward," using what we have learned to support other disaster-affected communities.

Available Grants

Since its launch, the Missing Middle Grant has provided \$568,924 to 152 households building in the Camp Fire footprint. This grant program offers up to \$5,000 in pre-construction reimbursement to qualifying households. This grant specifically targets survey costs, access to water and architecture/engineering fees. Our newest grant program, the Septic Infrastructure Grant, has awarded \$207,066 to 57 households since its launch in October of 2020. This grant offers up to \$7,500 to qualifying

households for expenses incurred for major septic system repair and replacement in their rebuild.

Floor Plan Library

The Residential Floor Plan Library provides access to low-cost master plans for homes. Accessible from our web-based platform, the Residential Floor Plan Library has been hugely successful, helping dozens of households save thousands on their build. Currently, there are 10 approved master plans in the library, and it continues to grow. Many thanks to our generous design professionals!

The Ridge Story in Videos

The RPF has continued to preserve the story of our community through video storytelling. "Returning to Paradise" is a video interview series featuring residents of the Ridge – capturing the spirit of our residents, the journey through their build process and why they have chosen to live here. Our newest video series, "Pieces of Paradise" featuring our host, Mark Thorp, is a current favorite! Mark takes the viewer to several of your favorite spots in town, Paradise Lake, local restaurants, Theatre on the Ridge, the Gold Nugget Museum and more. The series highlights our history, recreation opportunities and provides updates and plans for the future! If you haven't subscribed to our YouTube Channel, please do!

These resources, as well as information on homeowner's insurance, mapping that includes ground contours, aerial imagery and survey data, drone services and to follow the story of our community's recovery, please visit www.rebuildparadise.org or email info@rebuildparadise.org. Please follow our YouTube Channel, Facebook and Instagram pages for daily inspiration and news about services in our community. We love seeing our beautiful, resilient community thrive!



Check out the Residential Floor Plan Library Head on rebuildparadise.org/building-plans to view six uniquely named and designed master plans. The library is constantly expanding from the generosity of all design professionals donating their time and energy into these plans.

Burnt Barn Distilling Co. coming to Paradise spring of 2022

By Melissa Schuster

Like many of us, Cliff Jacobson and Melissa Schuster lost their home and business to the Camp Fire. Always the kind that find inspiration within adversity, they chose to embrace their son, Taylor Schuster's dream of building a distillery..

The couple, with Taylor and his wife, Danae, have embarked on the journey as partners, creating an impressive team. All four partners are graduates of "Moonshine University" in Kentucky, with Danae having been the recipient of the first Scholarship for Women from You and Yours Distillery. Taylor, who is active duty in the Air Force, has been studying distillation and will be graduating from The University of Louisville with his MBA.



Burnt Barn Distilling Co., scheduled to open in the spring of 2022, will be a destination distillery located on the Chapelle property in lower Paradise. Guests will have access to picnic areas and walking paths on The Chapelle and Burnt Barn grounds.



evening of musing outside of the RV Melissa and Cliff have been living in on their property. "We realized we were sitting on the very spot where our barn had burnt," recalls Melissa, "it just seemed right."

The recently purchased 18 acres next door seemed like a perfect location for the distillery, with a spring-fed pond, an outdoor kitchen, and the fascinating ruins of a massive home, which they're planning to preserve as part of the history of the community. Burnt Barn Distilling Co. will be a destination distillery,

The name, "Burnt Barn Distilling Co." was born out of an

and the fascinating ruins of a massive home, which they're planning to preserve as part of the history of the community. Burnt Barn Distilling Co. will be a destination distillery,

DISTILLERY continues next page

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Rendering of what is to come adjacent to the Chapelle grounds.

DISTILLERY *continued*

creating grain-to-glass spirits with locally-grown grains and estate-grown aromatics. Guests will have access to views of the ruins, picnic areas, and walking and hiking paths around both Burnt Barn Distilling Co. and The Chapelle grounds next door, and so much more!

The distillery building will be erected in August 2021, followed by installation of the stunning, copper Vendome pot still and a 29' tall copper vodka column. Once equipment and permitting are in place, they'll be ready to open their doors in the spring of 2022.

Opening a distillery takes a lot of time and hard work, but it will all be worth it once the goals to provide the highest quality products and guest experiences that will keep folks returning to Paradise are achieved!

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Paradise Ridge Chamber of Commerce
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Adventist Health takes its place in history as we celebrate our milestones and build our future Paradise.

Serving our community for 70 years, Adventist Health's Feather River Health Foundation (FRHF) has expanded its focus on a healthier Paradise Ridge community. For decades, the FRHF led capital fundraising campaigns for major expansions to the hospital, funded hospital-related technological and equipment improvements, programs and services. Since the Campfire, the FRHF's mission has been to focus on both the health and well being of individuals and families in our community.



Adventist Health, Feather River Health Foundation partnered with World Vision bringing furniture and other essential household items to Butte County. Thanks to our partners, Love Delivers and Hope City for support with receiving, unloading and distribution.

Working Towards a Healthier Community

The FRHF helped fund a feasibility study with Adventist Health as a necessary first step in establishing a financially sustainable, free-standing emergency room in Paradise.

Finally, Adventist health and the FRHF are planning to launch the national Blues Zones health and well being program for the Ridge community by the end of 2021, or early 2022. The NVCF has already committed to being the FRHF's key partner in this effort.

For more information on the Feather River Health Foundation or to support its mission in our community, visit AdventistHealthFeatherRiver.org, or call 530-876-7166.

community

Responding to Healthcare Needs

The FRHF, in collaboration with the North Valley Community Foundation (NVCF), established a Paradise location for the Butte County EMS ambulance service. Also, the FRHF provided direct funding and secured grants that helped provide needed expansion and equipment for Adventist Health's Paradise Rural Health Clinic and Rapid Care Center.

Responding to Well Being Needs

The FRHF, again in collaboration with the NVCF, provided a COVID-19 Rapid Relief Response program that provided assistance to individuals, families, businesses and non-profits that included food, personal protection equipment and much more, including COVID-19 testing machines for our Adventist Health clinics.



Feather River Health Foundation is proud to support Love Delivers in supplying food to families in need.

The FRHF, in concert with other organizations continues to prioritize projects that impact individuals and families, including the Inspire Hope program through World Vision bringing essential household items to our community, the Maranatha shed project, the "Love Delivers" program that continues food distribution in our community, and art classes for cancer patients.

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excellent spot for gathering and the internal art gallery creates a wonderful atmosphere. We recommend: The 'Nic Kit', a cheese manicotti in tomato cream sauce dinner kit!"



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— SEASONS ON THE RIDGE —



Photo by Diana Kent

Dogwoods are a familiar sight on the Ridge—identifiable by their distinctive bark.



Photo by Monica Nolan

The awkward regrowth of our evergreen trees symbolizes the many phases of progress on the Ridge.



Photo by A. Rider

Mountain bike enthusiasts can blaze their own hidden trails on the Ridge.



Photo by Paradise Recreation and Park District

It's a Charter School race through the park!
The winner: School choice on the Ridge!



Photo by Jenn Sullivan Brooks

Pool side yoga in early summer,
with a view of Butte Creek Canyon.

— SEASONS ON THE RIDGE —



Photo by Monica Nolan

Bille Park in the fall rewards visitors with a spectacular show of color.



Photo by Monica Nolan

Whatever the season, Paradise Lake offers stunning vistas.

community



Photo by Monica Nolan

Sawmill Peak is framed in the rose-gold glow of a maple tree.



Photo by Jen Hendrick

De Sabla reservoir, just a bit above Magalia, offers year-round recreation.

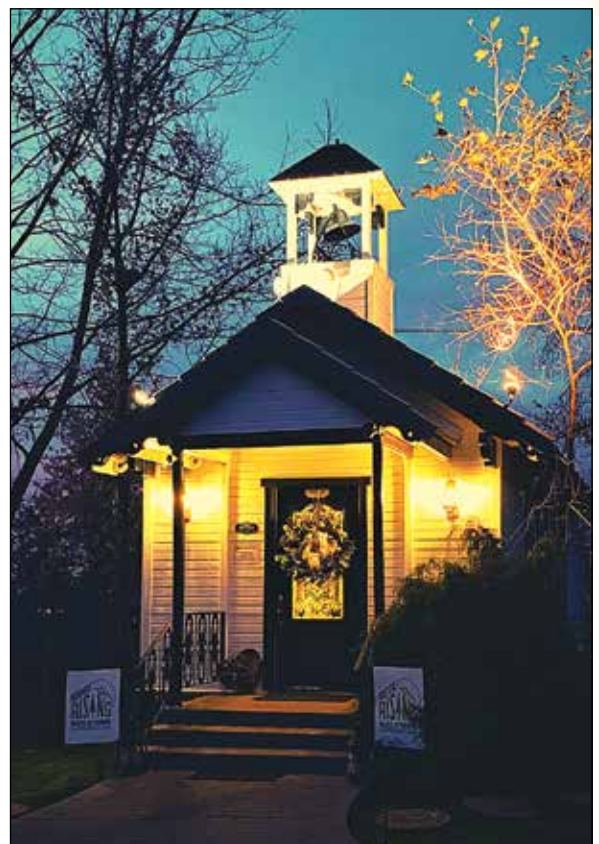


Photo by Melissa Schuster

The sweet chapel on the grounds of The Chapelle radiates a winter welcome.

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Paradise Horsemen's Association, keeping equine heritage alive on the Ridge

The Paradise Horsemen's Association (PHA) founded in 1989, is a 501(c), non-profit. PHA is dedicated to educating the Ridge about local equine heritage while bringing different and exciting equestrian events to our area. Members enjoy fun family events such as Horse Festival, play days, jackpots, clinics and Gymkhana events. They hold monthly summer evening potlucks and arena fun for members.

PHA invites the community to come and enjoy any of their events at the Paradise Horse Arena on Moore Road. They hold both open and member-only events, trail rides, playdays and obstacle courses.



Above: Courtney Sabral, a young rider, is skillfully demonstrating pole bending at a popular event that PHA holds monthly.

Left: Lilly Jolly is a lead-liner being led through the course by her older brother, Logan Jolly.

They are offering the popular Obstacle Course Challenge under the direction of Russ Mullins. Check their Facebook for upcoming events.

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A rendering of a walkable downtown from UDA's long term recovery plan. It can be seen at makeitparadise.org.

Construction of Paradise's new downtown is underway on Almond Street

By Marc Mattox

Public Works Director/Town Engineer

Construction for the Town of Paradise's Almond Street and Downtown Gap Closure Projects are underway! This project fulfills one of the top five visions of the community's Long-Term Recovery Plan, to provide a safe and walkable downtown, adopted by the Town Council in June 2019. This project will provide an alternative shopping area from the current highly trafficked Skyway.

Knife River Construction and their subcontractors began work in early April 2021 on the Town's largest infrastructure project in decades. Upon completion, projected for December 2021, expect to find new roadways with landscaping and bicycle lanes along Birch, Fir and Black Olive and portions of Almond streets. New sidewalks and pedestrian lighting will support the much anticipated, walkable downtown. And, fulfilling another community priority, undergrounding of all overhead utilities will make this new downtown area appealing and safe for future visitors and shoppers.

This overall \$8.2M effort is primarily funded by the State's Active Transportation and Federal Congestion Mitigation Air Quality using grants the Town secured between 2015-2017. The first stage of construction is the Almond Street area; when completed crews will commence work along portions of Birch, Fir and Black Olive thru the summer. The new sidewalks, curbs, gutters and roadway surfaces will follow.

With the recent exciting announcement of the 2021 Party in the Park season, the Town of Paradise will be coordinating with organizers and construction teams to ensure safe and successful events this summer. The public should expect changes in normal on-street parking availability for the events with special attention to the Town's two public parking lots at the corner of Pearson and Black Olive and west of the intersection of Pearson and Black Olive.

Finally, please help us support our business community during construction as we transition to a more complete, safe, and community-oriented downtown Paradise.



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Lawrence St. Germain, Commander for American Legion next to a Korean era jeep.

Paradise Veterans Group serving the Ridge since 1927

The Paradise Veterans Group (PVG) has served the Ridge since 1927 at the Paradise Veteran's Memorial Hall on the corner of Skyway and Elliott. PVG membership includes Veterans of Foreign Wars (VFW), American Legion and Disabled American Veterans. Their purpose is to support veterans, discuss current events and help the Ridge community. All Veterans are welcome to attend meetings held on the first Tuesday of the month, 6 to 7 p.m at the Paradise Veterans Memorial Hall.

Visit the outdoor Veteran's memorial display

You won't want to miss the inspiring metal sculpture depicting the 1945 Flag Raising at Mt. Suribachi, Iwo Jima, Japan and a donated Korean War era jeep, waiting for its accompanying heavy artillery that the vets hope to receive via donation soon. The outdoor exhibit area is surrounded by an inspiring display of seven Service Flags, each representing a branch of the military service including the recently added Space Force flag. This open-air memorial is a fitting tribute to our brave Ridge veterans, but there is more to come.

Ridge Veterans monument moving forward

Lawrence St. Germain, Commander for American Legion, has been planning a "Salute to Ridge Veterans" memorial, to feature a 3,489 pound granite monument crafted by Chico Granite and Marble Works to honor fallen Ridge veterans. A statue of a soldier in full battle gear will be placed near the monument along with a museum of military artifacts for display inside the Hall. Donations welcome, contact (530) 693-5891.

For further veterans' information contact:

VFW Commander, Keith Taylor (530) 616-1781
American Legion Commander Lawrence, St. Germain,
(530) 693-5891

Disabled American Veterans Commander, Ron Lassonde,
(925) 413-4903

Paradise Veterans Memorial Hall
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The inspiring display of service flags flutter in the breeze in front of Paradise Veterans Hall on the corner of Skyway and Elliott.



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RP working with others to build mixed use housing and a multi-use arts, theatre and culture center

By Allen Myers

Regenerating Paradise (RP) is a group of community members committed to seeing possibility in the wake of disaster and holding a vision that reflects the values of our community. We do this through: strategic planning assistance for rebuilding efforts, nourishing collaboration among groups, offering organizational support and resource amplification. We have some exciting projects for 2021!

This year RP is facilitating a dialog among nine locally prominent arts and culture nonprofits on their potential collaboration to build a new multi-use arts, theatre, and culture center! It holds a vision for the town as a fire wise community with ample housing for returning residents and newcomers, a thriving and diverse economy that provides for livelihoods and nurtures the resources of our unique ecosystem.

RP is also partnering with UC Davis toward a mixed-use housing development that is affordable, equitable, climate-

WEAVING THE SOCIAL FABRIC THAT REGENERATES US



resilient, cost-competitive, and emissions-free. Funded by a grant from the California Energy Commission, the project, *if awarded*, would bring over a hundred reasonably priced living spaces to Paradise in a live-work environment that fosters community and resilience.

RP produces the annual **Paradise Revival Festival**, to be held in the fall of 2021. Community members will gather to share ideas and hopes for the future and learn about the recovery work undertaken by local organizations. Its goal is to facilitate individuals and organizations coming together to speak about what is possible in the wake of disaster, to cultivate resilience and hope.

With a mission to foster collaboration in order to “weave the social fabric that regenerates us,” RP uses a holistic approach to rebuilding efforts, recognizing that each part is essential to the whole. It is inspired by regenerative design, which aspires to create systems that integrate nature with community.

Let's Regenerate Paradise!
www.regeneratingparadise.org

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Here for the long haul



By David Little

*Executive Vice President, Communications,
North Valley Community Foundation*

The North Valley Community Foundation (NVCF) is best known for its Butte Strong Fund, but there are many other aspects to our organization that are vital to the Ridge and all North Valley communities.

Camp Fire recovery, of course, remains our top priority. We have granted out more than \$40 million to nonprofit organizations, government agencies, schools, churches and others since Nov. 8, 2018.

In the beginning, it was badly needed emergency relief, helping provide necessities like food, shelter and clothing to displaced people. But the Butte Strong Fund was created with the intent that philanthropic dollars would be needed for long-term recovery as well, so we continue to grant millions of dollars each year.



North Valley Community Foundation provided homes for Camp Fire survivors through their Manufactured Home Replacement Project. This was only one of the many ways NVCF provided direct assistance to the Ridge. They expect to continue to issue grants for the next two to three years.

We expect to issue grants for the next two to three years, until the donations run out. Our top priorities remain housing, health and wellness, and case management for survivors. We also continue to issue grants in the areas of community development projects, education and economic recovery. Our health and wellness initiative, Thrive, strives to address the trauma that repeated hardships have on a distressed region.

In the midst of our fire recovery efforts, we opened a separate fund for the Bear/North Complex Fire and have granted more than \$600,000.

It's important to note that all funds are separate, so

donations made to the Butte Strong Fund all go to Camp Fire recovery projects, donations to the COVID-19 Rapid Response Fund help with coronavirus relief, and so forth.

There are more than 500 separate funds at NVCF. Some are managed by our staff, such as the disaster relief funds. Others are organized and managed by individuals, who work with our staff to start funds that allow them to accept tax-deductible donations using our nonprofit umbrella. The Hope Plaza Fund and the Camp Fire Zone Project are examples of charitable funds run by citizens.

Another type of fund we hold at NVCF are various scholarship funds. There are 12 in all, including some that are just for Paradise High School graduates.

The NVCF response to the COVID-19 pandemic provides a good example of the various ways a community foundation can help a region. Our Rapid Response Fund received contributions so we could help with food deliveries, face masks, face shields for health care workers and much more to assist at-risk populations. Citizens started four funds of their own to help vulnerable people and businesses. And NVCF's longtime partner Aaron Rodgers contributed \$1 million to elevate a fund that helped small businesses all over the county that were struggling to survive.

All told, NVCF has deployed more than \$2.6 million for COVID-19 response.

NVCF has existed since 1989 and continues to grow, connecting benevolent donors with vital programs and organizations that make the North Valley the special place it is. We feel fortunate to play such an important role in helping the Ridge rise.

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Adventist Health Feather River providing primary and specialty care

community

By Cambria Wheeler

Marketing Account Manager | Adventist Health

Adventist Health Feather River believes we're all made for more. From the youngest child to the wisest grandparent, your local health leader celebrates each individual's quest to live a life full of health, wholeness and hope. That's what drives the vision of transforming the health of our community, one life at a time.

How is Adventist Health Feather River making this vision a reality? By investing in services and bringing expert physicians and providers to serve our friends and neighbors with high-quality healthcare. "As our community continues to grow and flourish, we are pleased to expand our primary care services with more providers to serve the needs of adults and children," says Tim Williams, administrative director of physician and outpatient services. "And we've introduced innovative approaches during COVID-19 and ensure we can provide safe access to care now and into the future."

Services in Paradise include primary and specialty care, including women's care, dental care and behavioral health along with medical imaging and lab services. If an urgent medical need arises, a rapid care clinic is open seven days a week with expert providers ready to help. Close by in Chico, the Adventist Health Cancer Care Center has moved to a new location, 111 Raley Boulevard, to better

serve patients. Finally, the medical office in Corning serves that community with primary, specialty and dental care.

One exciting addition to healthcare on the Ridge is the Live Well Program, an innovative lifestyle program that customizes care to each patient's health and goals. Through tailored plans, the team of providers and coaches is helping patients move more freely with less pain and to eat healthier, lose weight, reduce stress, combat depression or other mood disorders, and live a happier, healthier life.

For more information about all Adventist Health services and programs available in Butte and Tehama counties, visit [AdventistHealth.org/Our Clinics](https://AdventistHealth.org/OurClinics) or call 530-872-2000.

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Check out the library's variety of free services

The Butte County Library, Paradise Branch is located at 5922 Clark road has provided residents with information, reading materials and engaging fun activities since 1914.

Residents can find a wide range of books, DVDs, audiobooks, magazines and newspapers in the library. It also provides access to computers, WIFI, printing and scanning facilities. Patrons can also check out Tablets and hotspot devices, which provide Internet access from home free of charge.

Butte County Library also offers access to free databases and online services from home, including movies and music through Hoopla and newspapers, obituaries and much more through Newsbank. Enki and Libby apps allow patrons to

borrow eBooks, eAudiobooks, and e-magazines.

The Paradise Branch Library also has a meeting room available to reserve for people and local organizations.



The Paradise Library offers lots of activities and programs for all ages. Look for their Summer Reading program in June and July.

The Library offers a wide range of activities and programs for all ages. Currently, the library offers Grab-n-Go and craft kits for kids and adults, as well as a monthly virtual story time. Stay tuned for Summer Reading activities coming in June and July, such as Storytime, arts and crafts.

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Gracious host for community events

By **Melissa Schuster**

*HoneyBee Hospitality at the Chapelle/
Burnt Barn Distilling Co.*

For years before the fire, Chapelle de L'Artiste was a haven for visitors to Paradise, offering a beautiful, amenities-filled location for outdoor events, fundraisers, meetings, or just a quick, local get away. Established as a B&B in 2005, the facility was morphing into a popular AirBnB spot for visitors from Sacramento and the Bay Area, offering either the historic "Gatehouse Cottage" or the lavishly appointed "Manor House," and allowing guests use of amenities including the spacious outdoor living area known as "The Pavilion," the exceptional Cave entertainment space, pond/island, pool/spa, Chapel or Barn. Cliff Jacobson and Melissa Schuster shared their home, spending countless hours and dollars to create events like The Concours de la Chapelle Classic European Car Show, which benefited Northern California Ballet and The Rotary Club of Paradise, hosting other fundraisers, and inviting groups to enjoy the scenery.

The fire spared the chapel, cave, pond, and pool areas, but destroyed everything else. Still, Cliff and Melissa felt that what was spared was "enough" and were determined to bring the site back for the benefit of the Community.

In the days following the evacuation, they immediately began restoration of the infrastructure that supported what remained. As former Mayor Scott Lotter and his "Koi Rescue Team" scoured hundreds of ponds around Paradise



Gary and Gloria Goose visited the pond at Chapelle and never left! Guess they know a good thing when they see it!

for surviving fish, Cliff and Melissa worked to clear debris from their huge pond and kept generators powering the aerator.

Today, a large pool deck cantilevers over the edge of the pond for optimum viewing of the rescued fish, and creates easy access to the pool and Cave. Melissa says, "though we don't quite have all of the amenities we had before the fire, we're ready to invite guests to enjoy what is here!" ... and it is still beautiful!

Fundraising events for Theatre on the Ridge and Paradise Symphony Orchestra, Paradise High School's 50th Reunion and other events are planned for the summer of 2021!

So, to the plein air painters, meeting coordinators, wedding planners, and koi lovers – come visit The Chapelle!

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Paradise Mobile Home Estates, the first mobile home park to reopen.

Mobile Home Parks offer a range of housing options for the Ridge

community

One of the Town of Paradise's priorities has always been to reestablish the mobile home parks that provided homes for many of the Ridge's senior population and others.

Prior to the Camp Fire, Paradise had 38 mobile home parks, with 1,854 units, 90% of which were destroyed in the fire. To date approximately six mobile home parks have filed for their HCD-514 from HCD which is a required construction permit issued by the state.

Paradise Mobile Estates was the first to reopen with 39 spaces. To date, 9 have sold and 5 are currently available. Units will continue to be delivered in waves of 6 until the park is full likely in the summer of 2021. The park is located at 1354 Elliott Road. Call Chris Podesta at (530) 410-4563 for more information about their new manufactured homes and financing options.

Soon to open is **Oak Hills Mobile Estates**. They are in the process of finalizing permits. Oak Hills is an all-ages community mobile home park with view lots. They are located at 1340 Bille Road in Paradise. Call (530) 876-1468 for more information.

Quail Trails RV Park is open now. They have been working hard to clean up after 2018's devastating fire, and their RV sites are now ready, and we're welcoming RVers once again! 5110 Pentz Road, Paradise. Call (530) 680-2002 for more



Quail Trails, RV Park, welcomes visitors once again.

information.

Edgewood & Sawmill Mobile Home Estates offering 44 mobile home units for senior housing, will open soon. Located at Sawmill & Edgewood in Paradise.

Pine Grove and Sherwood Forest Mobile Home Parks have 151 spots between them and are slated to open by the end of the year. These parks are

tenant-owned and the MHP owner is working on fast tracking manufactured units for delivery, shortening a 5-month window into 5 weeks. Located Off of Armstrong/Clark, Wagstaff)

The Plantation Mobile Home Village is a tenant-owned All-Aged community located off Bushmann in Paradise. They have applied for their HCD-514 for the Home Owners Association to make communal improvements.

Paradise Trailer Court, 17-unit mobile home park has an HCD-514 and is currently doing underground infrastructure repairs. Located on Skyway.

J&M, 9 units, filed for HCD-514 and are in construction, located on Clark Road.

Katie Simmons
Disaster Recovery Director
Town of Paradise | 530-872-6291 x153
ksimmons@townofparadise.com

Paradise Parade of Flags - a local vet's dream honors military service

Paradise enjoys a spectacular Parade of Flags along Skyway on Memorial Day, Independence Day and Veterans Day thanks to Bill Wells, a local WWII Veteran who came up with the idea in 1998. With former Mayor Ray Dalton's support, the Town of Paradise embraced the project.

In advance of the first parade, Ray Dalton and veteran volunteers used a compressor borrowed from Paradise Irrigation District to drill hundreds of holes along the Skyway. The necessary funds were raised through a "sponsor a flag" program. Soon, the program welcomed the donation of commemorative flags. Flags from funerals, flags that flew over the capital, and others were presented.

After the Camp Fire of 2018, this treasured tradition has been carried on through the generosity of organizations and individuals that donated replacement flags for those that were lost when the storage facility, the Paradise Elks' Lodge, was destroyed. The Daughters of the American Revolution lead the charge, and flags were also donated by members of the Pair-O-Dice Chapter of E.Clampus Vitus and the Rotary Club of Paradise.

On each of the three holidays, teams of volunteers retrieve the flags from storage, clean the flag placement holes, raise the flags, then dismantle the display before sundown. With due reverence in a community that

honors veterans and apple pie, the flags are always handled according to strict etiquette.

People come from miles around to view the dazzling Paradise Parade of Flags. Since July 4, 2000, a Parade of Flags has been in place along the Skyway in Magalia as well, due to the efforts of the Magalia Beautification Association.



Photo by Glenn Harrington

On Memorial Day, Independence Day and Veterans Day, teams of volunteers plant hundreds of American flags along the Skyway in Paradise and Magalia in honor of veterans.

community



www.stmparadise.net

ST. THOMAS MORE CATHOLIC CHURCH

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Every Sunday at 12 p.m.

Father Martin J. Ramat
Priest Supervisor

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Greg Kidder, Parish Steward

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Paradise Ridge Chamber Member Churches

Center for Spiritual Living Paradise

Sunday Service 10 a.m. Live Stream
Facebook or zoom
(530) 877-5673
ParadiseCSL.org
Facebook.com/
center for spiritual
living, paradise
Check Facebook for
current information
and updates.

Craig Memorial Congregational Church

Meets 10 a.m.
Sundays at "Little
Red Church" behind St.
Nicholas Episcopal,
5872 Oliver Rd., Paradise.
(530) 519-3113
CraigChurch.com
Facebook.com/
craigchurchparadise

First Baptist Church

Sunday Service 11 a.m.
6500 Clark Rd. Paradise
(530) 877-3532
FBCparadise.com
Facebook.com/FBCParadise
Food Pantry, Friday 12-4
p.m. Commodities available
3rd Tuesday of each month
10 a.m.-12 noon. Check
Facebook for updates on
ministries, bible studies, and
other fellowship.

Magalia Community Church

Sunday Services 10 a.m. in
the chapel, streamed on
Facebook Live
13700 Old Skyway, Magalia
(530) 877-7963
Facebook.com/MCCMagalia



Newly rebuilt, Our Savior Lutheran Church on Pentz Road welcomes worshippers in person and virtually through their Facebook page.

Our Savior Lutheran Church

10 a.m. hybrid service, in-
person or online. Zoom link,
email oslcparadise@gmail.com,
or attend in person. Check
website calendar for Bible
study times.
6404 Pentz Road, Paradise
(530) 877-7321
OSLCparadise.org/home

Paradise Adventist Church

Service locations and time
announced weekly on
Facebook page. Live streams
of services also available on
Facebook or on website.
5720 Academy Drive, Paradise
(530) 877-4454
ParadiseAdventist.org. [Facebook.com/
paradiseadventist](https://www.facebook.com/paradiseadventist)

Paradise Alliance Church

Sunday Service 10:45 a.m.
services streamed live on
website.

6491 Clark Road,
Paradise
(530) 877-7069
ParadiseCMA.org.
[Facebook.com/Paradise
AllianceChurchCMA/](https://www.facebook.com/ParadiseAllianceChurchCMA/)

Paradise Lutheran Church

Weekly service updates
on Facebook page;
Bible study Wednesdays
at 3:30 p.m.
780 Luther Drive,
Paradise
(530) 877-3549
ParadiseLutheran.org
[Facebook.com/Paradise-
Lutheran-Church](https://www.facebook.com/ParadiseLutheranChurch)



St. Thomas More Catholic Church on Elliott Road.

Paradise United Methodist Church

No church services at
this time. Church rental
space available. Email
office@parumc.org.
6722 Clark Road,
Paradise
(530) 877-5989
Parumc.org/
[Facebook.com/parumc.
org](https://www.facebook.com/parumc.org)

St. Nicholas Episcopal Church

Sunday, 10:30 a.m. in
person worship at
church location.
Live worship and
community updates
available on website.
5872 Oliver Rd, Paradise
(530) 877-7006
Stnicksparadise.org
[facebook.com
StNicksParadise](https://www.facebook.com/StNicksParadise)

St. Thomas More Catholic Church

Sunday mass 12 noon
inside, drive-in, or on
Facebook Live. See STM
calendar on the website.
767 Elliott Rd. Paradise
(530) 877-4501
STMparadise.net.
[Facebook.com/
stmparadise](https://www.facebook.com/stmparadise)

Magalia Community Church

13700 Old Skyway ♦ Old Magalia
877-7963



Non-denominational Services
Sundays at 10:00am
Listen for the sound of the bells sounding the greeting!



Historic Chapel



Commercial kitchen available.

AVAILABLE FOR RENTAL

Weddings, Funerals/ Memorials and Special Events

Nestled in the towering pines of the historic town of Old Magalia, this quaint, nondenominational church is now the oldest house of worship on the Ridge. The charming chapel retains its historic character, yet has many modern amenities such as a sound and AV system with overhead projection. The Community Fellowship Hall is a large venue with sophisticated and professional sound system and a full stage with professional lighting. There is also a well equipped commercial kitchen that can be rented for an additional fee and security deposit. Besides stage shows, the hall is ideal for parties for large groups.



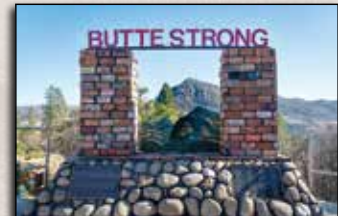
Full stage with professional lighting.

Outdoor Space Also Available



When we need to meet COVID distancing requirements, there is an option for outdoor services at the Butte Strong Memorial on the church grounds. The church campus is 9 acres and also includes the Sawmill Ball Field on the lower portion of the property. Both the Monument and the Ball Field feature spectacular views of Sawmill Peak in the background. Additionally, our property is located next to Skyway Memorial Park (of which there is a gate to our property) and catty-corner from the Magalia Cemetery. And near the Butte Strong Monument, there is a 40' X 60' tent that can be rented as well. Please contact the church office for information and to reserve the date and time for your event:

Magalia Community Church 530-877-7963



Daffodils named Town's flower, representing joyful resilience on the Ridge

By Colette Curtis
Assistant to the Town Manager


One of the first delights of springtime after winter, daffodils have graced the Paradise Ridge for many years, commencing after the fires of 2008 when the Paradise Garden Club began the effort to plant thousands of daffodils in our community. After the Camp Fire, daffodils have provided a visual reminder of our resilience after tragedy, and with that in mind Paradise Town Council voted to make the daffodil the Town's official flower in November 2020.

To commemorate the 2nd anniversary of the Camp Fire, the Town, in partnership with Adventist Health and Déjà Vu Nursery, conducted a daffodil bulb giveaway to spread the joyful tradition across our Ridge and beyond. The result was a spectacular springtime show of daffodils enjoyed by all. It's been said that "To plant a garden is to believe in tomorrow," and the lovely daffodils that cover our Ridge each spring remind us to believe in Paradise.



Melissa Schuster, HoneyBee Hospitality at the Chapelle, giving away daffodil bulbs to the community commemorating the second anniversary of the Camp Fire.


community

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• Classes and Events • Community Groups

Rev. Christine Jeffers, Minister


We believe there is One Universal Life expressing Its infinite nature, and that this Life is called many things: Universal Intelligence, Spirit, Infinite Abundance, Peace, Spirit, Joy, Creativity, or simply God.

We envision humanity awakening to its spiritual magnificence, and our ability to create an individual life that works within a world that works for everyone.

**We are open and welcoming of all people,
all faiths, and all paths to God.**

Due to COVID 19, We've been meeting every Sunday @10 am on Zoom and Streaming on our Facebook page, Center for Spiritual Living Paradise

530-877-5673



admin@cslparadise.org www.paradisecsl.org

Johnny Appleseed Days

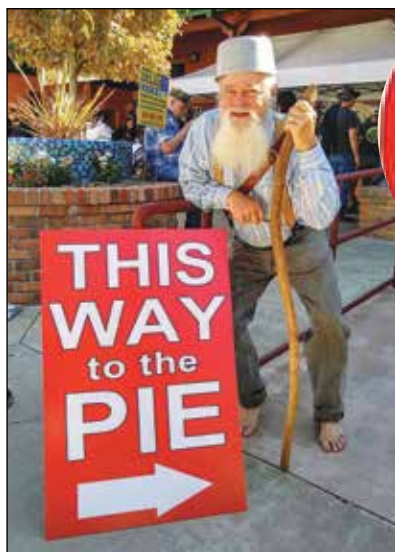
California's oldest harvest festival

First held in 1888, the fair now known as Johnny Appleseed Days is the oldest harvest Festival in the state! The 2021 two-day fall festival will celebrate Paradise's apple heritage with apple pie and ice cream.

Do-it-Yourself pie baking kits, complete with "secret Paradise pie spice mix," Noble Orchards' famous Granny Smith apples and a limited-edition commemorative tea-towel will be available for purchase.

Local businesses will give demonstrations and display their wares, and artisans from all over the north state and beyond will sell a variety of handicrafts. The food court will offer an outdoor seating area and a variety of delicious food.

The ever-popular children's area will feature face painting, games played by generations of attendees, and prizes. Johnny Appleseed will visit and tell stories. There will be continuous entertainment both days. For more information, visit ParadiseChamber.com.



Since 1888, the Paradise harvest festival now known as Johnny Appleseed Days has brought the community together to enjoy apple pie, nostalgic children's games, and shopping with local and guest merchants in the early October sunshine.





Bring your dancing feet to Party in the Park!

Party in the Park

Party in the Park Music & Marketplace is a summertime community celebration in the historic heart of Paradise. For more than 20 years, the Paradise Ridge Chamber of Commerce and community partners have staged an annual Farmers' Market, Kids' Zone, talented bands and performers, arts, crafts, local organizations and eclectic products.



2021 event information:
Every Wednesday night
for eight weeks:

June 16 – August 4,
5:30 p.m. to 8:15 p.m.

Paradise Community Park
5570 Black Olive Drive
at Pearson Road
Paradise, California



Green Paradise offers a healthful selection of freshly prepared meals.



Soul Posse is one of the talented local bands playing at Party in the Park.



The Kids Zone offers activities for young attendees.

PRESENTING SPONSOR Adventist Health	IN COOPERATION WITH 	HARVEST SPONSOR HUDSON'S APPLIANCE CENTER	ARTISAN SPONSOR Nic's
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- and more!*

*Serving the
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Years!*

Why go down the hill, time is money!



Chocolate Fest plans September celebration in Paradise

*Celebrating 16 years of "Sweetening Kids Lives," Youth on the Ridge Community Foundation presents the Paradise Chocolate Fest on **Saturday, September 18, 9a.m. to 5p.m.** at beautiful Terry Ashe Park on the Skyway in Paradise.*



Bill and Pam Hartley, Chocolate Fest co-founders and prior owners of Joy Lyn's Candies

ATTRACTIONS

Chocolate Candy Land

- Dip into decadence at the huge chocolate fountain
- Visit chocolatier booths featuring countless artisanal delicacies, desserts, confections
- Scrumptious ice cream for sale

Musical concerts on 2 stages

**Art in the Park • All About Books
Green Scene Outdoor Classroom
ReDiscover the Ridge**

Community exhibits craft and commercial booths wide range of packaged and food-truck delicacies.

For the Kids: Kidz-Zone with giant inflatables, carnival games, costumed characters, art and craft projects, contests, and more!

SPECIAL EVENTS THROUGHOUT THE DAY:

- Chocolate Cuisine Challenge
- Chocolate Pie and Super Sensational Ice Cream Sundae Eating Contests
- Cookie Stacking Contest
- Butte County Young Authors Writing Contest



Chocolate Royalty!



Kidz-Zone Fun



ADDITIONAL FEST EVENTS:

- Evening of Chocolate, Wine & Brew - Sept. 11
- Chocolate Chase Run/Walk - Sept. 18
- Chocolate Thunder Motorcycle Poker Run - Sept. 25

A complete event schedule will be announced August 1st. For all of the delicious details, follow the Paradise Chocolate Fest Facebook site; visit the Paradise Chocolate Fest website www.chocolatefest.us or contact (530) 342-4896, and join the fun!

Admission to the Fest is \$5.00 with children 4 and under, free. Admission includes – Free chocolate samples! Free Chocolate Pie and Ice Cream Eating Contests! Free Kidz-Zone, bounce house and super slide, carnival games, crafts and prizes! Musical concerts and demonstrations! Free raffle prizes! Free parking!

NEW THIS YEAR!

Chocolate, Wine & Beer Garden

Guittard Chocolate tastings and the North Valley's premiere wine and craft beer selections



The Paradise Chocolate Fest delivers vital support to non-profit organizations that provide educational, enrichment, recreational and leadership opportunities to youth on the Paradise Ridge. Since its inception in 2006, Paradise Chocolate Fest has contributed over \$350,000.00 to Ridge youth programs and services supporting everything from

scholarships to upgraded computers, sports uniforms, musical instruments, summer camp, swim & dance lessons, leadership programs, vision screening, food banks and more. Funds ultimately impact the lives of thousands of youth, their families and our community.



The Gold Nugget Queen, her court and their escorts enjoy an afternoon at the Horse Festival.

Gold Nugget Day celebrates the 1859 discovery of 54 pound gold nugget

The three-day Gold Nugget Days festival celebrates the gold mining history of the Paradise Ridge. The celebration is staged by Gold Nugget Days, Inc., a nonprofit organization founded in 1973 to preserve local historical artifacts. The namesake 54-pound gold nugget found at the Willard Claim in Whisky Flats across the canyon from Old Magalia is not among the artifacts; it was melted down and monetized shortly after discovery.



First Gold Nugget Days in 1959! Photo courtesy of the Paradise Ridge Chamber of Commerce

events

Gold Nugget Days has been a Ridge tradition since 1959, the centennial of the discovery. In past years, the Ridge residents donned western apparel, and town businesses vied for prizes awarded for gold mining town decor. The festival is held every year, (barring emergencies like the pandemic and fire, of course), on the last full weekend of April.

Visitors and locals catch a galloping case of gold fever . . . kicking off with the crowning of the Gold Nugget Queen, a local high school junior. In years past, Friday night served up a Melodrama written and performed by locals, always a favorite. There are hopes for a revival in the coming years.

Bright and early Saturday morning, the Donkey Derby commences at Whisky Flats, at the bottom of the West Branch of the Feather River. The donkeys and their drivers haul a 54 pound nugget replica clear up to Old Magalia and then coerce the donkeys through a challenging course replete with comical hazards. At noon sharp, the Gold Nugget Parade leaves the Holiday Market Plaza and proceeds down Skyway



Kayla Fitzgerald - Chico Enterprise-Record

Poppy and Henry make their way to another victory at the Donkey Derby.

to the delight of crowds lining the street. The fun, food and fairs continue throughout the day. Sunday winds up the festivities with a Horse Festival at Paradise Horse Arena and more events at the museum property.



A conestoga wagon parade entry is a symbol of transportation in days gone by.



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website: flores.construction



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— 2021-22 COMMUNITY CALENDAR —

Information current at press time.
For up to the minute information
on Ridge events, visit the Cham-
ber's online community calendar on
ParadiseChamber.com

ONGOING EVENTS

Family Summerfest

Paradise Alliance Church,
6491 Clark Road, Paradise
June 25 – August 27, 2021
8:30p.m. - 10:00p.m.
EMovies, concessions, and free
popcorn.

Parade of American Flags Display

Memorial Day:
May 31, 2021
Independence Day:
July 4, 2021
Veterans Day:
November 11, 2021
Flags will line Skyway and Pearson



JUNE 2021

Party in the Park Music & Marketplace

Paradise Community Park,
Pearson and Black Olive, Paradise
June 16 thru August 4
Wednesdays 5:30 p.m. 'til dusk
See full information on page 95.

The Lawn Games Olympics

Bille Park, 501 Bille Rd, Paradise
June 19, 9:00a.m.-2:00p.m.
Cornhole, Boche ball, potato sack
racing, watermelon launching, or
lawn darts. \$40 for a team of 4
www.paradiseprrd.com

JULY 2021

Paradise Symphony July 4th concert

Paradise Intermediate School,
Recreation Drive, Paradise
July 4, 2:00p.m.
Enjoy an old-fashioned July 4th, and
be entertained by our own Paradise
Symphony.

TOTR presents Looped

Theatre on the Ridge,
3735 Neal Road, Paradise
July 8–18, 7:30p.m.
Totr.org (530) 877-5760



StageCoach Youth Theatre Camp

Theatre on the Ridge,
3735 Neal Road, Paradise
July 19-23 and July 26-30
Two one-week sessions, ages 7 –
15, All aspects of theatre: acting,
design, improv, theatre games,
lip sync, and behind-the-scenes
responsibilities and etiquette. There
will be a performance at the end.
Totr.org (530) 877-5760

AUGUST 2021

Wild Women of Winedale

Theatre on the Ridge,
3735 Neal Road, Paradise
August 26-September 5, 7:30p.m.
Totr.org (530) 877-5760

Paradise Symphony “Music Under the Stars”

The Chapelle,
3300 Inspiration Lane, Paradise
August 29
A fundraiser for Paradise Symphony,
held in the evening, under the stars.

SEPTEMBER 2021

Wellness Fair

Bille Park, 501 Bille Rd, Paradise
September 1
Hosted by Butte Strong Foundation.
Paradisechamber.com/events

Stirling City Logging Festival

Stirling City Museum,
16999 Skyway, Stirling City
September 11, 10:00a.m.-5:00p.m.
Showcasing the logging skills of yes-
teryear. stirlingcityhistoricsociety.org

Evening of Chocolate, Wine & Brew!

Terry Ashe Park,
6626 Skyway, Paradise
**September 11,
7:00 - 10:00p.m.**
Guittard chocolate & wine pairings,
craft beer tasting, appetizers and
artisan food samples, chocolate
fountain, music.
www.chocolatefest.us



Paradise Stronger Chocolate Chase Run/Walk

Yellowstone Kelly Trail,
Finish at Paradise Chocolate Fest.
September 18, 8:00a.m.
Participants receive a free pass to
the Chocolate Fest!
www.chocolatefest.us

Annual Paradise Chocolate Fest

Terry Ashe Park,
6626 Skyway, Paradise
September 18, 9:00a.m.–5:00p.m.
See full info on page 97.
www.chocolatefest.us

Chocolate Thunder Motorcycle Poker Run, BBQ & Rock & Roll!

Sierra Steel Harley Davidson
1501 Mangrove, Chico
September 25.
Check-in: 9a.m.-10a.m.
Check-spots throughout Butte
County, noon-check-in at Lime Saddle
Marina. Paradise BBQ to follow www.
chocolatefest.us

OCTOBER 2021

Johnny Appleseed Days

Terry Ashe Park,
6626 Skyway, Paradise
October 2 & 3
See full info on page 94. Presented
by the Paradise Ridge Chamber of
Commerce, (530) 877-9356,
ParadiseChamber.com



TOTR presents Annapurna

Theatre on the Ridge,
3735 Neal Road, Paradise
October 7–17
Totr.org (530) 877-5760

Paradise Symphony Fall Concert

Paradise Performing Art Center,
777 Nunneley Road, Paradise
October 24
For tickets, paradisessymphony.org

NOVEMBER 2021

Phoenix 5K Commemorative Run

Paradise Lake
November 6
A community resilience celebration
hosted by Butte Strong Foundation.

Stirling City Military Veterans Tribute

Stirling City Community Hall,
17044 Skyway, Stirling City
Nov. 7, 1:00 - 4:00p.m
www.stirlingcityhistory.org

TOTR presents The Shoemaker's Daughters

Theatre on the Ridge,
3735 Neal Road, Paradise
November 11-21
Totr.org (530) 877-5760

DECEMBER 2021

“The Nutcracker” Holiday Ballet

Paradise Performing
Arts Center,
777 Nunneley Road, Paradise
Dec. 17, 18, 19
Performed by the
Northern California Ballet. 872-1719.
northerncaliforniaballet.com



JANUARY 2022

Paradise Symphony Winter Concert

Paradise Performing Art Center,
777 Nunneley Road, Paradise
January 16, 2022, 6:00p.m.
paradisessymphony.org

FEBRUARY 2022

Paradise Symphony, From the Symphony With Love

Paradise Performing Art Center,
777 Nunneley Road, Paradise
February 13, 2022, 6:00p.m.
For tickets, paradisessymphony.org

MARCH 2022

Paradise Symphony Spring Concert

Paradise Performing Art Center,
777 Nunneley Road, Paradise
March 27, 2022, 6:00p.m.
paradisessymphony.org

APRIL 2022

Gold Nugget Days

Presented by the
Gold Nugget Museum
April 22, 23, 26
Various Paradise locations; events and
times TBD. See full info on page 98.
gnmuseum.art

MAY 2022

Spring Ballet - Dracula

Presented by
Northern California Ballet
Paradise Performing Art Center,
777 Nunneley Road, Paradise
May 20, 21, 2022
northerncaliforniaballet.com

Paradise Chocolate Fest

Returns to its May dates,
for more information
www.chocolatefest.us



Music as community, building on a legacy of inspiration and connection at Norton Buffalo Hall

David Leon Zink

For many Ridge residents, the memory of Norton Buffalo lingers with a mixed sense of admiration and pride, musical exhilaration and loss.

When the East Bay harmonica virtuoso and long-time member of the Steve Miller Band moved to Paradise in 2005 with his beloved, Lisa Flores, he changed our community for the better. His spirit of commitment to make our Town a destination for top grade musical experiences brought us together around inspiring stuff and lifted our sense of local pride. We loved him as an adopted son.

Though we lost Norton to cancer in 2009, his spirit continues to inspire us. Many will remember the renaming and dedication of the Norton Buffalo Hall on the campus of Paradise Community Guilds in early 2017, and the mind-blowing tribute performances by Norton's fellow virtuosos Roy Rogers (blues guitar) and Carlos Reyes & Friends (jazz violin and Paraguayan harp).

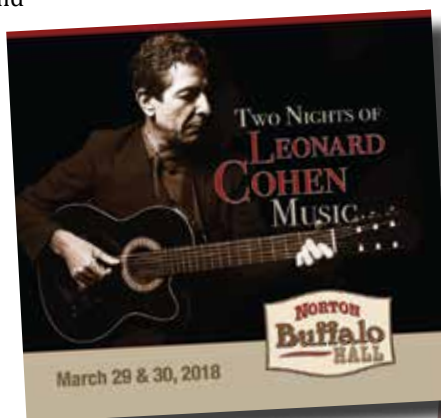
The intimate and somewhat funky Hall was already the site of monthly concerts by local, regional, national and international touring acts, a weekly open mic, and summer festivals with performances on an outdoor stage. It was also a place for community gathering.

Norton Buffalo Hall Foundation (NBHF) was established as a separate 501(c)(3) nonprofit so that the community could support these efforts through tax-deductible charitable contributions. Though the building was destroyed in late 2018, resurrecting it was identified in the Long-Term Community Recovery Plan (adopted by the Town of Paradise) as a Tier 3, partner-led initiative to make our community better.

As NBHF explores partnership opportunities with other arts and culture organizations to rebuild, the effort to bring back fine musical entertainments and events continues.



Norton Buffalo, harmonica virtuoso, took Paradise under his wing and changed the community for the better. Paradise loved him as an adopted son. He will ever be missed.



In 2019 and 2020, the Foundation produced twelve concerts, featuring both world renowned and local musicians at Chico Guild Hall, Museum of Northern California Art (MONCA), and Theatre on the Ridge; a weekly "Open Mikefull" was rebooted at Lotus Guide Center; and NBHF co-produced the "Joy Will Find a Way" event at Paradise Performing Arts Center, which featured the diverse creativity of 150 artists in celebration of the resilience of our community at the one-year remembrance of the Camp Fire. NBHF made a film of the "Joy" event, which debuted in Chico at Meriam Park Drive-in on the second-year remembrance.

More recently, NBHF has released a double-CD set, "Two Nights of Leonard Cohen Music," a tribute to the legendary songwriter by 20 of our most talented local musicians in the year before the fire. The CD is available as a thank you gift for donations to help rebuild Norton Buffalo Hall.

*Learn more about
Norton Buffalo Hall Foundation at
www.nortonbuffalohall.org.*



Renewal in the garden, Paradise Community Guilds and “the wondrous power of growing things”

David Leon Zink

Growing food is a passionate affair for many Ridge residents. There's something deeply satisfying in planting a seed or small starter in well-prepared soil and guiding it to its full, delicious potential. The growing kind knows that the reward for months of toil over a food-bearing plant is not just in the end result, but also in the toil itself.

For these, participating in the wondrous power of growing things is a deep source of pleasure.

Over more than a decade, Paradise Community Guilds (PCG) has attracted lovers of this exquisite yet ordinary affair to invest their spare hours of labor in the delights of the gardens at 5704 Chapel Drive, just off Pearson. Though many may associate the address with the Norton Buffalo Hall, that building is gone. Both gardens were erased. What remains is the opportunity to gather and grow.

With help from the Permaculture Action Network and the Camp Fire Restoration Project, in the fall of 2019 over three hundred volunteers from near and far gathered together to

begin the process of remediating the damaged campus, laying the literal groundwork for recovery and future flourishing of an organic gardening environment. Swales to capture rainwater were made, garden boxes and experimental planters were built, soil was amended, fences were repaired, mulch boxes were installed, and a variety of fruit trees and vegetables were planted.

With that loving boost, PCG members have re-established the essential infrastructure needed for community members to gather and garden. Collaborations with Butte County Local Food Network and Camp Fire Restoration Project have led to the distribution of over one hundred garden boxes

throughout the Ridge, and supported a native plant species giveaway to help residents re-establish verdant life on their local patch of ground.

Whether your thumb is green or wishes it could be, you are welcome to participate in the effort of growing community through garden growing. For more information visit www.paradiseguilds.org.

***Paradise Community Guild
5704 Chapel Drive, just off Pearson***



The Camp Fire Restoration Project helped to restore the community organic garden at the Paradise Community Guild's property on Chapel Drive. A variety of fruit trees and vegetables have been planted.



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Northern California Ballet serving the Ridge for 43 years

By Trudi Angel

Director, Owner Northern California Ballet

Northern California Ballet (NCB) brings high quality, full length Classical Ballet to the Ridge, teaching classical Ballet to ages four through adult, pre-professional to professional level. Trudi Angel opened NCB's doors in 1978 as "The Dance Company," changing the name in 1982 after becoming a California nonprofit.

Every year NCB performs two full scale ballets, such as *Nutcracker*, *Giselle*, *Sleeping Beauty*, *Don Quixote*, and others. Auditions are conducted locally, and professional guest dancers from The Eugene Ballet, Sacramento Ballet, San Francisco Ballet, Perm Ballet in Russia and Stuttgart Ballet also perform.

NCB strives to develop a love of dance, accurate technique, and the foundation skills necessary to pursue a career

for those students who wish to dance professionally. Many NCB students have joined professional companies such as Eugene Ballet, City Ballet in San Francisco, San Francisco Ballet, Ballet West in Salt Lake City, and Texas Ballet to name a few.

Every summer NCB offers a ten day program for 50 students from all over the US. Young dancers enjoy a safe and nurturing environment where the students feel comfortable and polish not only skills in the art of dance but also life lessons.

Since the loss of the NCB studio in the Camp Fire, classes have taken place in temporary quarters. The new studio, at the former Clark Road location is expected to be complete in summer 2020.

This year NCB will perform the *Nutcracker* at the Paradise Performing Art Center on December 17, 18 and 19.



The *Nutcracker* Ballet, a holiday favorite will return to the Paradise Performing Art Center in 2021

See Events Calendar page 109 for more information.

Northern California Ballet
5794 Clark Road, Paradise
530-872-1719



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Paradise Arts Alliance, raising up our arts-rich community

By David Leon Zink

Here on the Ridge, the art spirit is alive and strong. That the growing population is smaller than it once was brings with it a silver lining of great opportunity for new collaborations among the arts.

Nearly all of the organizations that served the creative and cultural instincts of our residents before their lives were changed a short time ago are still in place. Put another way, we have on the Ridge the essential vitality and experience in arts and culture to support a thriving community three times our current population.

The list of active arts and culture nonprofits is impressive: Gold Nugget Museum, Hope Plaza Foundation, Northern California Ballet, Norton Buffalo Hall Foundation, Paradise Art Center, Paradise Performing Arts Center, Paradise Recreation & Park District,



Paradise Symphony Orchestra, Theatre on the Ridge, and more. Add to this number our local schools, churches, and a few for-profits whose investment in arts education and programming support an arts-active infrastructure that is worthy of admiration.

Of course, none of the above would exist were it not for the extraordinary number of talented local artists who are proficient and productive in the areas of visual arts, music, dance, theatre, literature, and the wider range of human creativity.

Many on the Ridge and in our surrounding county have yet to discover the abundant possibilities of creative inspiration we have to offer.

Paradise Arts Alliance (PAA) was formed by leading arts and culture organizations as a new and separate 501(c)(3) nonprofit to help raise the profile of our burgeoning arts-engaged community as the Ridge grows. PAA supports communication, education, economic development, appreciation and collaboration in the arts community. This means added capacity for marketing, grant-seeking, events scheduling, potential for civic advisement on public art, and closer coordination on projects that bring mutual and community benefit.

Meetings are held on the first Tuesday of the month at 6p.m.. For more information: www.paradisearts.org

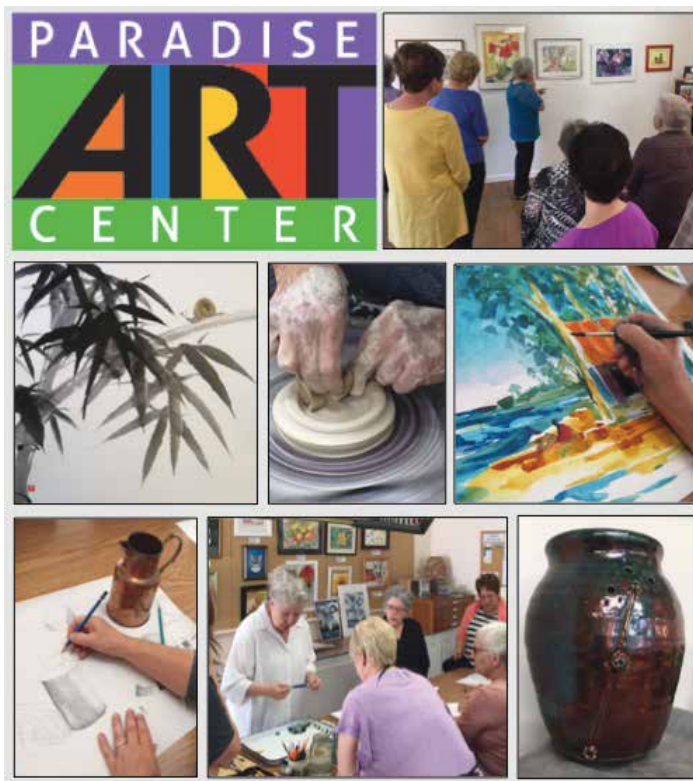
Paradise Art Center, hub for local artists and art lovers

For more than fifty years, Paradise Art Center has supported Ridge art and artists. With a mission to engage, encourage, and enrich the community through visual arts, the Art Center's energetic membership offers classes, workshops and studio time for artists of all levels in the same building that they have inhabited for decades.

Members of the Art Center show and sell their work in Wheeler Gallery's group shows, and individually in cubicles with displays of affordable art and handmade greeting cards. Memberships are offered for individuals, families, and students.

The Art Center's dedication to the rebuilding of Paradise and supporting artists and art lovers has strengthened the Art Center's connection to community projects and partnerships with other community organizations. As the Ridge's art hub, the Center supports new instructors for art classes, and welcomes new and returning members.

Paradise Art Center
5564 Almond Street, Paradise
530 877-7402 Monday thru Friday:
9am to 12pm & 1pm-4pm Saturdays
Paradise-Art-Center.com



Paradise Art Center offers a variety of art classes, features rotating gallery shows, and sells affordable art. The Art Center is open every afternoon from 1-4p.m. and some morning hours.



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Community artists create a legacy mural on Skyway Antique Mall wall

The concept of painting new murals throughout the Ridge is a product of Paradise Arts Alliance (PAA) conversations about the community value of public art. Community artist Jess Mercer took the lead to create a mural on the Skyway Antique Mall that would represent different time periods of Paradise's history. With the help of illustrator Steve Ferchaud, a compelling sketch was brought to life.

Layered clocks with faces representing a timely pageant of Paradise's past and present personalities emerged from Jess's vision and collaboration with PAA members. The mural features historically significant characters such as Yellowstone Kelly, Frances Breese, and "Poppy" the hero donkey.

A focal point of the mural is clock set to 11:08, representing the day of the Camp Fire: November 8, 2018.

Outstretched phoenix wings frame the resiliency motif and also create a perfect selfie spot. 85 daffodils are a fitting tribute to the individuals lost in the Camp Fire.

More than 20 local artists responded to Mercer's call



The vision of artist Jess Mercer and illustrator Steve Ferchaud was brought to life by local artists. This legacy art piece is a community landmark—a love letter to Paradise from local artists coming together to beautify the still standing walls of their community.

for skill and support. Every weekend in May and June 2021, different dedicated artists came to contribute time and talent to the timely piece. This legacy art piece is a community landmark—a love letter to Paradise from local artists coming together to beautify the still standing walls of their community.



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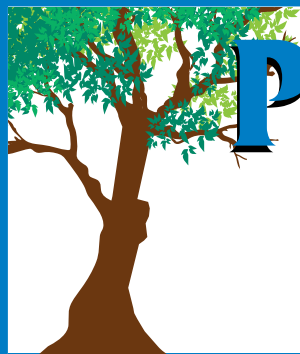
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The oldest California non-profit community theatre north of Sacramento resides on the Ridge

By Judy Clemens

Executive Director, Theatre on the Ridge

Theatre on the Ridge (TOTR) was founded in 1975 as an offshoot of a children's program administered by the Paradise Recreation and Park District. Originally, we produced one or two productions a year in the local gymnasium. In September 1979, the theatre moved to its own location. Renovations of an old commercial building were accomplished with all volunteer labor and donations of material and services from the local business community. The first season of regularly scheduled performances commenced in 1980. Since that time, seasons have evolved to produce seven shows annually with more than 750 season ticket subscribers for the 101-seat facility.

TOTR's "temporary intermission" has gone on far too long! We are cautiously optimistic that we will be able to open our doors with a limited season beginning in July 2021. Details will follow as the state guidelines evolve.

Kicking off the re-opening: an outdoor benefit event *Theatre on the Pond @ Chapelle* de L'Artiste in Paradise, June 18 and 19. Expect a lovely summer evening with a gourmet picnic dinner from Nic's, the musical stylings of the fabulous Bidwells, and a reader's theatre presentation of *The O'Malley Diaries*.



The amazing cast of one of TOTR's audience favorite productions. Light Up the Sky, a zany 1930s period show biz comedy delighting audiences in 2016. Look for upcoming productions on their web site.

Seating will be limited to 50 per night, reservations may be made through the TOTR Box Office (530) 519-1768.

Theatre on the Ridge
3735 Neal Rd, Paradise
Box Office: 530-519-1768
www.totr.org



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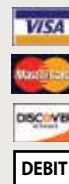
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The Paradise Symphony's full orchestra seen here performing in the Paradise Performing Art Center at a seasonal concert, circa 2018.

Paradise Symphony Orchestra plans "LIVE" 2021-2022 Season

By Alfred Spruell

Sponsorship Coordinator, Paradise Symphony Society

In 1958 Harvey Roth placed a notice in the newspaper inviting local musicians to join in organizing a symphony for Paradise. With eight responses, the Paradise Community Orchestra was born. Since then, they have been providing excellent music for the Ridge community. Their numbers have grown, and the orchestra has become a mainstay of the community. The Symphony Orchestra has provided youth education programs and annual competitions, with winners performing at one of the orchestra's concerts.

To borrow from the U.S. Post Office's unofficial motto, "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds," the Paradise Symphony Orchestra could say,

"Neither fire nor pandemics stays these musicians from their appointed missions."

Thanks to our never-say-die Board of Directors and outstanding neighbors at the State Theatre in Oroville and the Seventh Day Adventist Church and School in Chico, the determined musicians of the PSO presented all concerts after the Camp Fire and half of the regular season in spite of COVID-19!

After a successful live performance in May at PPAC, the Symphony will hold the first event of its new season with a fundraiser, "Music Under the Stars" at the Chapelle De L'Artiste Chateau on August 29, 2021. and continuing with a full schedule for the next year. Coming into their 63rd year of operation, for the Symphony's 2021-22 dates and times check the Events Calendar on page 109.

Details and further at the symphony's website:

information can be found ParadiseSymphony.org



Paradise Symphony conductor Dr. Lloyd Roby, during an orchestra rehearsal preparing for a performance, circa 2018.



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Get to know us...

Chico Septic and Johnny on the Spot

In 1998 Rachel, the owner and founder of Johnny on the Spot, made the bold decision to start her own business. She sold her VW bug and with \$4200.00 in her pocket; purchased a pumper truck, 8 toilets and started Chico's



premier toilet company- Johnny on the Spot! We are a Chico founded, full service portable toilet company with a passion for providing exceptional service. From that first year, Johnny on the Spot has only continued to grow. Each year Rachel purchased more toilets and began expanding her service to include the areas surrounding Chico. Eventually the number of customers surpassed what Rachel could do on her own, so she started growing her team. Over the years we have been proud to provide toilets to multiple community events, sports organizations, and construction projects. Johnny has also been involved in supplying toilets for local emergency services including fire relief efforts for the devastating Camp Fire in Paradise.

In 2014, Rachel proudly earned Chico Septic from her father. She was only 5 when she went on her first septic job and later at the age of 16 began helping on weekends and during school vacations. Although Rachel already had her own business,

she was excited to take on a new venture allowing her dad to retire. Our friendly and professional staff works efficiently to address all your needs- escrow inspections, tank pumping, grease trap pumping, repair work, leach line issues, city sewer connections, city sewer repairs or complete septic system replacements; including new construction- Chico Septic can do it all.

Our story is far from over and we have the great people of Northern California to thank for that!. As a locally owned and operated company- we will continue to serve our community with pride and strive to earn the customers that have been so loyal to us from the beginning.

www.johnnyrentals.com

530-893-5687

www.chicoseptic.com

530-343-6340



Ridge Resource Directory

Government

Paradise Town Hall
555 Skyway, 872-6291

Supervisor Doug Teeter
6585 Clark Road, Suite 200,
Cobblestone Court
552-5000

Congressman Doug La Malfa
20 Independence Circle. Ste B.
Chico, 343-1000

Senator Jim Nielsen
2635 Forest Ave., Ste. 110,
Chico, 879-7424

**Assemblyman
James Gallagher**
Chico District Office,
2060 Talbert Dr. Ste.110, 895-4217

**Assemblyman
Brian Dahle**
280 Hemsted Dr., Suite 110,
Redding, 223-6300

Community Services

Animal Control & Shelter
925 American Way, 872-6275

Building Resiliency Center
6295 Skyway, Paradise, 872-6291

Cemetery District
980 Elliott Road
Paradise, 877-4493
Magalia, 877-1734

Chamber of Commerce
6161 Clark Road, #1
877-9356

**Paradise Recreation &
Park District**
6626 Skyway, 872-6393

Ridge Post Offices

PARADISE
6469 Clark Road, 872-5150
MAGALIA
14146 Skyway, 873-1611

STIRLING CITY
16939 Skyway, 873-4475

Medical & Emergency Services

**Adventist Health
Rapid Care**
5125 Skyway, Paradise, 872-2000
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hours/weekends. 327-5730

Chico VA Clinic
1601 Concord Ave., Chico
(530) 879-5000

Enloe Medical Center
1531 Esplanade, Chico
332-4585

Oroville Hospital
2767 Olive Hwy, Oroville
533-8500

Butte County EMS
333 Huss Dr., Chico, 891-5854

Fire Department
EMERGENCY - 911
767 Birch St., 872-6264
14164 Skyway, Magalia
872-6323

Police Department
EMERGENCY 911
TTY Emergency 877-1800
5595 Black Olive Drive
872-6241

**Paradise Volunteers
in Police Services (VIPS)**
5595 Black Olive Drive
872-6314

**Butte County
Sheriff's Office**
Oroville, 538-7321

Utilities

Disposal & Recycling
Northern Recycling & Waste
Services (NRWS)
920 American Way, 876-3340

Neal Road Landfill
1023 Neal Rd, Chico, 899-2352

Electricity & Gas

Pacific Gas & Electric
Residential: 800-743-5000

Telephone/Internet

**Comcast (Cable, Phone &
Internet Service)**
Residential: 800-266-2278

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**Paradise Irrigation
District**
6332 Clark Road, 877-4971

Del Oro Water Company
14147 Lakeridge Ct., Magalia
809-3992

Social Services

Visit [HelpCentral.org](https://www.helpcentral.org) or dial 211
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**Butte County
Behavioral Health/
Substance Use Disorder
Outpatient Centers**
560 Cohasset Rd., Chico
879-3950
2430 Bird St., Oroville
538-7277

**Butte County Behavioral
Health Services/Youth
Mental Health**
109 Parmac Road
Chico, 891-2850

**Butte County Veterans'
Services**
Located at Butte Community
Employment Center
2445 Carmichael Dr.
Chico, 891-2759

Butte Home Health & Hospice
10 Constitution Dr.
Philadelphia Square,
Chico 895-0462
Butte Home Health Plus
10 Constitution Drive, Ste. C Chico,
343-7095

**Catalyst Domestic
Violence Services**
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330 Wall St., Chico, 343-7711
1931 Arlin Rhine, Oroville, 532-6427

Child Protective Services
78 Table Mountain Blvd.
Oroville, 538-7617
Emergency: 800-400-0902

**Community Legal
Information Center**
25 Main St. #102, Chico, 898-4354

Employment & Social Services
2445 Carmichael Dr., Chico, 879-3845
78 Table Mountain Blvd., Oroville, 538-7711

Long-Term Ombudsman
Butte County, 898-6628

Passages Adult Resource Center
25 Main St, Chico, 898-5923

Planned Parenthood
3100 Cohasset Rd., Chico, 342-8367

Rape Crisis Intervention
24 Hour Crisis Line: 342-7273
Chico, 891-1331

**Paradise Salvation Army
Service Center**
(530) 251-7782

Butte County Crisis Hotline
(24 hour), 891-2810
Emergency, 800-334-6622

Valley Oak Children's Services
3120 Cohasset Rd. Ste 6, Chico
895-3572, 800-345-8627

Work Training Center
2255 Fair St, Chico, 343-7994

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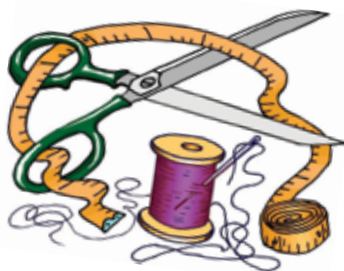
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Chris and Rolawn Rehmann: Peace and Beauty

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chamber

— CHAMBER IN ACTION —

The Paradise Ridge Chamber of Commerce is an organization of business people sharing local pride, professional expertise and a commitment to growth. Together, we promote the civic and commercial progress of our community.

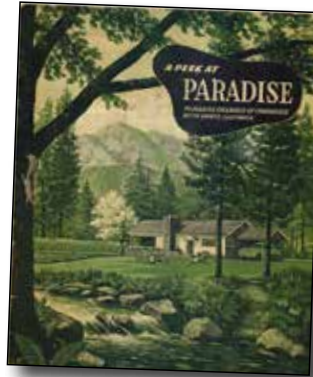
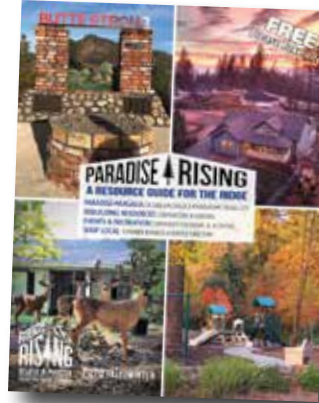


Chamber celebrates its 80th Anniversary

Though the Chamber was established in 1941, we've been at work since the early twentieth century, advocating for the community and quality of life through investment in business. We invite our members to take their place in history with us as we celebrate our milestones and build our future Paradise.

Chamber Media and Communications

As the voice of the Ridge, PRCoC has long shared the story of Paradise and Magalia through print and online media providing voice and visibility to our member businesses, organizations, and community partners. Chamber publications deliver the most complete Ridge business listings available.



Through its weekly member eblasts, PRCoC shares crucial information with members about funding opportunities, updated regulations, and continuing education. "Ridge Business Bulletins" are sent to the entire mailing list of 4,000, advertising member products and services to the community. The Chamber's online community calendar is the go-to for events information for both the public and the media and received 96,744 page views in the past year. ParadiseChamber.com's business directory receives more than 11,000 hits per month.



SHOP THE RIDGE FROM HOME
ShopParadiseRidge.com



Paradise Ridge Marketplace: Chamber Launches ShopParadiseRidge.com

The Paradise Ridge Chamber of Commerce has partnered with the Paradise Rotary Foundation to create an online marketplace. **ShopParadiseRidge.com** connects consumers and local businesses efficiently through a neighborhood 'marketplace'— an online one-stop-shop where small businesses can upload and promote their products, services, or takeout/delivery offerings. The online marketplace is a fun and easy way for consumers to shop. For more information, contact Chamber staff at (530) 877-9356 or email PRMarketPlace@ParadiseChamber.com.



Chamber staff and Board members achieve BCTA certification

The Butte County Tourism Ambassadors (BCTA) program serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. When visitors have a positive experience, they are more likely to

return in the future and also share their experience with others. The Paradise Ridge Chamber of Commerce will sponsor certification for member organization staff and volunteers. Information at ExploreButteCounty.com/about/ambassador-program



Home Builders Resource Connection

The Home Builders Resource Connection (HBRC) provides a new means for builders/re-builders to find resources, contractors and suppliers – The VIRTUAL Home Builders Resource Connection video gallery!

Visit RebuildCampFire.com/HBRC. For info, contact Valley Contractors Exchange at info@vceonline.com

Brought to you by: Valley Contractors Exchange, Paradise Ridge Chamber of Commerce, Paradise Association of Realtors, Butte College and the Rebuild Paradise Foundation with Media Partners: Deer Creek Broadcasting, Channels 12, 24, CW and Telemundo

Chamber's Business Walks are back



Pre-pandemic, the Paradise Ridge Chamber of Commerce and community partners routinely visited local businesses to better understand current successes and needs. The PRCoC has resumed this service in collaboration with the Town of Paradise. On May 11, teams visited fourteen Paradise businesses. Overall, businesses expressed optimism about the coming summer season, the waning effects of the pandemic, and the possibilities and progress in Paradise.



Ridge WorkSpace for Chamber members

The Paradise Ridge Chamber of Commerce and the Paradise Association of Realtors offer **FREE** private workspace, wifi and small conference room to members. Find out more at info@paradisechamber.com or call (530) 877-9356.

MEMBER DIRECTORY

During this period, the Paradise Ridge business environment is changing day by day. Directory info is as accurate as possible at press time. Visit ParadiseChamber.com for information that is updated daily.

Chamber Members



Promote *local commerce and industry*
Maintain *high ethical standards in business and professions*
Positively *contribute to the quality of life on the Ridge*

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Matthews, Hutton & Warren, CPAs

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Paradise (530) 877-6793

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6161 Clark Road Ste 3
Paradise (530) 876-0944

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6407 Skyway
Paradise (530) 451-6700

Heavenly Herbs & Acupuncture

8093 Skyway
Paradise (530) 877-7003

ADVERTISING

Bourbon Hill Ltd.

3513 Shadowtree Lane
Chico (530) 864-7097

Monkey Business

By Virtual Appt Only
Website: www.monkey-business.design
Oroville (530) 413-5115

Preferred Professionals

6779 Skyway
Paradise (530) 520-3065

Yowzers Graphics Gallery

774 Birch Street
Paradise (530) 872-9500

AIRPORT

Paradise Airport

4405 Airport Road
Paradise (530) 521-2289

ALTERATIONS

CraftySewingSue Custom Seamstress

814 Roe Road
Paradise (530) 877-7203

ANIMAL WELFARE

PASH

P.O. Box 1021
Paradise (530) 876-8195

Topcats on the Ridge, Inc.

P.O. Box 2281
Paradise (530) 872-8112

ANTIQUES AND COLLECTIBLES

Jeannie's

491 Pearson Road
Paradise (530) 762-4960

Treasures from Paradise

969 Bille Road
Paradise (530) 872-4200

APARTMENTS

Shadowbrook Apartments

1090 Shadowbrook Way
Paradise (530) 872-1024

APPLIANCE SALES & SERVICE

Hudson's Appliance Center

454 Pearson Road
Paradise (530) 877-6312

ARCHITECTS

Bassenian | Lagoni Architects

1022 Mendocino Ave
Santa Rosa (949) 630-5496
Architect License - C 24461

Pasquini Engineering, Inc.

6221 Clark Road
Paradise (530) 332-8311

ART GALLERIES

Paradise Art Center

5564 Almond Street
Paradise (530) 877-7402

ASSISTED LIVING

Sunshine Assisted Living

1468 Sun Manor
Paradise (530) 877-3363

ATTORNEYS

Law Office of Christian A. Atherton

2112 East 5th Avenue
Oroville (530) 877-6332

Law Office of Desiree J. Vance

1440 Lincoln St.
Oroville (530) 965-5672

McKernan, Lanam, Bakke & Williams, LLP

55 Independence Circle
Suite 106
Chico (530) 877-4961

Patricia Wood Elkerton, Attorney at Law

P.O. Box 1408
Paradise (530) 519-4065

Vance Family Law

1440 Lincoln Street
Oroville (530) 413-3345

AUTOMOTIVE REPAIR

C and J Service Center

549 Pearson Road
Paradise (530) 413-9533

Lyons Express Lube & Oil

5605 Almond Street
Paradise (530) 762-0295

Paradise Auto Body

1122 Elliott Road
Paradise (530) 872-8060

BANKS/CREDIT UNIONS

Mechanics Bank

672 Pearson Road
Paradise (530) 877-0857

Members 1st Credit Union

4710 Mountain Lakes Blvd.
Redding (530) 222-6060

Sierra Central Credit Union

5175 Skyway Road
Paradise (530) 872-7749

Tri Counties Bank

6848 Q Skyway
Paradise (530) 872-2992

US Bank

6817 Skyway
Paradise (530) 877-9373

Wells Fargo Bank

6930 Skyway
Paradise (530) 872-0813

BARS-GRILLS- TAVERNS

Jen's Place

7126 Skyway, ABC
Paradise (530) 413-9130

Nic's

6256 Skyway
Paradise (530) 413-9422

BEAUTY CARE / SALONS

A Cut Above Paradise

6848 Skyway, Suite C
Paradise (530) 877-7365

Hair, Body & Soul

6607 Skyway
Paradise (530) 342-6978

BICYCLES

Paradise Bikes

6282 Skyway
Paradise (530) 877-3992

BLOOD BANKS AND CENTERS

Vitalant

555 Rio Lindo Ave.
Chico (530) 893-5433

BOTTLED WATER DELIVERY

Mt Shasta Spring Water Company Inc.

2237 Ivy Street
Chico (530) 246-8800

BUILDING SUPPLY

Foothill Mill & Lumber Company

1698 Wagstaff
Paradise (530) 877-3395

Green Builder Products

303 Potrero St #2
Santa Cruz (831) 458-0202

H-Forms, Inc.

57 Ocean Pines Lane
Pebble Beach
(707) 337-4144

Mathews Readymix

1619 Skyway
Chico (530) 893-8856

NorCal Lumber Company

4601 Bernice Ave
Marysville (916) 936-7617

PRO Aggregate Inc.

3668 Hicks Lane
Chico (530) 342-8028

BUSINESS SERVICES

3CORE, Inc.

2515 Ceanothus Avenue,
Suite 105
Chico (530) 893-8732

2021-22 Chamber members *continue*

**Butte College -
Economic and Workforce
Development**
2480 Notre Dame Blvd
Chico (530) 879-9069

Butte College SBDC
2480 Notre Dame Blvd.
Chico (530) 895-9017

**Coastal Business
Systems**
888 Manzanita Ct,
Suite 120
Chico (530) 892-2146

Kate Leyden Consulting
Chico (530) 521-9314

**Mt Shasta Spring Water
Company Inc**
2237 Ivy Street
Chico (530) 246-8800

Ridge WorkSpace
6161 Clark Road #1
Paradise (530) 877-9356

SCORE
1324 Mangrove #114
Chico (530) 342-8932

CANDIES

Joy Lyn's Candies
220 Pearson Road
Paradise (530) 872-9167

**CARPET,
UPHOLSTERY, & DRY
CLEANING SERVICES**

**Northstate Carpet
Cleaning**
452 Sunburst Drive
Paradise (530) 514-2001

CASINOS

**Gold Country Casino &
Hotel**
4020 Olive Highway
Oroville (530) 538-4560

CATERING

**Green Paradise Cafe on
Wheels**
Follow us on Facebook for
Food Trailer Locations.

Maria's Kitchen
1132 Elliott Road
Paradise (530) 876-1086

Nic's
6256 Skyway
Paradise (530) 413-9422

Yony's Roasted Corn
(909) 247-5398

CEMETERIES

**Paradise Cemetery
District**
980 Elliott Road
Paradise (530) 877-4493

CHILD CARE

Pee Wee Preschool
7196 Skyway
Paradise (530) 413-9485

**Valley Oak Children's
Services**
3120 Cohasset Road Suite 6
Chico (530) 895-3572

CHURCHES

See page 91

CLEANING SERVICE

**CRBR Property Damage
Services - Restoration &
Construction**
2684 Hwy 32, Suite 100
Chico (530) 891-0333

**Davis Construction
Cleaning**
Paradise (530) 570-1470

White Janitorial
Paradise (530) 518-7468

CLOTHING

Bakers Birkenstock
691 Fir Street
Paradise (530) 762-0640

Bobbi's Boutique
6264 Skyway
Paradise (530) 564-4227

**CLUBS &
NONPROFIT
ORGANIZATIONS**

**Boys & Girls Club of the
North Valley**
601 Wall Street
Chico (530) 872-3662

California Vocations, Inc.
564 Rio Lindo Ave. #204
Chico (530) 877-4146

Care Net of Paradise
6585 Clark Road #320
Paradise (530) 876-1113

Explore Butte County
326 Huss Lane, Building E
Chico (530) 918-4585

**Feather River Health
Foundation**
5910 Clark Road, Suite T
Paradise (530) 877-9361

**Friends of the Library,
Paradise**
P.O. Box 1730
Paradise (530) 228-0771

**Gold Nugget Days
Incorporated,
Gold Nugget Museums**
PO Box 949
Paradise (530) 413-9129

**Habitat for Humanity of
Butte County**
220 Meyers St.
Chico (530) 343-7423

**Magalia Community
Park**
13917 South Park Drive
Magalia (530) 413-9158

**North Valley Community
Foundation**
1811 Concord Avenue,
Suite 220
Chico (530) 891-1150

**Pair-O-Dice Chapter E
Clampus Vitus**
P.O. Box 711
Paradise (530) 872-2052

Paradise Chocolate Fest
Paradise (530) 342-4896

**Paradise Community
Center (Paradise Ridge
Senior Center)**
5282 Filbert Ct.
Paradise (530) 321-6303

**Paradise Community
Guilds**
511 Pearson Road
Paradise (530) 762-1490

**Paradise Elks Lodge
#2026**
1080 Ewald Court
Paradise (530) 877-3977

**Paradise Gem &
Mineral Club**
P.O. Box 692
Paradise (530) 343-0894

**Paradise Horsemen's
Association**
6705 Moore Road
Paradise (530) 519-0455

Paradise Host Lions Club
P.O. Box 2801
Paradise (530) 762-4919

**Paradise Moose Lodge
#2227**
5275 Skyway
Paradise (530) 762-7066

**Paradise Ridge Fire Safe
Council**
5619 Black Olive Drive
Paradise (530) 877-0984

**Paradise Rod & Gun
Club, Inc.**
P.O. Box 1081
Paradise (530) 877-1345

Paradise Rotary Club
P.O. Box 820
Paradise (530) 413-7725

**Paradise Scholarship
Foundation**
7050 Skyway
Paradise (530) 321-4917

**Paradise Symphony
Society, Inc.**
P.O. Box 1892
Paradise (530) 327-8508

PASH
P.O. Box 1021
Paradise (530) 876-8195

**Rebuild Paradise
Foundation**
6067 Skyway, Suite B
Paradise (530) 864-0825

Regenerating Paradise
10264 Zangol Place
Grass Valley
(415) 248-6231

**Table Mountain Lodge
No. 124, F. &A.M.**
5934 Clark Road
Paradise (530) 202-6942

The Arc of Butte County
2030 Park Ave.
Chico (530) 891-5865

The Depot Museum
5570 Black Olive Dr
Paradise (530) 877-1919

**The Exchange Club
of Paradise**
P.O. Box 738
Paradise (530) 521-7696

**Topcats on the Ridge,
Inc.**
P.O. Box 2281
Paradise (530) 872-8112

**Upper Ridge
Community Council**
Magalia (530) 762-4995

**Valley Contractors
Exchange**
951 E. 8th Street
Chico (530) 343-1981

**Valley Oak
Children's Services**
3120 Cohasset Road Suite 6
Chico (530) 895-3572

Vitalant
555 Rio Lindo Ave.
Chico (530) 893-5433

Youth for Change
260 Cohasset Road Ste 130
Chico (530) 877-8187

COFFEE

Dutch Bros. Coffee
6901 Skyway
Paradise (530) 872-3194

**Road Roaster Coffee
Company**
4931 Contentment Lane
Paradise (530) 966-8640

**COMMUNITY
INVESTOR**

**Frank Dodini
Dean Fender
Ed Salome**

**COMPUTERS AND
INTERNET**

Webster IT Solutions
Cottonwood
(530) 526-2128

2021-22 Chamber members *continue*

Your Cable Store Inc
629 Entler Ave Ste 64
Chico (530) 876-8730

CONSTRUCTION, REPAIR, AND IMPROVEMENT

AGS Construction Services

1252 Wagstaff Road
Paradise (530) 877-5929
CSL# 814908

AJ Verar Construction

2094 Larkin Road
Biggs (530) 250-5045
CSL# 1061822

Aristotle Custom Homes LLC

6585 Clark Road, Suite 300
Paradise (530) 815-5290
CSL#: 1043177

Aryus Homes

6141 Center Street, Suite A
Paradise (530) 395-1091
CSL#: 1067116

Balken Construction / MBC Homes

720 Skyway Ste. H
Paradise (530) 520-0000
CSL#: 575741

Berkeley Construction Group

756 Gilman St
Berkeley (510) 859-5800
CSL#: 1035024

Bilison Construction Co. Inc.

3 Commerce Ct., Suite 100
Chico (530) 343-2293
CSL#: 671927

Billywood Construction

CSLB# 942506B
191 Twin Rivers Dr
Yuba City (530) 300-1550
CSL#: 942506

Byers' Enterprises, Inc.

11773 Slow Poke Lane
Grass Valley (530) 272-8272
CSL#: 518784, LTC# A 11286

Carmichael Construction Inc.

6201 Wildomar Way
Carmichael (530) 316-1383
CSL#: 1000942

Conroy Construction, Inc.
1350 E 9th Street, Suite 100
Chico (530) 891-1204
CSL#: 700288

CRBR Property Damage Services - Restoration & Construction

2684 Hwy 32, Suite 100
Chico (530) 891-0333
CA License #689238, NV
License #0079557

DH Construction

3851 Morrow Lane, Ste. 14
Chico (530) 892-2850
CSL#: 362161

Diamond Built Construction

1278 Glenwood Ave
Chico (530) 520-0902
CSL#: 981728

Dirt to Doorknobs Construction

6405 Skyway
Paradise (530) 762-2047
CSL#: 797406

Don Ajamian Construction, Inc.

1870 Twin View Blvd
Redding (530) 223-3977
CSL#: 721195

Experts In Your Home

1756 Humboldt Road
Chico (530) 514-2671
CSL#: 143778

Flores HVAC & Construction

2393 Durham-Dayton Hwy
Durham (530) 809-0058
CSL#: 787079

German Construction

Chico (530) 820-2031
CSL#: 1051995

Ginno Construction, Inc.

297 Conair Ave., Ste. 2
Chico (530) 894-6859
CSL#: 921238

Glassburn Construction Inc.

409 Lynn Avenue
Antioch (925) 366-5230
CSL#: 1029032

Innovative Builders Inc.

4084 Mary Ave
Olivehurst (530) 632-2601
CSL#: 1048613

Integrity Builders

6627 Clark Road
Paradise (530) 872-3227
CSL#: 707423

JC Construction

21326 Ave 245
Lindsay (559) 359-1758
CSL#: 858236

Jim Falco Homes

24226 Lancaster Drive
Menifee
(949) 887-1050
CSL# 397478

Kendall Construction

6225 Wyack Ct
Magalia (530) 720-1067
CSL#: 993071

Kessner Construction

2071 Oro-Chico Highway
Durham (510) 847-9554
CSL#: 603049

Lake County Contractors

5790 Clark Road
Paradise (707) 263-8482
CSL#: 993880

Larry Dunks Construction

5421 Lower Wyandotte Rd
Oroville (530) 258-1459
CSL# 493945

M V K Construction

Paradise (530) 354-0052
CSL#: 1061153

M.A.G Construction

Magalia (530) 570-6576
CSL#: 1053614

Martin Construction

800 Elliott Road
Paradise (530) 680-6423
CSL#: 903019

McMahon Construction Inc.

7060 Skyway
Paradise (530) 337-4477
CSL#: 770213

Merkley Construction

7020 Skyway Suite M & N
Paradise (530) 518-4606
CSL#: 620673

Metal Buildings Plus

2545 Oro Quincy Hwy
Oroville (530) 712-7478

Morgan Ridge Construction, Inc

1825 Kay Lee Dr
Durham (530) 828-2595
CSL#: 1058431

Mountain Top Land Services

3957 Rainbow Ranch Lane
Paradise (530) 855-0088
CSL#: 776849

MTB Construction

5610 Skyway
Paradise (530) 403-0796
CSL#: 997421

Nexii Building Solutions, Inc.

Brentwood
(209) 988-6107

Nor Cal Construction

2286 Oroville Chico Hwy
Durham (530) 815-5877
CSL#: 876255

One Source Builders Inc.

693 1st St.
Paradise (530) 358-2002
CSLB#: 365276

Owens Construction

6299 Cumberland
Magalia (530) 936-3392
CSL#: 936464

Pacific Construction

18818 Jayhawk Dr.
Penn Valley (831) 278-0079
CSL#: 946284

Proframe Construction, Inc

11128 Midway Suite 8
Chico (530) 636-4574
CSL#: 1024110

Reconstruction & Recovery Advisors, Inc.

5923 Clark Road Suite A
Paradise (800) 298-6979
CSL#: 1041473

Ridge Builders LLC

6451 Skyway
Paradise (530) 413-9110
CSL#: 1056769

Romero Construction Co.

Website:
romeroconstructionco.com
(530) 560-5475
CSL#: 335077

SCB Homes

3690 Santa Rosa Avenue
Santa Rosa (530) 876-6064
CSL#: 1050494

Selig Construction

337 Huss drive
Chico (530) 893-5898
CSL#: 711042

She Builds

1927 Ackerman Avenue
Durham (530) 521-9551
CSL#: 1070044,
The Kite Group Inc.

Silvermark Construction

780 Chadbourne Road
Suite D
Fairfield (707) 759-3434
CSL#: 1019403

Sky Ridge Builders

6545 Skyway Road, Ste B
Paradise (530) 338-7872
CSL#: 1060459

Smalley General Contracting

Paradise (530) 521-5645
CSL#: 952967

Starr Construction

152 Brightstone Circle
Folsom (530) 624-2821
CSL#: 1050963

Stimson Construction Inc.

Magalia (530) 873-1308
CSL#: 981999

The Steel Builder

1351 Mangrove Ave - Ste A
Chico (530) 624-5777

Trilogy Construction, Inc.

7030 Skyway
Paradise (530) 877-1180
CSL#: 751447

Urban Design

4742 Skyway
Paradise (530) 809-1079
CSL#: 893826

Valley Contractors Exchange

951 E. 8th Street
Chico (530) 343-1981

2021-22 Chamber members *continue*

WLM Construction, Inc.
5822 Acorn Ridge Drive
Paradise (530) 520-5178
CSL#: 901894

CONSULTING – BUILDING

NRMCA - Build With Strength
66 Canal Center Plaza,
Suite 250 Alexandria, VA
(540) 529-3893

Sustainability Management Consulting
21945 Parkway Drive
Red Bluff (530) 809-9233

COPY SERVICES

Wilson Printing and Signs
730-B Main Street
Chico (530) 877-8721

Yowzers Graphics Gallery
774 Birch Street
Paradise (530) 872-9500

COUNSELING

Linda Bailey, LCSW
Chico (530) 518-0419

CRISIS INTERVENTION

Catalyst Domestic Violence Services
330 Wall Street, Suite 50
Chico (530) 343-7711

DANCE INSTRUCTION

Northern California Ballet
633 Pearson Road
Paradise (530) 872-1719

Positive-I Dance & Circus Center
6294 Skyway
Paradise
(831) 747-4701

DENTISTS

Hanosh and Hunter Dental Group
6071 Skymeadow Way
Paradise (530) 877-9800

Paradise Gentle Dentist-ry, Brent E Parrott, DDS
2014 5th Avenue
Oroville (530) 877-2313

DESIGN

1122 DESIGNS
Website: 1122designs.xyz/
Paradise (760) 969-0751

Aryus Homes
6141 Center Street, Suite A
Paradise (530) 395-1091
CSL#: 1067116

Design Horizons LLC
370 Ryan Ave, #168
Chico (415) 533-7094

DISABLED SERVICES

California Vocations, Inc.
564 Rio Lindo Ave. #204
Chico (530) 877-4146

DISTILLERY

Burnt Barn Distilling Co.
195 Wayland Road
Paradise (530) 228-0941

DOG TRAINING

A Good Dog Day Behavior & Training
Website: www.havea-gooddogday.com (530) 459-8767

Hands On Dog Training
5905 Clark Road
Paradise (408) 309-8451

EDUCATION

See page 38

ELECTRICAL SERVICES

Bunch Electric
164 Pearson Road
Paradise (530) 966-4125
CSL#: 1002218

CW Electric
Paradise (530) 872-3443
CSL#: 628578

J Melgoza Electric
1056 Barnes Circle
Woodland (530) 848-1983
CSL#1058866

Reed Electric
Paradise (530) 990-6892
CSL#: 1042574

Smalley General Contracting
Paradise (530) 521-5645
CSL#: 952967

EMBROIDERY

A Stitch Above Embroidery & Shirt Printing
2050 Lincoln Street
Oroville (530) 413-9887

Paradise Garden Supply, LLC
7675 Skyway
Paradise (530) 762-2713

EMERGENCY SERVICES

Butte County EMS
333 Huss Drive Suite #100
Chico (530) 891-4357
Employment Services

Allevity
870 Manzanita Court,
Suite A
Chico (530) 345-2486

Alliance for Workforce Development, Inc.
1600 Mangrove Avenue,
Suite 115
Chico (530) 616-1053

ENGINEERING

4LEAF, INC.
6848 Skyway, Suite F
Paradise
(925) 785-3581

AGS Construction Services
1252 Wagstaff Road
Paradise (530) 877-5929
CSL# 814908

Andersen Engineering
2301 Carlson Blvd.
Richmond (415) 250-8473
S-5986C-69137

Jackson and Sands Engineering, Inc.
1250 East Ave, Suite 25
Chico (530) 648-4232
BPELSG#: 81270

LACO Associates
32 W 8th Ave, STE B
Chico (707) 443-5053

M. Roethler General Engineering, Inc.
6449 Skyway
Paradise (530) 809-6946
CSL#: 1059314

Pasquini Engineering, Inc.
6221 Clark Road
Paradise (530) 332-8311
BPELSG#: 46079

Rancho Engineering, Inc.
6067 Skyway
Paradise (530) 877-3700
C66034

Structural Solutions
2176 Esplanade
Chico (530) 354-4160

ENGINEERING PRODUCTS

Compac Engineering, Inc
1111 Noffsinger Lane
Paradise (530) 872-2044

ENTERTAINMENT AND ARTS

Northern California Ballet
633 Pearson Road
Paradise (530) 872-1719

Paradise Performing Arts Center
777 Nunneley Road
Paradise (530) 872-8454

Paradise Symphony Society, Inc.
P.O. Box 1892
Paradise (530) 327-8508

Theatre on the Ridge
3735 Neal Road
Paradise (530) 877-5760

EVENT FACILITY

HoneyBee Hospitality (at The Chapelle)
3300 Inspiration Ln
Paradise (530) 228-0941

Magalia Community Park
13917 South Park Drive
Magalia (530) 413-9158

Paradise Airport
4405 Airport Road
Paradise (530) 521-2289

Paradise Community Guilds
511 Pearson Road
Paradise (530) 762-1490

Paradise Elks Lodge #2026
1080 Ewald Court
Paradise (530) 877-3977

Paradise Lutheran Church
780 Luther Drive
Paradise (530) 877-3549

Paradise Moose Lodge #2227
5275 Skyway
Paradise (530) 762-7066

Paradise Performing Arts Center
777 Nunneley Road
Paradise (530) 872-8454

Paradise Recreation and Park District
6626 Skyway
Paradise (530) 872-6393

Table Mountain Lodge No. 124, F. &A.M.
5934 Clark Road
Paradise (530) 202-6942

EXCAVATION

AGS Construction Services
1252 Wagstaff Road
Paradise (530) 877-5929
CSL# 814908

Badger Daylighting XRD
Redding (530) 605-9687
CSL#: 945499

Coleman Pipelines
Magalia (530) 413-3490
CSL#: 959042

Mountain Top Land Services
3957 Rainbow Ranch Lane
Paradise (530) 855-0088
CSL#: 776849

2021-22 Chamber members *continue*

FINANCIAL ADVISOR

Edward Jones - Travis Barker, Financial Advisor
6311 Skyway
Paradise (530) 872-7000

Edward Jones- Shannon Hurte Financial Advisor
2856 Olive Highway STE. E
Oroville (530) 872-4339

Prosperity Investment Management, Inc.
2561 California Park Drive
Suite 110
Chico (530) 877-4111

Ridge Financial Planning
6779 Skyway Ste. A
Paradise (530) 762-7211

FLOORING

Cal-Vada Flooring
8935 Skyway
Paradise (530) 877-6227
CSL# 333358

S & S Floor Covering
204 Pearson Road
Paradise (530) 228-9012
CSL#: 968664

FOOD STORES

Holiday Market
6848-L Skyway
Paradise (530) 877-7621

Safeway Store #302
5918 Stoneridge Mall
Pleasanton

Save Mart
6636 Clark Road
Paradise (530) 877-0522 x1

FUNERAL SERVICES

Newton-Bracewell Cremation & Funeral Services
5691 Almond Street
Paradise (530) 873-7602

Rose Chapel
6382 Clark Road
Paradise (530) 877-4923

FURNITURE / HOME FURNISHINGS

Allen Allen Shades
79 Veneto Cr
Chico (530) 514-8064

Cal-Vada Flooring
8935 Skyway
Paradise (530) 877-6227
CSL# 333358

Jeannie's
491 Pearson Road
Paradise (530) 762-4960

S & S Floor Covering
204 Pearson Road
Paradise (530) 228-9012
CSL#: 968664

GARDEN SUPPLIES

Deja Vu Gardens Galore Nursery
5424 Foster Road
Paradise (530) 990-4205

Paradise Garden Supply, LLC
7675 Skyway
Paradise (530) 762-2713

Tractor Supply Co
6600 Clark Road
Paradise (530) 872-3010

GAS - PROPANE

Reliance Propane
2625 S 5th Ave.
Oroville (530) 872-7740

GIFTS

Green Garden Art
P.O. Box 1041
Chico (530) 355-6315

Joy Lyn's Candies
220 Pearson Road
Paradise (530) 872-9167

Paradise-Opoly LLC
Website:
Paradise-Opoly.com
Paradise (310) 717-9533

Thomas Ace Hardware
5720 Clark Road
Paradise (530) 877-4442

Treasures from Paradise
969 Bille Road
Paradise (530) 872-4200

GLASS SALES AND SERVICE

Miller Glass, Inc
745 Cherry Street
Chico (530) 343-7934

GRANT WRITING

Gary Bess Associates, Inc.
2205 Meadow Creek Road
Lincoln (530) 877-3426

GRAPHIC DESIGN & MARKETING

Digital Print & Design
3851 Morrow Lane, Suite 1
Chico (530) 893-0995

Monkey Business
By Virtual Appt Only
Website: www.monkey-business.design
Oroville (530) 413-5115

GUTTERS & DOWNSPOUTS

Byers' Enterprises, Inc.
11773 Slow Poke Lane
Grass Valley (530) 272-8272
CSL#:518784, LTC# A 11286

Western Heating & Rain Gutters
2371 Washington Ave.
Ste A
Oroville (530) 538-8550
CSL#: 665598

HARDWARE STORE

Thomas Ace Hardware
5720 Clark Road
Paradise (530) 877-4442

HAULING

PRO Aggregate Inc.
3668 Hicks Lane
Chico (530) 342-8028

HEALTH / NUTRITION

Arbonne - Jenn Brooks, Independent Consultant
Website: www.arbonne.com/pws/jenniferbrooks/tabs/home.aspx
Paradise (530) 864-1211

Heavenly Herbs & Acupuncture
8093 Skyway
Paradise (530) 877-7003

Melaleuca Independent Marketing Representative

Website: Melaleuca.com/jerrebrates
PO Box 933
Paradise (530) 826-6560

HEALTH AND WELLNESS

The Lotus Guide
6268 Skyway
Paradise (530) 894-8433

HEALTH CARE

Adventist Health - Feather River Health Center
5125 Skyway
Paradise (530) 872-2000

HEALTH CLUBS / GYMS

Curves Paradise
6848 Skyway, Suite G
Paradise (530) 877-8300

Paradise Fitness
6626 Clark Road, Suite M
Paradise (530) 872-5090

Paradise Stronger
6848 Skyway, Suite T
Paradise (530) 327-7235

Positive-I Dance & Circus Center
6294 Skyway
Paradise (831) 747-4701

HEATING & AIR CONDITIONING

Air Flow Mechanical Heating and Air Conditioning
11535 Wilder Road
Red Bluff (530) 988-5550

Feather River Aire, Inc.
1650 Feather River Blvd.
Oroville (530) 567-7113

Flores HVAC & Construction
2393 Durham-Dayton Hwy
Durham (530) 809-0058
CSL#: 787079

HOME-BASED BUSINESS

Arbonne - Jenn Brooks, Independent Consultant
Website: www.arbonne.com/pws/jenniferbrooks/tabs/home.aspx
Paradise (530) 864-1211

Melaleuca Independent Marketing Representative
PO Box 933
Paradise (530) 826-6560

HOSPITALS

Enloe Medical Center
1531 Esplanade
Chico (530) 332-4585

Oroville Hospital
2767 Olive Highway
Oroville (530) 533-8500

IN HOME SENIOR CARE

Home Instead Senior Care
2639 Forest Ave, Suite 110
Chico (530) 877-6100

INDUSTRIAL SUPPLY

Spray Chem Chemical Co., Inc.
705 Keenan Court
Durham (530) 895-3658
CSL#: 924388

INSURANCE

Farmers Insurance - Keith Powell Agency
21 Williamsburg Lane
Chico (530) 767-1355

Farmers Insurance, Foster Agency
5913 Clark Road, Ste A
Paradise (530) 876-8604

Heritage Insurance Agency
290 Airpark Boulevard
Chico (530) 894-3276

Kevin Baker Insurance Agency
389 Connors Ct, Suite G
Chico (530) 872-4644

2021-22 Chamber members *continue*

Nevin & Witt Insurance Services

1600 Mangrove Ave. #195
Chico (530) 894-0111

Professional Claims Association

3221 Cohasset Road,
Suite 150
Chico (530) 224-9322

VANTREO Insurance Brokerage

2068 Talbert Drive #100
Chico (530) 895-1555

INTERIOR DESIGN

1122 DESIGNS

Paradise
(760) 969-0751

JANITORIAL SERVICE

White Janitorial

Paradise (530) 518-7468

JEWELRY

Woodworths Jewelry

6265 Skyway
Paradise (530) 877-7111

LANDSCAPING

Fair Street Landscaping

2234 Park Avenue
Chico (530) 343-7994

JR Landscaping & Lawn Services

Oroville (530) 990-1016
CSL# 988096

PRO Aggregate Inc.

3668 Hicks Lane
Chico (530) 342-8028

Wood, Water & Stone Landscaping

5455 Mays Lane
Paradise (530) 961-2253
CSL#: 748609

LODGING

Best Western Paradise Hotel

5475 Clark Road
Paradise (530) 762-6051

Gold Country Casino & Hotel

4020 Olive Highway
Oroville (530) 538-4560

Ponderosa Gardens Motel, Inc

7010 Skyway
Paradise (530) 872-9094

MAILBOXES

Locking Mailboxes

Paradise (530) 872-4624

MANAGEMENT CONSULTING

Gary Bess Associates, Inc.

2205 Meadow Creek Road
Lincoln (530) 877-3426

Partner Zink Consulting

Magalia
(626) 840-4438

MANUFACTURED HOMES

JMS Sales, Inc.

5867 Queen Drive
Paradise (714) 800-3439

Paradise Homes Inc.

635 Boquest Blvd.
Paradise (530) 717-8774
CSL#: 606775

Paradise Mobile Estates, LLC

1354 Elliott Road
Paradise (530) 410-4563

Reconstruction & Recovery Advisors, Inc.

5923 Clark Road Suite A
Paradise (800) 298-6979
CSL#: 1041473

Reliable Home Solutions

1025 Drever Street, Suite B
West Sacramento
(877) 442-4403
CSL# 717846

Statewide Homes

7668 Skyway
Paradise (530) 762-7344

MARKETING

Blue Flamingo Marketing

1222 Esplanade Avenue
Chico (530) 588-0758

MASSAGE THERAPY

Elements of Health

6407 Skyway
Paradise (530) 451-6700

MATTRESSES

Hudson's Appliance Center

454 Pearson Road
Paradise (530) 877-6312

MEDIA

Deer Creek Broadcasting, LLC

2654 Cramer Lane
Chico (530) 345-0021

KIXE TV

603 N Market St
Redding (530) 243-5493

MEDICAL

Paradise Medical Group, Inc.

6470 Pentz Road
Paradise (530) 872-6650

METAL BUILDINGS

Metal Buildings Plus

2545 Oro Quincy Hwy
Oroville (530) 712-7478

The Steel Builder

1351 Mangrove Ave - Ste A
Chico (530) 624-5777

MOBILE HOME PARKS

Paradise Mobile Estates, LLC

1354 Elliott Road
Paradise (530) 410-4563

MORTGAGE COMPANIES

Academy Mortgage

4208 Douglas Blvd,
Suite 300
Granite Bay (530) 680-4672

Priority Financial Group

6331 and 6333 Skyway
Paradise (530) 332-8298

Professional Mortgage Associates

P.O. Box 358
Magalia (530) 413-9673

MUSEUMS

Gold Nugget Museums

PO Box 949
Paradise (530) 413-9129

The Depot Museum

5570 Black Olive Dr
Paradise (530) 877-1919

NEWSPAPERS

Paradise Post Chico ER

400 E. Park Ave.
Chico (530) 877-4413

NOTARY SERVICES

Rachel Copeland, Realtor

5921 Clark Road Unit D
Paradise (530) 783-9191

Ridge Mobile Notary

www.lyznotarypublic.com
Magalia (530) 762-7239

NURSERIES

Deja Vu Gardens Galore Nursery

5424 Foster Road
Paradise (530) 990-4205

Noble Orchard Company

7050 Pentz Road
Paradise (530) 781-4784

OFFICE EQUIPMENT

Advanced Document Concepts

702 Nord Avenue
Chico (530) 893-8711

Coastal Business Systems

888 Manzanita Ct,
Suite 120
Chico (530) 892-2146

Global Office, North

2275 Springfield Dr.
Ste. 120
Chico (530) 520-2991

OPHTHALMOLOGISTS/ OPTOMETRIST/ OPTICAL DISPENSARY

Ridge Eye Institute

5889 Clark Road
Paradise (530) 877-2250

Great Pair Eyewear

2477 Forest Ave
Chico (530) 592-3985

Ridge Eye Institute

5889 Clark Road
Paradise (530) 877-2250

ORCHARDS

Noble Orchard Company

7050 Pentz Road
Paradise (530) 781-4784

PAINTING

MD Painting

6555 Skyway
Paradise (530) 317-2708
CSL#: 750281

Sunset Painting Co.

800 Penstemon Way
Chico (530) 680-8150
CSLB#: 710962

Valley Ridge Painting Services

1580 Elliott Road
Paradise (530) 513-4924
CSL#: 948081

PHOTOGRAPHY

Yowzers Graphics Gallery

774 Birch Street
Paradise (530) 872-9500

PHYSICAL THERAPY

Pillsbury Physical Therapy, Inc.

6678 Clark Road
Paradise (530) 876-1006

PLUMBING SERVICES

Cardin Plumbing

Paradise
(530) 570-3669
CSL#: 528804

2021-22 Chamber members *continue*

Earl's Plumbing

2264 Park Avenue
Chico (530) 872-7900
CSL#: 772565

Mr. Rooter Plumbing

9 Commerce Court
Chico (530) 321-4203
CSL#: 933807

Smalley General Contracting

Paradise (530) 521-5645
CSL#: 952967

PORTABLE TOILET RENTALS

Alpine Portable Toilet Services LLC

2593 South 5th Avenue
Oroville (530) 712-9230

Johnny on the Spot DBA Chico Septic

5050 Cohasset Road,
Suite 70
Chico (530) 893-5687

PREGNANCY SUPPORT

Care Net of Paradise

6585 Clark Road #320
Paradise (530) 876-1113

PRINTING AND GRAPHIC DESIGN

A Stitch Above Embroidery & Shirt Printing

2050 Lincoln Street
Oroville (530) 413-9887

Digital Print & Design

3851 Morrow Lane, Suite 1
Chico (530) 893-0995

Higman Graphics

2240 Saint George Lane # 5
Chico (530) 342-4229

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monkeybusiness.design
Oroville (530) 413-5115

Wilson Printing and Signs

730-B Main Street
Chico (530) 877-8721

World Graphics

1388 Longfellow Ave Ste 10
Chico (530) 520-6475

Yowzers Graphics Gallery

774 Birch Street
Paradise (530) 872-9500

RADIO STATIONS

Deer Creek

Broadcasting, LLC

2654 Cramer Lane
Chico (530) 345-0021

REAL ESTATE

American Homes and Land

5580 Almond Street
Paradise (530) 413-0041

Better Homes and Gardens Real Estate Welcome Home

6141 Center Street
Paradise (530) 961-3400

Better Homes and Gardens Real Estate Welcome Home - Magalia Branch

14154 Skyway #8
Magalia (530) 873-7640

C21 Select Group, Doriane Regalia

P.O. Box 105
Magalia (707) 292-2211

Century 21 Select Inc Sue Mawer

5350 Skyway Road
Paradise (530) 520-4094

Century 21 Select Real Estate Inc.

5428 Skyway
Paradise (530) 571-7725

Century 21 Select Real Estate Inc., Mike Richards®

5428 Skyway
Paradise (530) 864-9192

Century 21 Select Real Estate, Susan G. Thomas

5428 Skyway
Paradise (530) 518-8041

Coldwell Banker C&C Properties, Inc.

7054 Skyway, Suite #1
Paradise (530) 877-6244

DC Investments One LLC

P.O. Box 1034
Paradise (530) 238-5264

JMS Sales, Inc.

5867 Queen Drive
Paradise (714) 800-3439

Johnson Real Estate

P.O. Box 370
Paradise (530) 877-7428

Olde Tyme Realty

P.O. Box 104
Paradise (530) 876-8899

Olde Tyme Realty, Patty G. McKee, Realtor®

Paradise (530) 518-5155

Paradise Association of Realtors

6161 Clark Road #2
Paradise (530) 762-0053

Rachel Copeland, Realtor

5921 Clark Road Unit D
Paradise (530) 783-9191

RE/MAX of Paradise Real Estate

1001 Bille Road
Paradise (530) 872-5880

Real Estate Professionals

205 Pearson Road
Paradise (530) 872-1600

RECREATION AND SPORTS

Explore Butte County

326 Huss Lane, Building E
Chico (530) 918-4585

Paradise Horsemen's Association

6705 Moore Road
Paradise (530) 519-0455

Paradise Little League

P.O. Box 282
Paradise (530) 570-5694

Paradise Recreation and Park District

6626 Skyway
Paradise (530) 872-6393

Paradise Rod & Gun Club, Inc.

P.O. Box 1081
Paradise (530) 877-1345

RECYCLING SERVICES

Northern Recycling & Waste Services, LLC

920 American Way
Paradise (530) 876-3340 x2

RENTAL PROPERTY

Paradise Lutheran Church

780 Luther Drive
Paradise (530) 877-3549

RESTAURANTS

See page 66

RETAIL

Tractor Supply Co

6600 Clark Road
Paradise (530) 872-3010

ROOFING

Byers' Enterprises, Inc.

11773 Slow Poke Lane
Grass Valley (530) 272-8272
CSL#:518784, LTC# A 11286

C&C Roofing Inc

P.O. Box 337
Paradise (530) 873-0744
CSL#: 650850

Powell Roofing, Inc.

43 Norfield Avenue #43
Chico (530) 892-1410
CSL#: 869919

SEPTIC INSTALLATION/ SERVICE

AGS Construction Services

1252 Wagstaff Road
Paradise (530) 877-5929
CSL# 814908

Dobrich Septic Service, Inc.

P.O. Box 974
Paradise (530) 873-0199
CSL# 1059314

Dobrich & Sons Septic Service

P.O. Box 1681
Magalia (530) 873-9901
CSL#: 758026

M. Roethler General Engineering, Inc.

6449 Skyway
Paradise (530) 809-6946

Magneson Tractor Service, Inc

1374 Keller Ln.
Paradise (530) 961-3171
CSL#: 1034559

Paradise Sanitation Company, Inc.

P.O. Box 3815
Paradise (530) 877-3207
CSL#: 1049870, Town of
Paradise S-501

Stan's Septic

Magalia (530) 588-3981
CSL# 1025498, CA Septic
Evaluator S-606

SHOES

Bakers Birkenstock

691 Fir Street
Paradise (530) 762-0640

SOCIAL SERVICES

Youth for Change

260 Cohasset Road Ste 130
Chico (530) 877-8187

SOLAR POWER

Byers' Enterprises, Inc.

11773 Slow Poke Lane
Grass Valley (530) 272-8272
CSL#:518784, LTC# A 11286

Revamp Solar Energy

Magalia (530) 762-8299
CSL#: 1068160

Urban Design

4742 Skyway
Paradise (530) 809-1079
CSL#: 893826

SPECIALTY RETAIL

MC Parts-N-Stuff

5905 Clark Road
Paradise (530) 762-8796

Paradise-Opoly LLC

Website:
Paradise-Opoly.com
Paradise (310) 717-9533

2021-22 Chamber members *continue*

Paradise Sports Cards & Memorabilia

5913 Clark Road Suite F
Paradise (530) 566-4177

SPORTING GOODS

Fins, Fur and Feather Sports

1520 Bader Mine Road
Paradise (530) 876-8800

Tractor Supply Co

6600 Clark Road
Paradise (530) 872-3010

STORAGE - SELF SERVICE

American Self-Storage

9100 Skyway
Paradise (530) 872-1219

Clark Road Storage

1117 Noffsinger Lane
Paradise (530) 877-6258

Five Star Mini-Storage

5821 Clark Road
Paradise (530) 876-9999

SURVEYORS

BGP-3D Inc

5921 Camino Lane #12
Paradise
(888) 791-5520
BPELSG: LS 8154 (Casey Lowry)

Berkeley Construction Group

756 Gilman St
Berkeley (510) 859-5800
CSL#: 1035024

Dunham Surveying, LLC

1354 Geneva Ave
Yuba City (530) 923-1722

LACO Associates

32 W 8th Ave, STE B
Chico (707) 443-5053

Pasquini Engineering, Inc.

6221 Clark Road
Paradise (530) 332-8311
BPELSG#: 46079

TAX SERVICE

Liberty Tax Service

6848 Skyway Suite V
Paradise (530) 872-1876

Matthews, Hutton & Warren, CPAs

6779 Skyway, Suite A
Paradise (530) 877-6793

THRIFT SHOPS

The Arc of Butte County

2030 Park Ave.
Chico (530) 891-5865

TIRE DEALERS

Les Schwab Tire Center

6308 Skyway
Paradise (530) 877-2424

TITLE COMPANIES

Bidwell Title & Escrow Co.

145 Pearson Road
Paradise (530) 877-6262

Mid Valley Title & Escrow Co.

6848 Skyway Suite D
Paradise (530) 877-4471

TRAVEL AGENCIES

Paradise Travel

6779 Skyway
Paradise (530) 872-0285

Travel Connection

6265 Skyway
Paradise (530) 877-7111

TREE SERVICE

All Things Trees

5011 Ravelle Ct.
Paradise (530) 570-4457
CSL#: 1073469, Arborist #WE11572A

Lord's Light Logging and Tree Service

1267 Dale Way
Chico (530) 514-1563
CSL#: 1073288

M&S Wesley Tree Service

5106 Cliffhanger Lane
Paradise (530) 343-6809
CSL#: 935326, ISA#: WE-8458BUM

UTILITIES

Comcast

1242 National Drive
Sacramento
1-800- COMCAST

Pacific Gas & Electric Company

350 Salem Street
Chico (530) 896-4289

VETERINARIANS

Animal Hospital on the Ridge

1509 Wagstaff Road
Paradise (530) 877-3000

WATER COMPANIES

Paradise Irrigation District

6332 Clark Road
Paradise (530) 877-4971

WILDLIFE SANCTUARY

Barry Kirshner

Wildlife Foundation
4995 Durham-Pentz Road
Oroville (530) 533-1000

WINDOW WASHING

Patrick & Chance Professional

Window Washing
14822 Crescent Dr
Magalia (530) 588-2560

YOGA

Positive-I Dance & Circus Center

6294 Skyway
Paradise (831) 747-4701

Paradise Ridge Chamber of Commerce Staff

Monica Nolan	Executive Director
Mark Thorp	Business Advocate
Kathleen Liljeberg	Operations Associate

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Ridge Financial Planning

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Become a Paradise Chamber member!

All businesses, organizations and individuals with connections to the Paradise Ridge are welcome to join the Paradise Ridge Chamber of Commerce. Membership is an investment in your community, local business, and your commitment to progress on the Ridge. To join, Click "Join Today" on ParadiseChamber.com or find out more by visiting ParadiseChamber.com/membership-benefits, or call (530) 877-9356.

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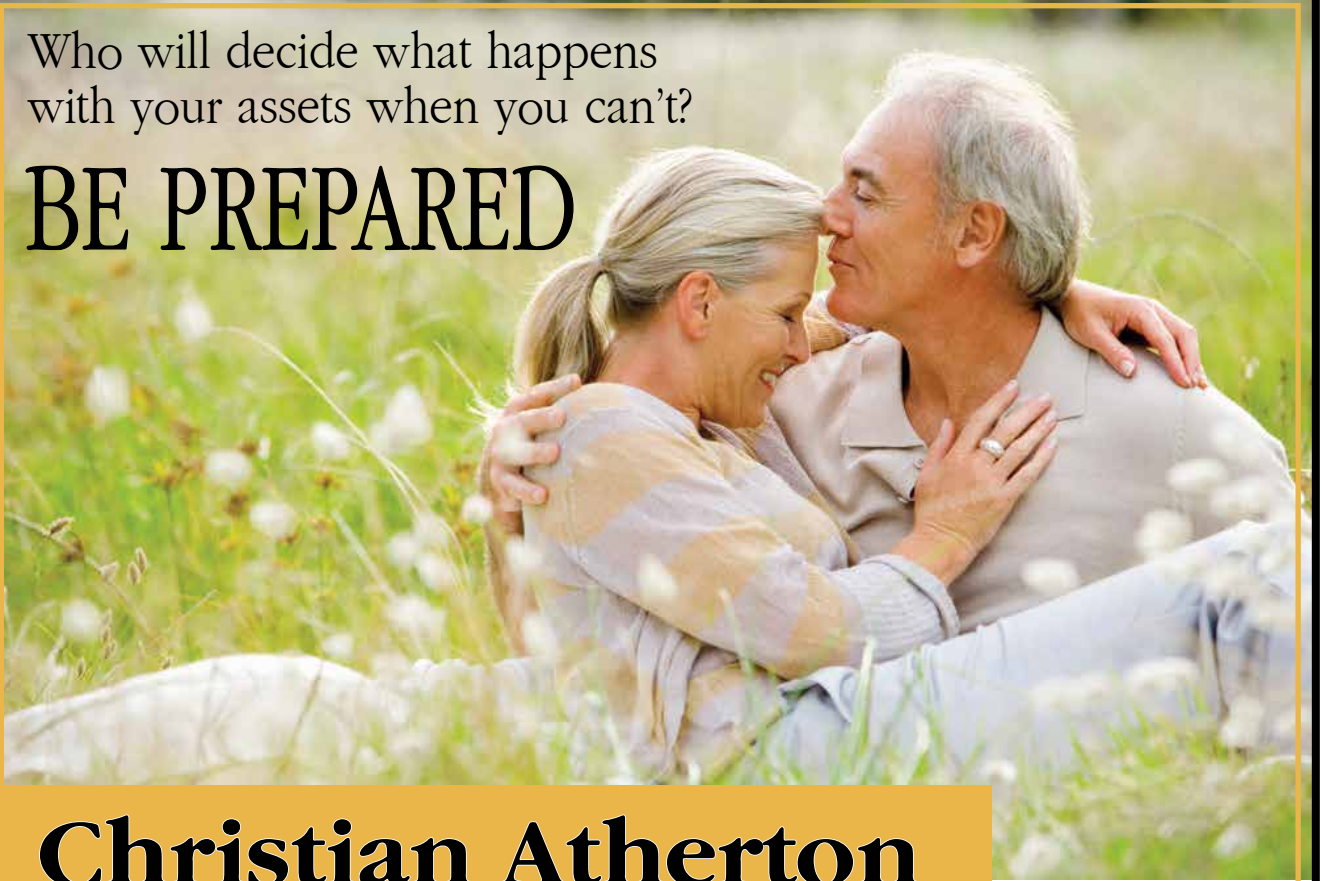
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