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PRCoC: Serving the fastest growing community in California

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 welcome 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 organization, we invite you to "Be the Community You Want to Live In."



The Paradise Ridge Chamber of Commerce proudly serves our beautiful mountain home. Photo: U.T.B. Studios for Gold Nugget Museum.

As well as providing an overview to the businesses, organizations and resources available on the Ridge, we introduce you to some of our community members through our "Faces of the Ridge" feature. Within 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 and put Magalia in your mind.

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
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The 2022/23 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.

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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.



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

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 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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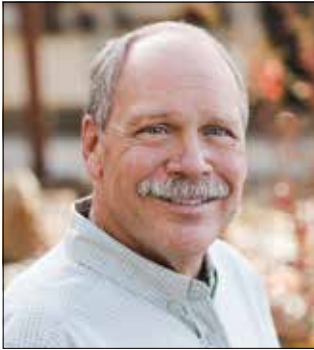
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Progress, perserverance and pipelines



Steve Crowder
Mayor, Town of Paradise

Wow, I can't believe a year has passed since the last Ridge Rising Guide, and as a year ago, we're celebrating our traditions, Gold Nugget Days, Chocolate Fest, Party in The Park, and Johnny Appleseed Days.

The Town is working hard on our recovery; remember—this is a marathon not a sprint. New businesses and old businesses are coming/reopening in town. Big Lots will be opening in the immediate future in the old Rite Aid building and another big box retailer is seriously looking to open in Paradise.

We are still in constant communication with Adventist Health working to see if it makes sense for them to open some type of emergency room and/or hospital. We truly believe it is needed and will continue our work with them on that project.

We are making great strides with the City of Chico on our principles of agreement on the pipeline to their sewer treatment plant and our Environmental Impact Report should be finished this summer.

Our underground work is moving along well. I know it has a huge impact on this community, but I want to thank everyone for their patience and understanding. Remember how beneficial this project will be not only for our safety but also aesthetically.

Repaving on Skyway from the Crossroads to just beyond Holiday Market is scheduled for this fall.

So much is happening on our public safety front. FEMA has awarded us 2.2 million dollars to install an emergency warning system; we expect construction to start this summer. We were also awarded a \$615,000 grant to replace our police and public works radio system that was heavily damaged in the Camp Fire. This will also help us bring our police dispatch services back in-house. In addition, we are purchasing new state-of-the-art police body cameras, dash cams, and two license plate readers.

Our schools are doing amazing things with their new construction and upgrades. Just another reason why you would want to live on the Ridge.

Paradise Recreation and Park District is working on a plan to purchase property on the perimeter of town to create a green belt for citizens to enjoy as well as providing a fire break.

Our progress is tremendous and our future is bright. Thank you all for staying the course and believing in Paradise.

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Photo by: Glen Harrington

A display of American flags welcomes travelers to Paradise every Memorial Day, July 4, and Veterans' Day.

Town welcomes new and returning businesses

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 located twelve miles east of Chico and 90 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, we've seen several local favorites start the rebuilding process - Barney O'Rourke's is full steam ahead on their rebuild and



Photo by: Glen Harrington

A display of American flags welcomes travelers to Paradise every Memorial Day, July 4, and Veteran's Day.

Dolly O's has pulled their permits, both are rebuilding in their original locations! Grocery Outlet opened in a new location on Skyway and we've welcomed new businesses to Town like Tractor Supply and will soon welcome Big Lots on Clark Road. The Town is working with a large clothing retailer who will hopefully occupy the space next to Tractor Supply soon!

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.

Town of Paradise
5555 Skyway, Paradise
The Building Resource Center, BRC
6295 Skyway, Paradise
530-872-6291



Doug Teeter

Butte County Supervisor, District 5

Recreation draws many to settle on the Upper Ridge

A friend of mine bought a mobile many years ago and in a drawer, he found an original advertising piece from the time the Paradise Pines development was being promoted. Ridge recreational opportunities were a key component in that ad. Although much has changed since the late 1970's, I believe our recreation

has been a constant. With plenty of open space, one is assured to find a spot to enjoy nature or outdoor activities. Definitely, recreation on the Ridge is what brought me back home!

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 on 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. Lastly, the many opportunities of Lake Oroville's Lime Saddle area: camping, trails, fishing, waterskiing, and boating.

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."

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. Lastly the Board of Supervisors recently approved funding to go towards the design of a mountain bike skill trail in Paradise. Definitely something I'm looking forward to riding with my daughters!

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community

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~ Ammie



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~ Mike

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PUSD gains new students, new facilities, new programs

PUSD enrollment numbers are gaining with about 1500 students at the close of the 2021-2022 school year.



community

Paradise Unified School District (PUSD) begins the 2022-2023 academic year with Ridgeview High School's Grand Opening at its new site, 5944 Maxwell Drive. For the first time since the Camp Fire, Ridgeview will have its very own campus.

All three elementary schools will now offer Transitional Kindergartens (TKs) and Pre-schools, and we expect to see a further increase in student population for the coming year. Enrollment has begun, register online now at www.pusdk12.org under "enroll."

Paradise High School will continue with new construction and remodeling.

Paradise Junior High will be completing pickle ball courts and continuing with the remodeling project.

All of the generators at all of the sites will be up and running for the new school year. No more PSPS days for Paradise Unified!

Special Recognitions

Masons Students of the Year

- Brianna Clark, PHS
- Mia Fraticelli, Paradise eLearning
- Max Butterfield, Ridgeview High School
- Kylin Crawford, Paradise Junior High
- Tru Herr, Children's Community Charter School,
- Serena Castro, Cedarwood Elementary School
- Delilah Whitmer, Pine Ridge Elementary School,
- Kimber Bracken, Paradise Ridge Elementary School
- Tezzrah Mansanares, Achieve Charter School
- Hazel Ruzic, Paradise Charter Middle School.

Masons Teachers and Staff of the Year

- Larry Johnson, Administrator of the year
- Linda Cassady, Teacher of the Year
- Chris Rinesmith, Classified Employee of the Year.

2022's 18 retirees: We thank you for your dedication and service

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



There was much to celebrate as we ended the 2021-2022 school year. We are especially proud to recognize our 2022 PHS and Ridge View graduates. These seniors were freshman the year of the Camp Fire and they have overcome immeasurable adversity and accomplished so much. **We are proud of you!**

We also honored our PHS First Graduating class of 1957. There is lots to look forward to in the 2022- 2023 school year.

Many school choices on the Ridge

The Paradise Ridge is a community that supports and values its variety of exceptional school choices. In addition to the excellent programs and facilities of the Paradise Unified School District, charter and private schools offer alternative options. The Ridge is also fortunate in its proximity to higher education with access to both a multi-campus community college and California state university.

community



PARADISE UNIFIED SCHOOL DISTRICT
6696 Clark Road, 872-6400



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



Paradise Ridge Elementary School
(Grades TK-6)
6593 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)
5944 Maxwell Drive Paradise, 872-6422

CHARTER SCHOOLS



Achieve Charter School
(Grades K-5)
771 Elliott Road, Paradise - and -
(Grades K-8)
1494 East Avenue, Chico, 872-4100



Children's Community Charter
(Grades TK-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 2022-23 school year

Paradise Adventist Elementary
(Grades K-8)
5699 Academy Drive, Paradise, 872-157



Paradise Adventist Academy
(Grades 9-12)
5699 Academy Drive, Paradise, 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

BOYS & GIRLS CLUB AFTER SCHOOL PROGRAMS



BOYS & GIRLS CLUBS

Paradise Ridge Elementary Pine Ridge Elementary Paradise Junior High
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Open summer hours for summer camp members

RIDGE PRESCHOOL



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M-F 6:30a.m.-6:00p.m.
7196 Skyway, Paradise, 413-9485

ADULT EDUCATION

Butte Community College
3536 Butte Campus Drive, Oroville, 895-2511

California State University, Chico
898-4636

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

Boys and Girls Clubs offer after school programs at three Ridge school sites

By Alex Beehner

Marketing and Community engagement Director

Boys and Girls Club of the North Valley

The Boys and Girls Club of the North Valley (BGCNV) is broadening its impact on the Ridge by providing critical resources at three club sites, expanding its Ridge summer camp and continuing essential case management services. As the Ridge rebuilds, BGCNV is investing in more opportunities to positively impact kids, families, and schools in creative and innovative ways.



BGCNV Club members met a couple new goat friends who were visiting their Club.

BGCNV has been working collaboratively within the county and school district to support community initiatives around mental health, suicide prevention and social / emotional learning. Each year, the BGCNV provides direct services to more than 1,200 youth in the North Valley, with wrap-around services for families.

Focusing on positive activities and relationships

At BGCNV we know that high-quality out-of-school programs and wrap-around services will change the trajectory of a young person's life. We are committed to empowering youth and families to reach their full potential. As more local children and families return to the Ridge, BGCNV fosters positive friendships and adult relationships, and provides a safe place for children to go every day after school and throughout the summer.

We still have so much more to do for our youth. Kids in our community need us to rally and remain committed to helping them reach their full potential. *To get involved or learn more, please reach out to Rashell Brobst at rbrobst@bgcnv.org*



Club soccer kids are hanging out for their next soccer game



Triplets, club members Abbie, Baylie, Calie Bettencourt are showing off their Heart Art creations

The Boys and Girls Club of the North Valley offers programs in five core areas

The Boys and Girls Clubs offers tested, proven, evidence-based and nationally recognized programs within five core areas:

- Character and Leadership
- Academic and Career Development
- Health and Life Skills
- The Arts
- Fitness and Recreation.

In addition, clubs provide music therapy, field trips, increased 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.

High quality, pure water from PID

By **TONYA DALE**
Cedar Creek Publishing

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



community

GREAT WATER FOR ALL—While PID produces safe and healthy water for the Ridge’s two-legged residents, Molly is also more than happy with the great water at her place! You can tell passersby about your happiness with our community’s water by posting a sign at your home, too; get one at PID’s Office, 6332 Clark Road.

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 the quality water and blanketing the Ridge with these signs in front yards will show visitors that the water is great!

Put the sign in your front yard where others can see it and take a selfie with your family with the sign—or a photo of just the sign in your yard—and email it to PID (mrich@paradisairrigation.com). They’ll post the photos on the Facebook page for everyone to see!



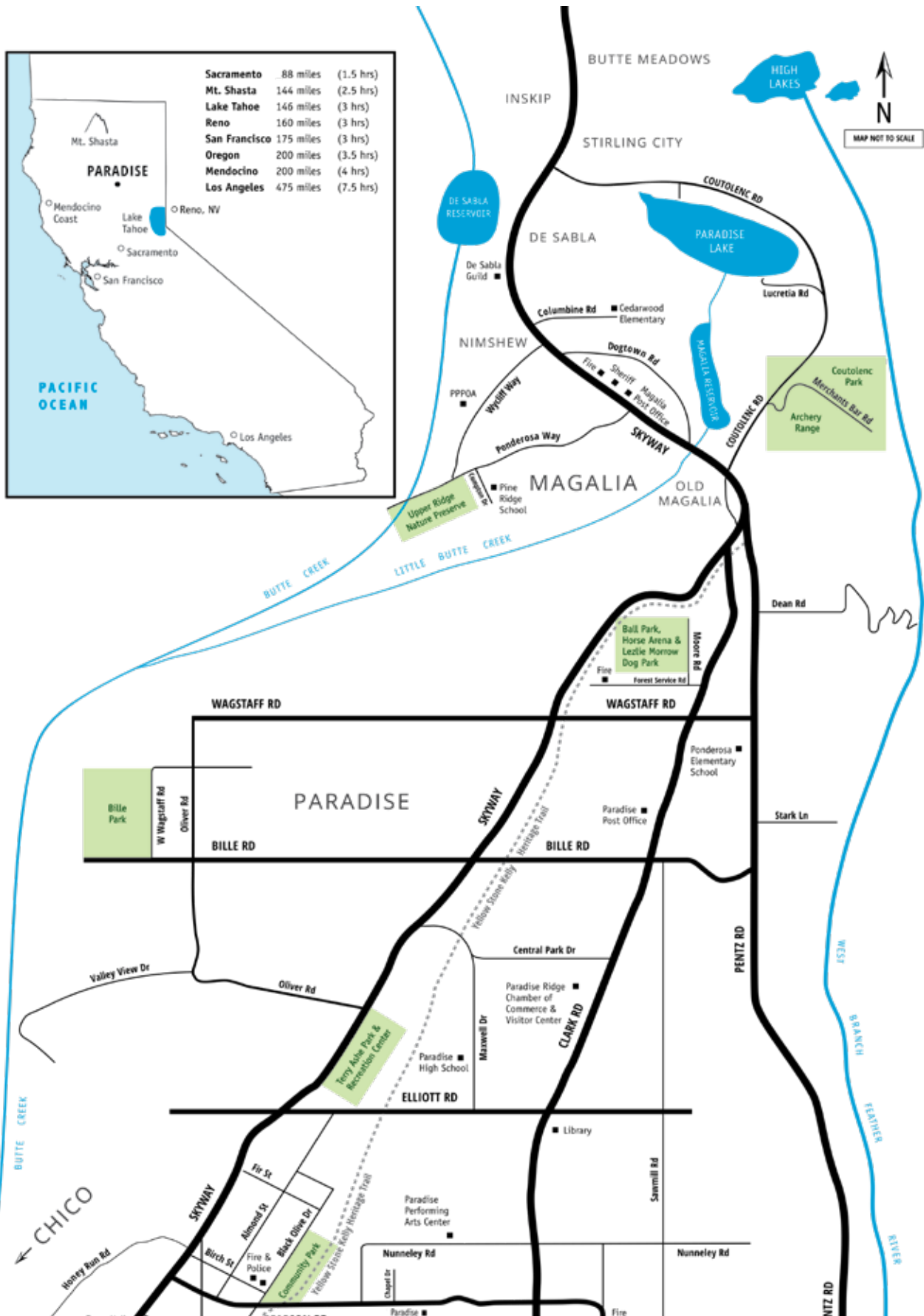
GARDEN IDEAS—Paradise residents Ward and Cheryl Habriel investigate possibilities for their ridge landscaping at PID’s Demonstration Garden. The garden is open every day during daylight hours and provides information about planting, irrigating and hardscape ideas for ridge landscapes.

Discover ideas for your new landscape

There’s a lot of rebuilding going on right now and that means new yards are in abundance on the Ridge. If you’re thinking about what to plant in your yard this summer, head over to Paradise Irrigation District’s (PID) Demonstration Garden to discover a few ideas.

The garden, located just north of the parking lot of PID’s office (6332 Clark Road) is open from dawn to dusk. Signage helps visitors identify the various planting areas as they wander along the graveled pathways.

Included are areas featuring established plantings focused on low-water use, bird/butterfly attractants, fire resistant, native plants and shaded areas. Semi-permeable hardscape materials are also identified and on display.



Infrastructure Recovery Projects

Sewer, Early warning system, Broadband, Roads

By Colette Curtis

Recovery and Economic Development Director

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 – our plan for economic recovery and opportunity

The Paradise sewer is one of the most important projects for the rebuild of Paradise. Having a sewer would improve Paradise economic development in two ways:

Affordable housing: Without a sewer system, Paradise doesn't have a way to build affordable apartments and condos because there isn't a place for that high volume of wastewater to go. The sewer would be built along primary roads in Paradise, meaning affordable housing would be near evacuation routes so more people could leave faster.

Commercial business: A sewer would increase size, type, and number of commercial businesses in the downtown area. Septic systems can only handle so much wastewater, so businesses like restaurants, hair salons, and other businesses producing high amounts of wastewater are limited in their services.



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

Where would it start and where would it end?

Plans for a public sewer system in Paradise have been in the works since 1979, and for the last ten years, the service area has been designated as a 18 square mile “triangle” including Skyway, Clark, and Pearson Roads.

The proposed region would create an estimated ½ million gallons of wastewater per day, using gravity to flow 18 miles to the existing Wasterwater and Pollution Control Plant off Chico River Road, operated by the City of Chico.

What's new in the timeline?

Currently, the project is in the Environment Impact Review phase. This means a report is being compiled to analyze the potential environmental impacts of constructing and operating a sewer connection from the Town to the City of Chico Water Pollution Control Plant.

Best case scenario: when would the sewer be finished?

If the EIR is approved, construction could start as early as 2024.

If all goes according to plan, the sewer could be completed at the end of 2026.

For more information, Visit paradisesewer.com for FAQs and how to get involved.

Town-wide Repaving Begins this Summer

Starting summer 2022, the Town of Paradise will begin a repaving project for all publicly owned and maintained roads within Town limits. This year, Skyway between crossroads and just past Holiday Market will be repaved, and the area between Pearson Road and Elliott Road will be restriped. The new layout will include one northbound lane, a center turn lane, and two southbound lanes. This configuration was the most popular with the public during our outreach last summer. In our experts' view, the configuartion will provide safety for day to day driving as well as increased capacity for evacuations.

From 2023 through 2025, the Town will pave 30 miles of public

roads per year. You can find a map of the planned paving work, as well as an alphabetical list of roads and the year in which they are scheduled for paving on the Town's website.

WW

Early Warning System: safety for our residents in an emergency

Great news! Funding to construct the Early Warning System was awarded to the Town in April 2022. The Town is in the process of hiring a contractor with work expected to begin this summer. The Early Warning System will consist of 21 towers equipped with sirens and voice capabilities that will provide a redundant communication system in the event of an emergency.

Magalia Community Center—beacon for the Upper Ridge and beyond

community

The Magalia Community Center at 13917 South Park Drive opened its doors in the Summer of 2021 in response to the need for a public gathering place for all neighborhoods of Magalia and the Upper Ridge post-Camp Fire. The Community Center is a project of Magalia Community Park, a 501(c)(3) non-profit organization which leases the 40 acres and two buildings that were formerly home to the Paradise Pines Golf Course. As the pandemic has slowly faded, the ability to gather once again has allowed the



Volunteers whip up a pancake breakfast, one of the many events held at the Magalia Community Center.

Center to fulfill important plans that had been on the drawing board for nearly two years. These plans include offering a place for the community to come together for special meetings and presentations essential to the recovery and rebuilding of Magalia, developing new youth activities programs for the many students who live on the Upper Ridge, and providing an additional recreational venue for the Upper Ridge, and by extension, serving areas beyond Magalia.

The Community Center and greater park project, which includes South Pines Disc Golf, is almost entirely volunteer-

driven and has enjoyed great community support at its fundraising and community events. The Center offers adult and senior exercise classes through Paradise Stronger, hosts pancake breakfasts, summer concerts and holiday-themed events, and is developing additional programs to help residents with mental health and wellness, fire safety awareness and education, and more programs for kids and teens. A popular market showcasing local artisans and produce vendors also takes place weekly.

The main building, which consists of a meeting hall and restrooms, is available for rent for birthday parties, wedding receptions, baby showers, reunions, club meetings, and more.

Many more activities are in the works. If you would like to jump in and help bring the community together, whatever your talents might be, Magalia Community Park welcomes you to contact them anytime at 530-413-9158 or by email at info@magaliacommunitypark.org. Follow their Facebook page for all the latest happenings, @Magalia Community Park.

URCC plans for the future and gives a voice to the Upper Ridge

By Chris Rauén

Member of the Upper Ridge Community Council Executive Committee

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

URCC's monthly meetings give residents a wealth of information, including both citizens and officials who are directly involved in the betterment of quality of life for Upper Ridge residents and who play a major role in the recovery of Magalia. Regular speakers include Supervisor Doug Teeter, officials from Butte County Department of Development Services, the Butte County Sheriff's Office, Paradise Unified School District, Butte County Fire Safe Council, Paradise Recreation and Park District, and the Paradise Pines Property Owners Association. Special presentations have included: information about the Upper Ridge Community Plan, past and current Presidents of Adventist Health to provide updates on

the status of the Feather River ER and hospital, Butte County Sheriff Emergency Communications program (Alert FM), and PG&E representatives as we move closer to the undergrounding of utilities in lower Magalia.

The URCC worked in partnership with Butte County to develop the Upper Ridge Community Plan as part of the Butte County General Plan in 2021. The organization was 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. The URCC was also 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.

The URCC holds community meetings 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 about upcoming meetings is available on Facebook (Upper Ridge Community Council).



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A roadmap to rooftops: RBLD teams accelerating new construction



One of Paradise’s many spec homes now under construction all over the ridge.

By Aubrey Pruis

Association Executive, Paradise Association of Realtors

In 2021, the Counselors for Real Estate Consulting Corps (CRE®) was invited by the Paradise Association of Realtors, (PAOR) to consult on the Paradise rebuild. The CRE team’s project resulted in a report with immediate action steps to facilitate the rebuilding of Paradise’s housing stock within the next three to five years, and touches on efforts to rebuild commercial properties and services lost due to the Camp Fire.

With the support of Town of Paradise leadership, input from key stakeholders in the community and the CRE team’s extensive expertise in community development, we now have a roadmap for the monumental task of progressive and innovative rebuilding.

According to the CRE report, “To achieve Paradise’s goals the most important factor is adding population sufficient to attract and support the services the Paradise residents need and desire.” Key to adding population is the construction of rooftops – the most crucial element in rebuilding a sustainable economy on the Ridge and restoring our commerce. This is where our PAOR Realtors® and developers come in.

Realtors® are the professionals who “sell” a community. But to sell a community, you need the inventory to sell. Enter builders and developers. Through what we have coined “RBLD teams,” we are creating teams of Realtors®, Builders, Lenders and Developers to work together in rebuilding our community through the construction of “Speculative Homes” or “spec homes.” These are typically homes built in a new master

planned community, or subdivision of all new homes, and sold as a turnkey ready to move in to home. Buyers may also work with their Realtor® to find and purchase a “sight unseen” new construction home. When choosing a sight unseen home through a builder, the buyer will purchase a desired lot in a master planned community with a house plan selected from options.

Our RBLD teams are exploding the market with new spec home inventory and sight unseen new home builds for clients.



Through this system, spec homes are gaining in popularity with our builders and developers as the housing need is rising. PAOR RBLD teams are actively welcoming a new community of residents and commerce, with an increasing number of first-time home buyers, retirees, and young families. Commerce such as big boxes and mom and pops are gradually returning, attracted to the American dream of affordable homeownership and entrepreneurial enterprise. The Ridge is a community full of desirable amenities: outdoor recreation, technology infrastructure, school

choice, and a wholesome hometown vibe. The new remote workforce are pioneers discovering they can have it all living a rec and tech lifestyle in a beautiful, safe new community where business is thriving. The “Gold Rush” in real estate is booming and opportunity beckons.

To find YOUR Paradise and realize your dream of affordable homeownership, contact one of our many Realtor® experts @ ParadiseRealtors.com, and visit ParadiseChamber.com to explore all that the Paradise Ridge has to offer in commerce and lifestyle.

Returning to our Roots

I spent much of my childhood in Paradise; both sets of grandparents moved here in the 70s and raised my parents on the Ridge. Paradise has always been a safe home base to return to throughout my life. After the fire I felt compelled to be part of the rebuild and once the pandemic hit, it was an easy decision for our family to make the leap from overcrowded Seattle back to Paradise.



My husband Dave and I, along with my extended family, have been working to restore the land on our family ranch where we just opened our gourmet mushroom farm, Parasol Mycology. My mom’s non-profit, Sol Sanctuary, also operates on the ranch providing grief and trauma work to survivors and is working to build out community space and programs to further support recovering locals. I also had the privilege of serving on the Town of Paradise Planning Commission since 2020 and was recently voted in as Chair. Dave and I have a 4-year old, Nolan, and are expecting kiddo number two in September 2022. The last two years in Paradise have been wonderful. We are so happy to be part of this community!

— Carissa Garrard

Vacationing with Purpose

Laurie and I moved to Magalia in March of 2018. After spending 35 years exploring the Sierra Nevada mountains and foothills on vacations where we camped, hiked and back packed in the high Sierra, we had talked for decades about retiring to “Live our Vacation” and wake up every morning among the tall trees of the Sierra forests.

We chose Magalia because of the trees, the beauty of the canyons, the hiking, the cost effectiveness and the rural, small-town environment. After the Camp Fire we were part of the team that came together to organize a pop-up food bank at the old Magalia Guild Hall when no grocery stores were open and Butte Meadows was snowed in. Then we co-founded the Upper Ridge Community Council to provide a voice to the Upper Ridge communities. We also helped create Magalia Community Park and sat on the original Board of Directors. We found ourselves, almost instantly, a part of this incredible Magalia “tribe.” Laurie died in 2020. I continue to be blessed by living here.



— Donna Yutzzy

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Hope Plaza Construction Underway



Photo: U.T.B. Studios

Dana Gajda, Hope Plaza Steering Committee chair, and Melissa Schuster, Committee Member, flank donors, volunteers, and construction crew members working to build this commemorative park in the center of Paradise.

Construction of the \$1.5 million, privately-funded Hope Plaza project, which is being overseen by Otto Construction in Chico, kicked off with a groundbreaking ceremony held on May 17 that attracted a number of very excited and appreciative members of the Paradise community.

As explained by Dana Gajda, chair of the Hope Plaza Steering Committee, “Hope Plaza was conceived from the very outset as a special place for the community to come together to find hope, reflect, and honor those who lost their lives in the Camp Fire, to recognize those first responders and citizens who helped save so many others on that fateful day, and to serve as lasting testament to the spirit and resilience of our Paradise community.”

Located in the heart of the downtown on the Skyway on land owned by the Town of Paradise, and designed by Melton Design Group, Hope Plaza when completed will include Hero Plaza featuring a beautiful tree (donated in the memory of Dan Kennedy by his family) surrounded by a low circular

wall inscribed with the names of those who risked their lives to save people during the Camp Fire; a reflection fountain and sanctuary providing a protective space of reflection for visitors; a giant, granite sphere located in the center of the sanctuary that floats and turns on water etched with words of inspiration; a forest wall of stainless steel trees at the back of the Plaza engraved with the names of those who perished in the fire; and a pets and wildlife area to commemorate the loss of beloved pets and all the wildlife in the Camp Fire.

“Hope Plaza represents one more tangible example of Paradise’s remarkable resilience and recovery, and will provide inspiration to our community for years to come,” added Gajda.

The private funding for Hope Plaza has come from a combination of individual donors, grants from a number of organizations including the largest coming from the North Valley Community Foundation’s Butte Strong Fund (250,000), and a significant amount of in-kind contributions of construction labor and materials from Otto Construction, Hope Plaza’s general contractor, and its sub-contractors.

Here is your opportunity to demonstrate your commitment to the rebuilding of our community.
 Please send your gift to:
Hope Plaza Fund
c/o North Valley Community Foundation
1811 Concord Ave, Ste. 220
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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 credit: 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.

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RPF Homebuilder resources lower building costs

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 the Septic Infrastructure Grant. In addition, RPF offers 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 it forward," using what we have learned to support other disaster-affected communities.

Available Grants

Since its launch, the Missing Middle Grant has provided \$893,643 to 260 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 second grant program, the Septic Infrastructure Grant, has awarded \$481,190 to 139 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 build.



community

Featured here, a Paradise resident walking the foundation of his new home under construction. A foundation may seem like the beginning, but reaching this step is actually a giant accomplishment. It's only vertical progress from here!

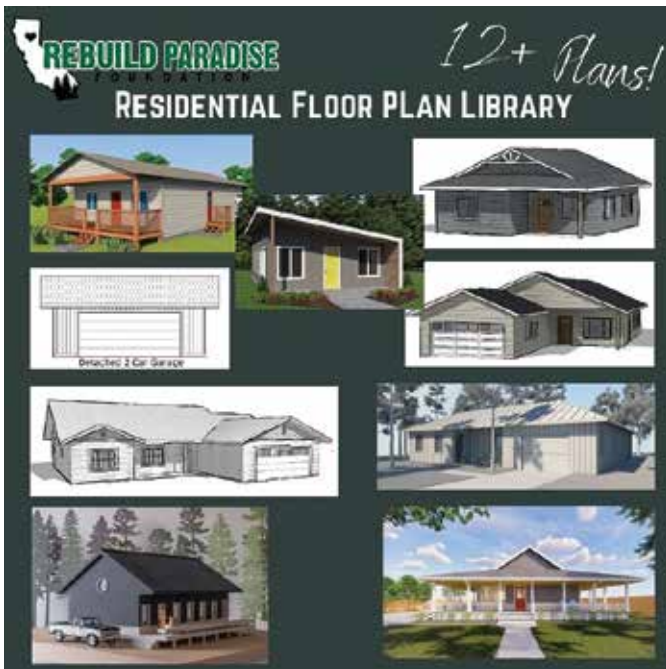
Floor Plan Library

The Residential Floor Plan Library provides access to low-cost master planned homes. Accessible from our web-based platform, the Residential Floor Plan Library has been hugely successful, helping dozens of households save months of time and thousands of dollars on their build in the Camp Fire footprint. Currently, there are 12 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 other video series, "Pieces of Paradise" with 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, the Fire Department and more! The series highlights our history, recreation opportunities and discusses future plans for our community. 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. 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!



We welcome you to check out the Residential Floor Plan Library! Visit www.rebuildparadise.org/building-plans to view the 12 uniquely designed master plans. The library is steadily growing thanks to the generosity of our wonderful design professionals!

Paradise Stronger supports “Green Bag” food collection through “A Simple Gesture”

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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Tamales and Tenacity



In July of 2018 Maria's Kitchen opened our doors to the public, growing the business from a car-based tamale delivery business to an eat-in restaurant. In November of the same year, the Camp Fire happened and we closed for seven months until we could return to Paradise. I really wanted to serve the workers who were here from out of town. We had the opportunity to move to another state since we have relatives in Texas, Colorado, Oregon, Los Angeles, and the Bay Area. We love Paradise and we love what we do. We are very grateful for the support the Paradise and Magalia residents are giving us. My family and myself have really enjoyed being part of the rebuilding of the town. We would really like to thank the community for the support and especially the workers who always enjoy our food. Thank you so much Paradise. We love you.

— Maria Garcia,
Maria's Kitchen, 1132 Elliott Rd, Paradise

Creating Connection and Community



My husband and I moved here in 2015, and instantly fell in love with the small-town charm and beauty of Paradise. Like many others, we lost our home to the Camp Fire, and shortly after decided to rebuild. In the time it took us to rebuild and move back, we had our son Bodhi. Once back in Paradise, I noticed there was no longer any type of mom group or events geared specifically for younger children. I decided to make a Facebook group for moms who live up here on the Ridge, to help create opportunities for connection, and to feel a sense of community with each other. "Moms of the Ridge" share upcoming events, have weekly play dates at our local park, and are currently planning field trips. Not only has this united us as parents, but we're creating new friendships, and building a support system for our community. My hope is that our children get to grow up together in this magical town, and watch its transformation as it rebuilds. Parenting doesn't come with a manual, but it does come with a community.

— Staci Galla



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Adventist Health is committed to serving the Ridge as it grows and rebuilds

Your health and wellbeing is important, and Adventist Health is here to partner with you to ensure you have the support you need for your best health. With nearly 50 providers representing 20 different specialties, Adventist Health is transforming the health of our communities, one life at a time. From pediatric care to adult medicine, to diagnostic services like lab and imaging, to specialists, to rapid care for minor medical emergencies, and telehealth access to critical and unique specialists. Adventist Health is proud to offer a broad range of providers and services in Paradise, Chico and Corning to support your healthcare needs. In addition to medical services, dental care services are available for Medi-Cal patients.

Adventist Health is committed to serving this community and helping to meet the healthcare needs of our friends and neighbors, continuing to find ways to grow and expand as our community rebuilds. For more information about services and programs available in Butte and Tehama counties, visit our website at AdventistHealth.org/OurClinics or call 530-872-2000.

LOCATIONS:

Feather River Health Center
5125 Skyway, Paradise

Women's Health: Adventist Health Physicians Network
6283 Clark Road, Suite 5, Paradise

Diagnostic Services - Chico
111 Raley Blvd, Suite 160, Chico

Physical Therapy - Chico
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Corning Health Center
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Class of 2022 – we are proud of you!

PUSD congratulates our graduating classes of 2022.

These young men and women have demonstrated what it truly means to “never give up.” They have been in high school for four years, and this year is the first year they have had a full year of uninterrupted high school. We are proud of their accomplishments, and we look forward to their futures!!

Tom Taylor
Superintendent, Paradise Unified School District



Paradise High School and eLearning Class of 2022



community

A message from your principals...

To Paradise High and eLearning Graduates,

I would like to congratulate the Paradise High School and eLearning graduates, the class of 2022. This group of students has persevered through some of the most challenging years ever presented to a graduating class. They show their true spirit as they walk across the stage and begin their bright futures. They make me proud to be a Bobcat!

Mike Ervin
Principal, Paradise High School

To Ridgeview High School Graduates

We are so proud of our Ridgeview Seniors, Class of 2022! These students have persevered through the Camp Fire, Distance Learning, and Hybrid Learning to see it through to graduation day! Congratulations to each and every one of them; we look forward to watching them continue their journey past high school. Hats off to the Ridgeview Class of 2022!

Carrie Dawes
Principal, Ridgeview High School

Ridgeview Class of 2022



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Keeping our community strong and healthy

community



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Curves Paradise has been strengthening women on the Ridge for over 20 years! Over the last seven years, owner Jeni Harris, has kept the club up-to-date with new circuit equipment, a new Evolt Body Composition Scanner, new MyZone fitness tracking technology, at home workout options and new classes while maintaining the classic Curves full body workout.

Curves offers a safe, approachable, comfortable workout solution with both low and high impact options for all women regardless of age or fitness level. Contact Jeni to learn about Curves' 30-minute circuit training and the MyCurves on Demand at-home solution.



Paradise Stronger
6848 P Skyway
Suite P
Paradise
(530) 876-4151

Paradise Stronger exists to build a healthier community by providing quality programs that promote wellness, connectedness, fitness, and recovery. The new location has much to offer the community: apart from fitness classes, we are providing wellness education classes, cooking classes, dance classes, yoga classes, community events and more.

Paradise Stronger is honored to be working with a local artist who is invested in designing a creative and safe area for people on the Ridge who have been impacted by the Camp Fire. The new space provides an intentional gathering space for collaboration, creation, relaxation, and social/emotional growth for sustained individual and community healing.

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John is a long-time resident of Paradise (having graduated from PHS in 1982) and has been serving the Ridge for 27 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:

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“...and a piece of fertile ground”

Garden at Paradise Community Guilds

By David Leon Zink

*Inch by inch, row by row
gonna make this garden grow
all it takes is a rake and a hoe
and a piece of fertile ground*
(The Garden Song, by David Mallet)

No pandemic can stop a passionate gardener from seeking the community of those who grow food. The work is pretty much outdoors in the sun, wind and (please!) rain, safe social distancing is built-in and you can just feel your immune system perking up as your hands work the soil.

It's all about the wondrous power of growing things, the deepest source of pleasure known on this blue-green Earth.

Though Paradise Community Guilds (PCG) at 5704 Chapel Drive (just off Pearson) doesn't own the patent on this exquisite yet ordinary affair, the group continues to lure its ardent advocates to invest their spare hours of labor in the delights of the gardens. The opportunity to gather and grow is perennial and its rewards are beyond market valuation, a public good that immeasurably enriches every moment spent in the doing.

The setting for this simple means of entertainment and enlightenment is a relatively large campus along a blackberry vine-thatched creek, at the center of which lies a simple fenced space populated with hooped

garden boxes and water spigots, hoses and compost bins, a few raised self-watering beds, and a fruitful orchard. It is the very soul of tranquility for those who love to toil in the soil.

Limited in space for now, PCG members are content to invite anyone of good spirit and interest to join them in the gardens so long as there is room. Over the long term the group envisions growing out the potential of the land to support more garden boxes for community gardeners to enjoy.

The ethos is organic, biodiverse, using permaculture ideas and other forward-gardening techniques that are soil-, plant-, bug- and people-friendly.

Collaborations this year with Butte County Local Food Network and Camp Fire Restoration Project will continue at the campus. These efforts have so far resulted in the distribution of hundreds of garden boxes and native plants to help residents re-establish verdant life on their own local patch of ground.

*And inch by inch, row by row
someone bless these seeds I sow
someone warm them from below
'til the rain comes tumblin' down*

You are welcome to participate in the effort of growing community through garden growing. For more information visit www.paradiseguilds.org.

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FRHF's efforts creating a healthier Ridge community



Feather River Health Foundation

By Chuck Rough

Feather River Health Foundation

Today, the Feather River Health Foundation (FRHF) is the largest foundation located within our community dedicated to the overall health, wellness, and well-being of the Paradise Ridge communities.

Since the Camp Fire, the FRHF has partnered with Adventist Health and other foundations such as the North Valley Community Foundation (NVCF) to expand its philanthropic capacity and efforts to address unmet health and wellness needs in our community.

These efforts currently include plans to bring the national Blue Zones Health and Wellness Project to Paradise and Magalia with the goal for these communities to become Blue Zones certified, continued advocacy within Adventist Health to re-open an ER to serve the Paradise Ridge, and to ensure that the community and its leadership are included in the planning of financially sustainable healthcare services on the closed hospital campus.

The FRHF's focus on meeting unmet health and wellness needs also included carrying out a rapid response relief program for youth, families, schools, and businesses during the height of

the pandemic. This effort ranged from providing badly needed personal protection equipment and supplies, to bolstering food supply and deliveries to people within our community during the pandemic. Our FRHF also provided support for the Maranatha Shed Project, the Paradise Clinic and its Rapid Care Center, and the Butte County EMS Station in Paradise.

Supporting Our Community

As part of the FRHF's continuing commitment to Paradise's recovery, the FRHF coordinates the World Vision's Inspire Hope Project which to date has brought over 65-truckloads of new household furnishings and goods to Paradise that are distributed through a number of non-profits to qualifying Camp Fire survivors and others in need, helped to fund the Town of Paradise's current update of its Long Term Recovery Plan, provided funding to the Hope Plaza Project; contributed to Paradise Stronger's health and wellness efforts, helped sponsor PRPD's Ice Rink, and provided funding support to a number of other Paradise community groups.

We fully expect that the Feather River Health Foundation's focus on improving the health and well-being of the Paradise Ridge will greatly benefit our community, and its quality of life.

community



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It's a happy day! L to R: Habitat for Humanity Homeowner Services Coordinator, Elizabeth has just shared with Robert and Araceli, and their 4-year-old daughter, that they have been selected to be the next new Habitat Homeowners.

Habitat for Humanity Paradise update: A wild ride!

By Jenny Fales

Development Manager, at Habitat for Humanity

Habitat for Humanity has 20 lots in Paradise and nine of those are already under construction or slated to begin soon. Look for homes on Garden View Lane, Ripley Lane, Edwards Lane, Madrone Way, Camellia Drive and Academy Drive. We are grateful that five of the 20 lots we are building on were donated to Habitat.

As we continue to build, our focus will be:

- building homes and, so importantly, supporting the Paradise community.
- meeting the needs of our various donors for efficient and effective use of funds.
- supporting of the needs of the many people who want to return to live in Paradise.

We initially collaborated with the National Ready Mixed Concrete Association to build homes on Garden View Lane to the highest possible fire safety standards. These three homes are part of a nationwide partnership to rebuild in areas of high fire danger, introducing the resiliency of building with concrete after a disaster.

Through a bid process, we are now partnering with Trilog Construction, a local company that has served the Ridge for over 55 years. This family-owned business has a history of community service



Marshall Ely, Foothill Lumber and Habitat donor and Habitat Board Member, Tom Baker, at building site.

and is providing us with a non-profit rate. This innovative partnership allows us to build more homes faster and for less, due to the economy of scale.

Habitat affiliates are encouraged to maximize partnerships and develop strong community ties to ensure success on all levels---for Habitat families, the community, financial supporters, and future homes. When we balanced the need for affordable housing instantly with the challenge of using donated funds most effectively, we realized that the Trilog partnership would benefit everyone.

Habitat will continue to use our traditional model of volunteers, construction staff, and families to build houses and community.

Habitat for Humanity of Butte County is grateful to be part of a great team behind the Rebuild in Paradise Project. Retired Paradise attorney, Tom Baker, and Paradise Realtor, Carl Henker have joined the board. The Paradise Rotary Foundation and the North Valley Community Foundation Butte Strong Fund became major donors, and the committed partnership of the Paradise Ridge Chamber of Commerce can't be beat.

It has been a wild ride, as everyone who is rebuilding the Town of Paradise knows, and we are grateful to be part of this effort. If you'd like more information on how to get involved, please call our office (530) 343-7423 or check out our webpage buttehabitat.org. Together we can make a difference!

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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
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 Road, Paradise.
(530) 519-3113

First Baptist Church

Sunday Service 11 a.m.
6500 Clark Rd. Paradise
(530) 877-3532
Food Pantry, Friday noon-4p.m. Commodities available 3rd Tues. of each month 10a.m.-noon.

Magalia Community Church

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

Our Savior Lutheran Church (LCMS)

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



St. Nicholas Episcopal Church on Oliver Road in Paradise welcomes in-person worshippers.

Paradise First Christian Church

Sunday Celebration, Music 10:30-11:00,
Celebration 11:00-12:00
5738 Pentz Road, Paradise
(530) 877-9923

Paradise Lutheran Church

Services Sundays at 10:15a.m. for worship.
Communion Bible study Wed. 3:30p.m.
780 Luther Drive, Paradise
(530) 877-3549

Paradise Adventist Church

Service locations and time announced weekly on Facebook page. Live streams of services also available on Facebook or on website.
5699 Academy Drive, Paradise
(530) 877-4454

St. Nicholas Episcopal Church

Sunday services, 8:00a.m. and 10:00a.m. The 10:00a.m. service includes music, child and youth programs.
5872 Oliver Rd, Paradise
(530) 877-7006

Paradise Alliance Church

Sunday Service 10:00 a.m. services streamed live on website.
6491 Clark Road, Paradise
(530) 877-7069

St. Thomas More Catholic Church

Sunday mass noon, inside and drive-in. See STM calendar on the website.
767 Elliott Rd. Paradise
(530) 877-4501



Memorial Wall at St. Thomas More Catholic Church

St. Thomas More in Paradise has dedicated a Memorial Wall with commemorative tiles displaying the names of parishioners (living and deceased), parish organizations, names of former parishioners who found refuge in other communities, and names of supporters of the rebuild of the hall and rectory destroyed by the Camp Fire.

For more information or to be a part of the Memorial Wall, direct questions to Jim Collins at (831) 821- 9369 or jimcollins_95991@yahoo.com.

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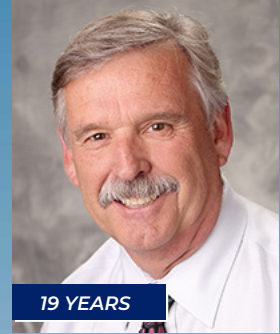
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Service members were among the dignitaries on hand to dedicate the new "Salute to Ridge Veterans" memorial.



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

community

Paradise Veterans serving the Ridge since 1927

The Paradise Veterans Group (PVG) has served the Ridge since 1927 at the Paradise Veterans Memorial Hall on the corner of Skyway and Elliot. 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 Veterans 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 Vets memorial dedicated Nov. 11, 2021

It was a proud day for Paradise as the "Salute to Ridge Veterans" memorial was dedicated to fallen Ridge veterans. American Legion Commander Lawrence St. Germain worked tirelessly for years to design, fund, craft and install the 3,489 pound granite monument.

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
6550 Skyway and Elliott
(530) 693-5891***



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

History of the iconic “Welcome to Paradise” halo sign on Skyway

Over the decades, the Paradise Ridge Chamber of Commerce sponsored a variety of signs welcoming visitors to Paradise. Until the Skyway opened in 1950, signs were located some distance from the Ridge. The Chamber lobbied the state for many years to build a modern highway to shorten the route. The Skyway opened to two-way traffic on July 30, 1950.

In 1969, local contractor Charles M. Todd presented plans to “erect a sign that will afford a ‘Welcome’ in a larger dimension and more fitting materials than the present existing one.” Todd designed the new sign with its bandsaw halo and timbers from a 1914 train trestle. Funding came from community organizations. From 1972 until November 8, 2018 the distinctive sign welcomed all with the hope that they “may find Paradise to be all its name implies.”



The new sign features the original bandsaw halo, salvaged by local photographer Douglas Keister.

A new sign rises

“No matter where we were coming from, when we passed the sign, we knew we were nearly home.” – Bret Matteis

After the destruction of the iconic welcome sign in the Camp Fire of 2018, a committee came together to seek community input and funding to raise a new sign. This effort was directed by Bret Matteis, Former Resident, Director of Construction and Development, Oxford Suites Hotels and Charles Brooks, Resident, Founder, Rebuild Paradise Foundation.

Bret Matteis grew up in Paradise and moved to Oregon after graduating from Chico State. When Bret saw the images of the “Welcome to Paradise Sign” burning, he immediately reached out through social media for assistance in rebuilding the sign. Soon Bret was in touch with several Paradise residents pledging support. In January 2019 the first ad-hoc committee met to discuss a community-driven design process, fundraising, engineering, right-of-way clearances, permits, maintenance and ownership agreements, bids, and construction. With his construction background, Bret marshalled the project to completion.

A special thanks to Paradise Rotary Club and Paradise Recreation and Park District. They stepped up to take on ownership and management of the new Paradise Gateway Sign.



On April 21, 2022, a standing-room only crowd attended the dedication of the new Welcome Sign, celebrating the hope, strength and perseverance of the people of the Paradise Ridge. Photo: U.T.B. Studios for Gold Nugget Museum.



Paradise Post, 1968: scale model of the 1972 sign atop the massive timbers used in the sign’s construction.



Construction of the original halo sign, February 1972.

Left to right: *Floyd Bishop, Ray Stryker and Charles Todd.*

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Apartment and mobile home living returning to Ridge

By Bruce Yerman

Director of the Camp Fire Collaborative
A non-profit dedicated to helping people

You know you are in Paradise when the winter months enjoy the sunshine while the valley, twenty minutes down the hill, may be socked in fog, and The Ridge has a abundance of wildflowers and budding green on native trees.

Paradise is back from the forest floor to new homes! 35% of houses are back on the Ridge - counting those under construction. That number grows weekly.

Apartment and mobile-home living has returned. You can rent a space or find a unit in one of the five current parks, and two more by year end. Enjoy the laid-back beauty and kind neighbors, and you walk your dog on one of the PRPD's trails or take a kayak stargazing tour on Paradise Lake. Paradise's schools are crisp and modern. Its teachers focus on students, and its sports programs are respected across the North State.

We welcome you home.



A birdseye view of the Boutique Apts. facing the West Feather River canyon

Paradise Boutique Apartments on the canyon

The 115-unit Paradise Boutique Apartments, formally known as Feather River Retirement Community, 5900 Canyon View Drive in Paradise, expects to be open in June. The building has fantastic views of the surrounding natural setting, and its location allows for easy leisure walking and hiking. Residents will enjoy unique amenities, indoor common areas, a billiard table, lounge areas, book, game and TV rooms.

Phase one consists of 45 market rate units (mostly single occupancy units) and 14 B&B/short term rentals. The apartments offer a unique living opportunity for those who are seniors or veterans on fixed incomes. Additionally, the owners have donated 10 rooms to the Hope Crisis Network, a volunteer group helping to rebuild homes on the Ridge.

The project was purchased with private funds and did not use taxpayer dollars. Currently, they are working feverously to renovate and update the units to accommodate kitchen ranges and improving the overall appearance of the property. The owners Doug Guillon and Pat Conroy are looking forward to the opportunity to provide much needed housing to the Ridge, and creat an ongoing, positive benefit to the community. (800) 579-7062.

The following Mobile Home Parks plan to open, no date is currently available:

- Acres of Paradise**, 6280 Pentz
- Blue Haven Estates**, 5510 Clark
- Edgewood Estates**, 5427 Edgewood
- Sawmill Estates**, 5430 Sawmill
- Ponderosa Mobile Home Estates**
- Contact (530) 456-7605.
- www.paradisemhc.com www.colleen@boavidamhp.com

MOBILE HOME PARKS



A current home in Sherwood Forest

Sherwood Forest and Pine Grove mobile home parks return

Sherwood Forest, a 55 plus community, open with 73 spaces, single, double and triple spaces available. There is a club house and a brook running through the park, some spaces have views. 1368 Garnet Lane, Paradise. (408) 891-2222 or rick@mobileparks.net.

Pine Grove Family Park, 78 spaces, clubhouse w/full kitchen and lawn area. In-ground pool, billiard room, laundry facilities and a banquet room. Single, double, triple wide spaces available. (408) 891-2222 or rick@mobileparks.net.

Paradise Mobile Estates, 1354 Elliott, the first to reopen with 39 spaces, 21 new manufactured homes. Call Chris or Jed at (530) 410-4563 for manufactured homes and financing options.

Evergreen Mobile Home Park plans to open, no date currently available. 7209 Skyway. (530) 877-5413

APARTMENTS



Rendering of what is coming to Abbey Place

A unique, multifamily residence, Abbey Place coming to Paradise Paradise Lutheran Church is constructing a multifamily residential project at 782 Luther Drive, Paradise on the church grounds. The new building will house four two bedrooms, two bath units. The units will be available to rent fall 2022. The church chose Q Cabin Kits as the basis of their design. They are eco-friendly, pre-fabricated, and non-combustible, making the system affordable to build and maintain, and safer than conventional construction. (530) 877-3549.

Woodview Cottages, 910 Buschmann Road, 19 duplexes and 11 four plex's, (530) 876-4877.

Paradise Apartments, 4911 Skyway, fully furnished, 1 bedroom, 1 bath with garage and utilities, (530) 876-4876.

Sawmill Villa, 5455 Sawmill, fully furnished 1 bedroom 1 bath with garage and utilities, (530) 876-4876.



Restaurants on the Ridge



~ PARADISE ~

Authentic Thai Cuisine of Paradise

6689 Skyway, (530) 877-4296
Mon-Fri 11a.m.-9p.m., Sat noon-9 p.m.

Barney O'Rourke's Opening Soon

740 Elliot Road, (530) 877-9973
Hours TBD

Chin Dynasty

8188 Skyway, (530) 872-8888
11a.m.-9p.m. Closed Tuesdays

Cozy Diner

6371 Skyway
Daily 6a.m.-9p.m.

Debbie's Restaurant

7967 Skyway, Suite A
Daily, 7a.m.-2p.m.

Dutch Bros Coffee

6901 Skyway, (541) 955-4700
Daily 5 a.m.-8p.m.



Izzy's Burger Spa

460 Pearson Road, (530) 872-1266
Mon-Fri 11a.m.-3:30p.m. Closed Sat & Sun.

Green Paradise Cafe

Check Facebook for updates on Food Truck location/times and special cooking classes. Fresh, regular, natural, organic, paleo, vegan, gluten free, vegetarian. Office lunches and catering. Facebook.com/greenparadisecafe



Little Caesar's

6848 Skyway A, (530) 872-8000
(Holiday Shopping Center)
Daily 11a.m.-7p.m.

Lynn's Coffee and Crepes

9205 Skyway, (530) 762-2217
Mon-Fri 6a.m.-3 p.m., Sat & Sun 7 a.m.-2 p.m.

Madd Natters Donuts

5913 Clark Road, James Square
(530) 513-3136
Mon-Fri 7a.m.-2p.m., Sun 8a.m.-1p.m., closed Sat

Maria's Kitchen

1132 Elliott Road, (530) 876-1086
M-F 8a.m.-7p.m.
Sat 11a.m.-5p.m. Closed Sun



Authentic homemade Mexican foods in a comfortable restaurant with outdoor seating. Family owned and famous for Maria's tamales. Catering for reunions, events, parties. Check specials on FaceBook.

Meeho's

6808 Skyway, (530) 762-2591
Open 7 days, 8a.m.-8p.m.
Fall, winter closing 7p.m.
Enjoy dine-in or patio dining and a convenient Drive Thru. Be sure to try the favorite rolled tacos and white sauce chicken enchiladas.



Mountain Mike's Pizza

6626 K Clark Road, (530) 872-1991
(Save Mart Shopping Center)
11a.m.-9p.m. daily.
Fri, Sat 11a.m.-10p.m.
Home to Mountain Mike's legendary pepperoni pizza.



Nic's Deli & Wine Bar

(Now Catering)
6256 Skyway, Paradise
(530) 413-9422
Tues-Sat 11a.m.-7p.m.,
Fri open til 8p.m.



2022 Boys & Girls' Club Cook Off "Golden Spoon" award winner, along with "Best Appetizer" and "People's Choice" for their Korean Meatballs.

Mi Rancho Mexican Restaurant

9215 Skyway Ste 1, (530) 636-3956
Tues - Sat 8a.m.-2 p.m., 4p.m. - 8p.m.
Sun 8 a.m.-2 p.m.

Starbucks

6344 Skyway, (530) 876-1486
Daily 5a.m.-6p.m.

Subway Sandwiches

6616 Clark Rd, Suite E, (530) 762-0255
(Save Mart Shopping Center)
Daily 8a.m.-8p.m.

Taco Bell

5859 Clark Road, (530) 872-2844
Daily 7 a.m.-1a.m.

WestSide Pizza

5835 Clark Road, (530) 762-4920
Mon-Sat 11a.m.-8p.m., Sun 11a.m.-7p.m.
Fresh ingredients, classic and unusual toppings! Delicious sides, desserts, wings, pastas and ingredients catering to food sensitivities.



~ MAGALIA ~

Happy Day Restaurant

14455 Skyway, (530) 873-4719
Sun-Thurs 11a.m.-9p.m., Fri-Sat 11a.m.-9:30p.m.

Hilltop Cafe

14112 Skyway, (530) 873-1275
Daily 6a.m.-8p.m.

Izzy's Too, Sports Bar and Grill

13915 S Park Drive, (530) 413-9709
Tues-Sun 11a.m.8-p.m., Closed Mon.

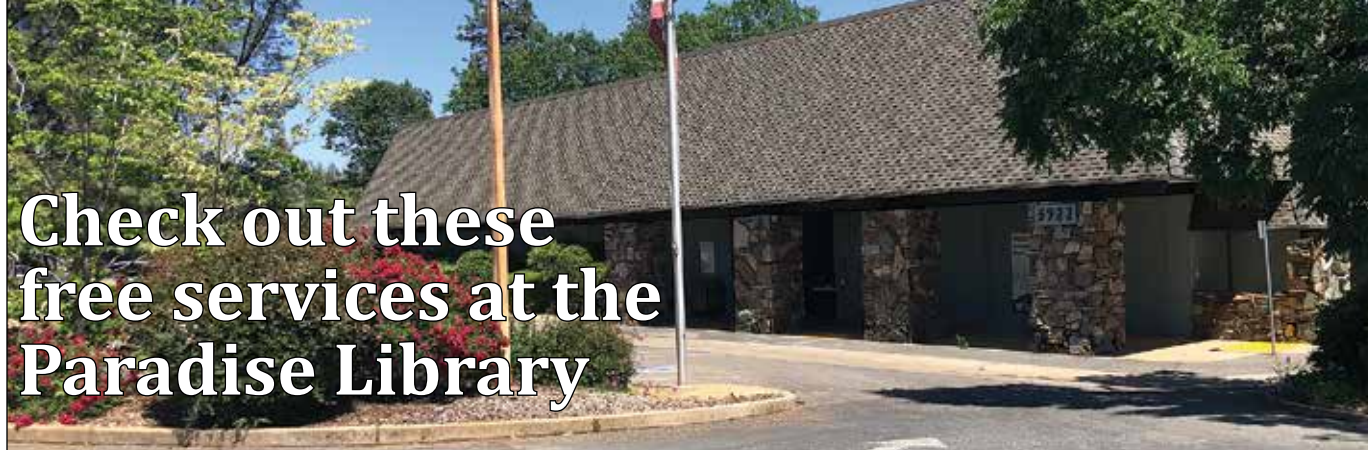
Red Lion Pizza

14439 Skyway
(530) 873-1153 or 873-1154
Daily 11a.m.-9p.m.

Sakura Sushi

14481 Skyway, (530) 762-7289
Daily 4:30p.m.-9p.m.

Check out these free services at the Paradise Library



The Butte County Library, Paradise Branch, 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 Library offers a wide range of activities and programs for all ages. Currently, the library offers 2 weekly Storytimes on Thursdays and Saturdays, and a Tuesday Adult Coloring program. The REACH Program on Saturdays provides economic and workforce development workshops. Stay tuned for Summer Reading activities coming in June and July, such as more Storytimes, arts and crafts.

Paradise Library
 5922 Clark Road, Paradise
 Tues & Thurs 1:00 p.m. to 6:00 p.m.
 Sat 11:00 a.m. to 4:00 p.m.
 530-552-5652

<http://www.buttecounty.net/bclibrary/>

community

Paradise Friends of the Library monthly Book Sale!

You will never find a better deal on books!

The Friends of the Library's mission is to bring the community into the library to share its services, programs and facilities, and to help meet the needs of the library by encouraging annual membership, leadership gifts and planned giving.

Book Sale Every 3rd Saturday of the Month

- Paperbacks \$.50
- Hard covers \$ 1.00
- Children's Paperback books \$.25
- Children's Hardback books \$.50

Special books will be marked higher. All proceeds benefit the library.

Donate your gently used books

If you have books in good condition to donate, bring them to the Book Sale or to the library during open hours. Library staff will look through your books for anything needed in the collection. The rest are offered for sale at the Book Sale. Volunteers are needed to staff the sale, set-up and take-down. Contact us for more information: 530 228-0771

Friends of the Library book sales are located in the Community Room outside the main library.



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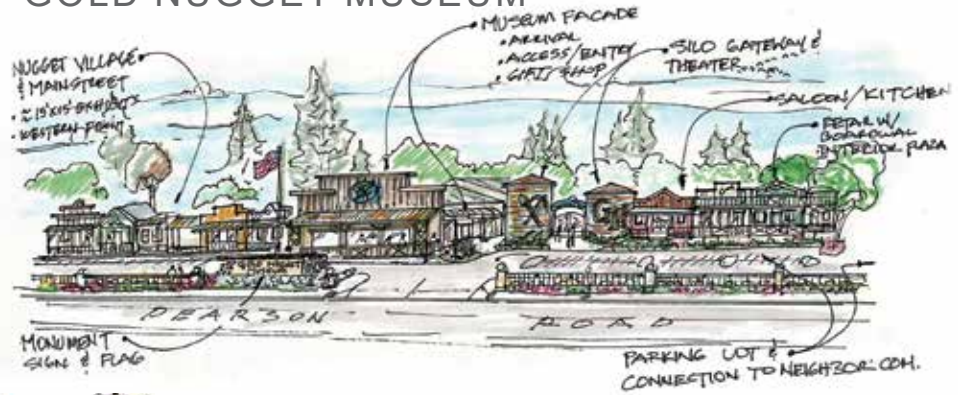
14154 Skyway, Magalia CA 95954

(Access is from Lakeridge, behind the post office!)



— GOLD NUGGET MUSEUM —

The Gold Nugget Museum, named for the 54-pound gold nugget found in 1859, will rise again



GOLD NUGGET MUSEUM & PARADISE CULTURAL CENTER

ELEVATION SKETCH
475 PEARSON RD.



By Mark Thorp
Executive Director, Gold Nugget Museum

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 the provision of community education programs. The smaller Depot Museum in the Paradise Community Park, untouched by the fire, will be open during the celebrated Party in the Park, Wednesdays from 6pm to 8:30pm, or with special “speaker” events throughout the year. As always, the museum depends on a small staff and many, many volunteers.

Our goal continues 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 Camp 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 they studied in the classroom and learning what our ancestors, native groups and pioneers undertook to survive.

Breathing new life into the renovated Gold Nugget Museum, visitors may experience firsthand the natural and historic beauty of the Gold Nugget Museum and the Paradise Ridge.

Your Gold Nugget Museums are actively engaged in bringing our events back to the Ridge as we continue to rebuild our museum and community. Two successful years of Gold Nugget Days, the re-introduction of the Melodrama, and enhancements to our Queen Contest, are but a few of the activities we’re currently engaged in. School programs, Nuggetville, online researching, gosh... even silos to be placed on the new museum location at 475 Pearson Road!

As part of our new exhibit rebuild, your Gold Nugget Museum is in possession of the “C-hook,” or the item that caused the notorious Ridge Camp Fire in November of 2018. On display, our docents are able and willing to share the facts concerning the C-hook—how it happened, who was affected, etc. We’re here to assist you, our community, and the many visitors who have questions about our beloved home. Stop on by from Monday through Friday from 12-4pm, or visit our website at www.gnmuseum.art.

history

The C-Hook that failed and caused the Camp Fire

By Tamara Maxey
Museum Specialist, Gold Nugget Museum

In January of 2022, the Gold Nugget Museum obtained material from the Butte County District Attorney, Michael Ramsey, which is of profound historical significance to the Ridge. Originally collected from PG&E during the Camp Fire investigation, this material includes the C-hook that, when it failed, sparked the fire.

The cast iron hook, now on display at the Gold Nugget Museum, was part of



The hook can be viewed at the museum.

transposition tower 27/222, installed in the Feather River Canyon in the early 1920s. This original equipment was subject to nearly 100 years of intense, wind-caused rotational wear which slowly cut into the metal until there was only 2/16th of an inch of material left when the hook broke.

When the hook fell from its hanger hole, it swung down and made contact with the tower sending 115 kilovolts into the steel and aluminum structure. Sparks and molten metal fell to the tinder-dry brush below, igniting the devastation from which the community is now healing.



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The Ridge's oldest house of worship

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.



Springtime at the Chapel with all the daffodils in bloom

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, 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.

126 years of service to the community have passed and the church still rings the bells and pastor Kevin Lindstrom calls the faithful to services each Sunday morning as well as to celebrate weddings and remembrances during funerals. The chapel is used for community events and available to rent for meetings, play productions and Bible studies. The church remains a refuge to the community in times of adversity as it was after the Camp Fire and continues today, helping the community with a resource center, giving food, clothing and household items.

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.

Magalia Community Church
13700 Old Skyway, Magalia CA 95954
(530) 877-7963

history

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Joy Lyn's Candies, a sweet staple in Paradise for 53 years



The new home of Joy Lyn's Candies is on the corner of Pearson and Black Olive, across the street from Paradise Community Park.

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, becoming the fourth owners of this locally beloved business. Each owner has served as a tutor/mentor to the next, passing on recipes and techniques.

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

Through their membership in Retail Confectioners International (RCI), the Hartleys continued to learn new techniques, recipes, and marketing concepts from fellow candy makers. They traveled throughout Europe, learning more about chocolate and specialty candy making from their continental colleagues. By 2005, the tiny retail store became too small for their growing business and they expanded the shop 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 2018, Pam and Bill sold the business to their son, Glenn and daughter-in-law Jody just three weeks prior to the disastrous Camp Fire that destroyed the business, their homes and 90% of the Town of Paradise.

Although the shop and factory were 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 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.

Joy Lyn's Candies takes pride in its reputation for quality and freshness using natural ingredients and no preservatives. Joy Lyn's is proud of its 53-year history of Heavenly Candies Made in Paradise.



Glenn Hartley, pouring Joy Lyn's popular Sierra Nevada Beer Brittle out to cool before breaking up to bag for sale.

Joy Lyn's Candies
220 Pearson Road
Corner of Pearson and Black Olive
Open Monday thru Saturday
10:00 a.m. to 5:30 p.m.
530-872-9267

Established in 1903 by the Diamond Match Company

Sirling City is a small community located at 3,570 ft. on the Paradise Ridge, in the western foothills of the Sierra Nevada. After a lovely drive up the Skyway, only 16 miles above Paradise, through Magalia, and you'll find the 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 after Stirling City's 1931 "Camp Fire" when the downtown district burned.



history



Stirling City Museum and Community Hall

For the full story of Stirling City history you'll want to stop at the Museum, operated by the Stirling City Historical Society. Plan on spending an hour or so at the Museum as there is a lot to see. Call ahead for a tour, 873-2143 or 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 where the Stirling Quilters Club sew "Flag Quilts" for local veterans. Since 2013, they have made over 100 quilts for our veterans.

Volunteer Fire Station

Continuing up Skyway, another block or so, is the Stirling City Volunteer Fire Station. On Thanksgiving weekend, the volunteers 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.

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." See page 58.

Scenic drive to Butte Meadows

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

Clotilde Merlo Park

A must see is Stirling's crown jewel, Merlo Park. Take a relaxing 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.

Some events scheduled for this year include:

Aug. 6, 2022: Stirling City Old and Young Timers Picnic. Annual event brings our neighbors together. The Picnic starts at Merlo Park with conversation and lunch and then moves to the Museum.

Sept. 2022 (Date Pending): Museum Logging Festival showcasing logging skills of yesteryear with various logging demonstrations. The Museum Annex houses a variety of logging memorabilia. Call for date, 530-873-2143 or 530-873-0583.

Nov. 6, 2022, 1p.m. to 3pm: The Paradise Veterans Hall hosts the Military Veterans Tribute at our Community Hall each year with their Honor Guard and Bugler.

May 27, 2023: The annual museum season opener, bake sale, new museum displays. Lots of fun!

Visit Historic Cemeteries on the Ridge

Paradise Cemetery

980 Elliott Road, Paradise, CA
530 877-4493

While the oldest known grave in Paradise Cemetery is dated 1862, its origin date is unknown. Landowner Miles H. Strong sold three acres for a cemetery for \$41, with community fundraising largely organized by Strong's 17-year-old niece, Frances "Fannie" Breese. Over the years more land was added. After Fannie's death in 1950, the Frances Breeze Gate was erected in her honor. Paradise Cemetery is home to magnificent and



varied vegetation and beautiful veterans' memorial area.



history



Magalia Cemetery

6764 Magalia Cemetery Road, Magalia
Mon-Fri 8:30 a.m.-12:30 p.m.

Located at the intersection of Magalia Cemetery Road and Old Skyway in Magalia.



Centerville Cemetery

530 893-9667

Located one mile north of the Centerville Colman Museum at 13548 Centerville Road, Chico. The earliest burials, dating to the 1860's, were gold miners. Those known to be buried in unmarked graves are commemorated with a plaque. In 1900, five pioneer families formed the Centerville Cemetery. Donations were collected at the old John Adams store to erect the picket fence still in use.



Magalia - Kimshew Cemetery District

6764 Magalia Cemetery Road, Magalia
530 877-1734

The Kimshew Cemetery District contains the unincorporated communities of Butte Meadows, DeSabra, Inskip, Jonesville, Lovelock, Magalia, Paradise Pines and Stirling City. Within the District are a number of old, pioneer cemeteries with unmarked graves.

Stirling City Cemetery

At the end of Mica Street, Stirling City
16 miles above Paradise is the historic town of Stirling City (see page 57). At the west end of Mica Street, off Skyway, lies the beautiful cemetery.

Coutolenc Cemetery

Located along Hupp-Coutolenc Road, north of Paradise Lake.

Nimshew Cemetery

Nimshew Cemetery Road, Magalia

Turn left off Skyway in Upper Magalia on Nimshew Road and drive for about 1 mile to Cemetery Road. Watch for a white sign on the tree. Follow narrow dirt road 1/2 mile to the cemetery.



Inskip Pioneer Cemetery

Inskip was named for Edward "Doc" Watts Inskeep who established a sawmill and discovered gold above Stirling City in 1857. Inskip Pioneer Cemetery is located one mile due south of town on a hill overlooking the road. There are about 16 unmarked graves, commemorated with a plaque: "Inskip Cemetery. Those who rest here are known only to God."

Butte Meadows Cemetery

According to FindAGrave.com, located west of the heli-pad in Butte Meadows on Scout Road. There are only five marked graves although there are likely more burials.

~ Other nearby historic cemeteries ~

Clear Creek Cemetery, Oroville

Located 6 miles south of Paradise, off Highway 191 (Clark Road) on Clear Creek Cemetery Road. Contains the grave of Arenia "Thankful" Lewis Carson and her siblings. Their ordeal is detailed in Captured by the Mill Creek Indians: A True Story of the Capture of the Sam Lewis Children in the Year 1863.

Retiring Coach Prinz will be missed

A heartfelt thanks for giving athletes and the Ridge a reason to be hopeful in the aftermath of the Camp Fire

Retirement is a momentous time in life, but bittersweet when it comes to Paradise High School's longtime coach, Rick Prinz. He has given so much to Paradise, and the kids he coached after the devastating Camp Fire, will never forget him.

We know it's time for him to take things easy, relax, and enjoy some well-earned leisure after 22 seasons of coaching. In his career spanning 1999 to 2021, he coached the Bobcats to 191-70, taking six teams to section titles.

Impressive stats, but those numbers are not what Prinz will be remembered for. His legacy will be his post-Camp Fire dedication and love for his players and coaches. He understood that they had lost everything, but he knew he could give them a football team. He quickly discarded any plans for retirement and immediately moved to assure his players and his coaches... there would be a football season!

And what a season they had. Despite their loss, the homelessness, the lack of equipment—they practiced and practiced and less

than a year later were back on Om Wraith Field, winning their first game to a cheering crowd of thousands.

The Bobcats went on to have an amazing 2019 season. They gave their all; they were unbeaten but lost the Northern Section Division 111 championship, a devastating end to a celebrated season. Prinz coached the unstoppable Bobcats through two incredible seasons, both times qualifying for the Northern Section Division 111 championship playoffs, sadly losing both times. In April of 2020, the California Coaches Association (CCA) awarded Prinz the 2019-20 Football Coach of the Year. It was the first time a Northern Section football coach received that honor.

Head Coach Prinz leaves Paradise High having created one of the longest-running dynasties in the Northern Section. It isn't the wins that will be his legacy and kept him coaching the last three years. It was his love for his players, his coaches, and the Paradise Ridge. He will forever be remembered for giving them back a piece of their lives with those amazing final years of football.



Photo courtesy of Action News Now.

history

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Clampers Keep History Alive on the Ridge

By Robert "Bob-o" Evenson

Noble Grand Humbug, Pair-O-Dice 711 ECV

Pair-o-Dice 711 of E Clampus Vitus, chartered in 1966, is an organization dedicated to the preservation of western history, the absurdity that lies within that realm, and the caretaking of the widows and orphans – especially the widows! We have been an active component of Paradise and its community functions since our inception. Throughout the year we can be found volunteering at all levels of community functions, from charity breakfasts to the setting out of flags along Skyway on holidays. Our legendary Donkey Derby, held in conjunction with Gold Nugget Days, is always sure to draw a crowd of spectators as the stubborn braying jackasses traverse our professionally engineered obstacle course. During nearly every parade of any significance, our beloved firetruck Jezebel, and her honorable and rotund operators and riders, may be found alongside the world-renowned Precision Drill Team, entertaining all they pass.



Photo credit: ECV 711

Members of the world-renowned Precision Drill Team show off their tools.

Throughout the Ridge, and Butte County, one can find many of our monumental erections of historical significance. These

include (but are not limited to): the now absent (safely stored until the property owner rebuilds) Optimo Rail Stop, the Old Paradise Depot, the Magalia Depot, the Steifer Powerhouse, and the most current historical erection the Camp Fire Memorial on Old Skyway.

Throughout the year, our many events and celebrations lend cause and fundraising to our Christmas Children's Fund, an annual effort to provide gifts and foodstuffs to the less fortunate of Butte County. Considered our pride and joy, the multi-decade tradition has bound us one and all to our community in a way no other event can.

We look forward to continuing our loving relationship with this community for years to come. When you see a red shirt passing by, be sure to wish them a Satisfactory Day!



Photo credit: Paradise Post newspaper

The Donkey Derby is the reenactment of discovering the 54 pound gold nugget and hauling it up the mountain to Magalia. This event is a favorite at Gold Nugget Days.

history

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Local Masonic Lodge #124 born in the gold rush days

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



The new Paradise Lodge building in progress circa 1936.

Table Mountain Masonic Lodge # 124 was born in the days of the gold rush. In 1850, the Masons met along the Feather River at mining camps and formed the lodge in 1857 in Oroville. As the gold production there decreased, Table Mountain Masonic Lodge moved to Cherokee, and eventually onto the bigger community of Paradise in 1936 where they built their impressive stone building. Membership growth required a large building expansion in 1957. Thanks to Providence, the building survived the 2018 Camp Fire intact.

The Table Mountain Masonic building, 5934 Clark Road, Paradise, is a beautiful and historic venue for meetings, services, and special events. It has hosted weddings, anniversaries, parties, business meetings, memorials, and a wide variety of community events. It has also hosted various church services. Available facilities include a commercial kitchen, a large dining area, an event hall that can accommodate up to 299 guests and plenty of parking. The Historic Lodge Room is perfect for weddings and special ceremonies. To better serve the community, the fees are kept very affordable.

Table Mountain Masonic Lodge has long been an active supporter of the Paradise community by sponsoring such events as public-school achievement awards, constitutional awareness programs, community appreciation programs and community meetings. Without fanfare or thought of personal gain, our members also support many charities and community activities. The Lodge itself actively supports the public schools through various projects, and the Shriners Children's Hospital. Our Masonic family of activities includes chapters of Eastern Star, Rainbow Girls, and DeMolay for boys.

Table Mountain Lodge met here in the Odd Fellows Hall in Cherokee from 1882 until 1936 when they moved to Paradise on Clark Road.



*If you would like to visit our historic building and see the facilities or if you have any questions about becoming a Freemason, please contact Woody Nelson, 916-202-6942, email: woody@wolfranchfarm.com.
Table Mountain Masonic Lodge, 5934 Clark Rd, Paradise.*

history

Serving the community since 1958

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.

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.

Now



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Noble Orchards: a long history of “Apples from Paradise”

It's been 101 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 Camp Fire of 2018. 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 Camp Fire.

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

— Laurie Noble

Moving forward after the Camp Fire

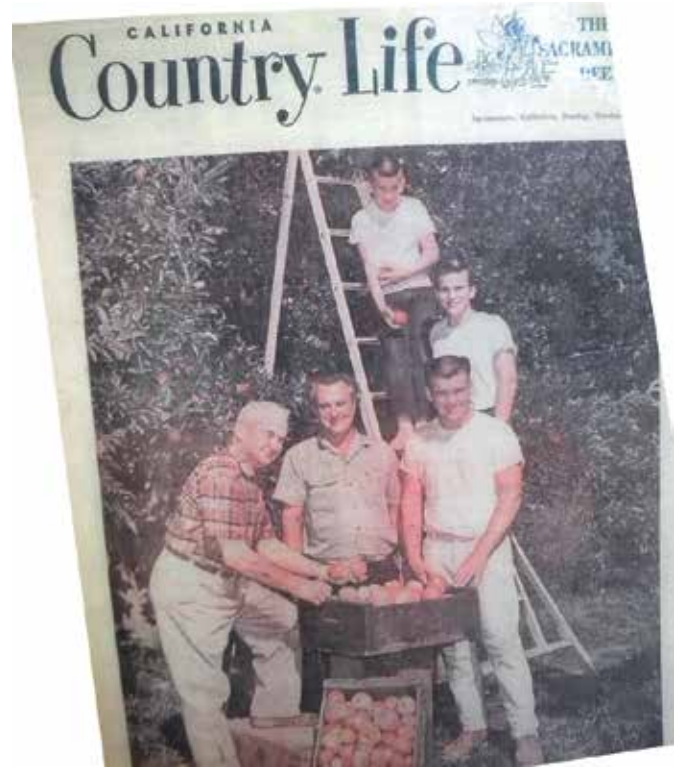
After the Camp Fire, Jim and Laurie Noble decided to rebuild the orchard. “If we had not had green trees in the orchard, we might have come to a different decision. But the trees want to produce. This is the last apple orchard in Paradise” Laurie said. So the Nobles returned to Paradise as soon as they could legally occupy, despite the lack of hookups for their trailer. Debris cleanup took about a year. Fortunately, most of the orchard trees survived, but the drip irrigation was destroyed and the newly-installed bear fence system had 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.

New: “The Nursery at Noble Orchards”

The Nursery at Noble Orchards offers a wide variety of plants, shrubs, trees, colorful plants and vegetables. The Nobles propagate plants on the Pentz Road farm to keep prices down. The Nursery is open seasonally, spring through fruit season. Current hours Sunday thru Wednesday 8:00 a.m. to 4:00 pm.

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 Appleseed Pie Kit.



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.



Remembering the 1932 rustic fruit packing shed that was used until the Camp Fire.

history

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



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Introducing the Paradise Arts, Theatre and Culture Hub – PATCH

By David Leon Zink

Some seeds require a fire to sprout.

Just weeks after the Camp Fire, a conversation began between board members of the Gold Nugget Museum and Norton Buffalo Hall Foundation. They had the same problem: most of their supporters and volunteers had left the area. Those few still here were determined to be part of rebuilding the Ridge community, but with personal recovery to work on, they knew they needed outside help.

“We had insurance monies to build on our own again, but when we looked at our numbers and the future we wanted, we saw the advantage of co-locating with another cultural organization that could drive more foot traffic past our doorstep,” said Don Criswell, Executive Board Member and President of Gold Nugget Museum.

“It made perfect sense to us,” said David Leon Zink, Board Chair of Norton Buffalo Hall Foundation. “We brought the idea to the Long-Term Community Recovery Planning process and an overwhelming number of participants gave it a green sticker. The Town of Paradise adopted it as a Tier 3, partner-led project in the Make Us Better section of the new plan.”

Over the next two years the idea expanded to several other arts and culture organizations in town, ultimately adding Theatre on the Ridge, Paradise Arts Center, Paradise Recreation and Park District and the Mechoopda Tribal Council.



Each organization will retain its own identity and corporate status, but representatives from each now serve on a soon-to-be nonprofit board tasked with coordinating efforts to raise community support and funds for the new common campus.

The collective effort is called Paradise Arts, Theatre and Culture Hub (PATCH).

While the first idea was to locate the new campus in the walkable downtown area envisioned in the community plan (the area surrounding Almond between Elliott and Pearson), PATCH may end up on properties near the new Gold Nugget Museum on Pearson Road.

“Just imagine a multi-use, 200-seat venue for theatre, music and public meetings, next to an arts gallery and historical museum, surrounded by areas that celebrate tribal culture and provide a little recreational fun,” said Zink. “PATCH could be the beating heart of everyday arts and culture experiences in Paradise.”

North Valley Community Foundation has granted \$50,000 for PATCH to engage the community in creative placemaking events aimed at generating concepts of design and function for the complex. The group will begin capital fundraising efforts in the next few months.

“This is a collaboration born from fire that will make Paradise better in the years to come,” said Zink.

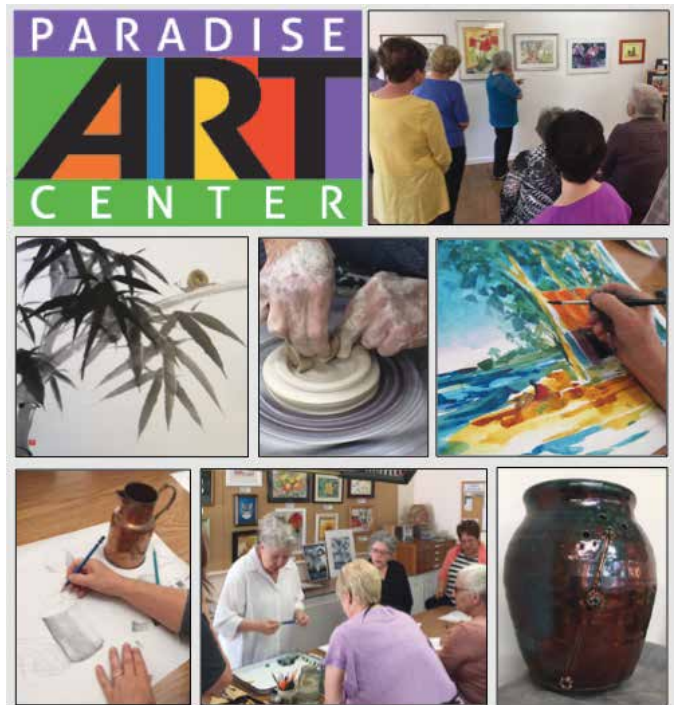
Paradise Art Center, hub for local artists and art lovers

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 local organizations. As the Ridge’s fine 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: 1 to 4pm
Consult Paradise-Art-Center.com for class schedules



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



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Northern California Ballet dancing in Paradise for 44 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.

The studio has been rebuilt at 5794 Clark Road and is happily conducting classes at the new facility.

This year NCB will perform Dracula at Paradise Performing Art Center and The Nutcracker December 17, 18 and 19.

See Events Calendar pg. 113 for more information.



Local talent Elizabeth Anzelone as the Sugar Plum Fairy in the Nutcracker.

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

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A love letter to Paradise is a perfect selfie spot among the heroes of the Ridge.

Viewable on the south side of Skyway Antique Mall at 6118 Skyway, the stunning mural was dedicated “To Paradise, with Love.” A project of the Paradise Arts Alliance and the Paradise Recreation and Park District, the painting was directed by community artist Jess Mercer. With the help of illustrator Steve Ferchaud and many local artists, the mural is a timely pageant of Paradise’s past and present, with historically significant characters such as Yellowstone Kelly, Frances

Breese, and “Poppy” the hero donkey. Depicted in the gazebo center left is Bille Estrada, owner of Skyway Antique Mall, chief among those we thank for this gift to our community. A focal point of the mural is the clock set to 11:08, representing the day of the Camp Fire: November 8, 2018. Outstretched phoenix wings heighten the resiliency motif and also create a perfect selfie spot. 85 daffodils pay tribute to the individuals lost in the Camp Fire.

Murals in Paradise offers beauty and inspiration

A love letter to Paradise graces Skyway Antique Mall



“Here We Grow” conveys the spirit of Paradise Boys & Girls Club Building.

Here we grow with the Boys and Girls Club

Created by muralist Jedrek Speer, Boys and Girls Club of the North Valley members selected the inspiring “Here We Grow” motto for their building. Those familiar with regional public art will recognize Speer’s bold, vibrant style, as depicted on the “LOVE” mural on Park Avenue in Chico. With pine trees, blue sky and mountains forming a backdrop for a giant hand offering apples, the mural reflects Paradise’s natural beauty, harvest history, and welcoming spirit. Sponsored by California Health and Wellness, the “Here We Grow” mural offers beauty, inspiration and hometown pride not only to the Boys and Girls Club members, but to all who pass the location at 6241 Skyway in Paradise.



Coming soon: new mural on “Nothing but Love Paradise”.

New art gallery to feature Shane Grammer mural

Iris Natividad recently opened the “Nothing but Love Paradise” art gallery, antique shop, and gourmet pantry, in the barn-shaped building at 6393 Skyway, next to Cozy Diner. A resident of the Ridge since 1999, Natividad is active with Paradise Art Center and a supporter of the healing powers of community art. Shane Grammer, the renowned artist who created inspiration among the ruins of Paradise after the Camp Fire with his murals on chimney stacks, burned-out cars and standing walls will paint a mural on the wall of her “Barn” for all Skyway travelers to enjoy. You will also find Grammer’s art to purchase at Nothing But Love.

Coming soon. A new mural on the Veterans Memorial Hall will depict the valiant defense of Fort McKendry during the battle of Baltimore 1814. The resistance inspired Francis Scott Key to write the poem that later became “The Star Spangle-Banner.”

Calling all artists to Paradise Arts Alliance!

By David Leon Zink

The Ridge is bursting with the energy of new life, new residents and businesses, and along with our post-pandemic yearning to connect, the art spirit has never been stronger.

Prior to the Camp Fire it was no secret that per-acre the Paradise Ridge was home to more creative-types by far than our larger populated neighbors. Looking around at the upsurge in the visual and performing arts, one might say that's still true. God-willing and the Magalia Dam don't break, we have the makings of an extraordinary arts-centered community in the years to come.

The list of active arts and culture nonprofits is impressive: Paradise Performing Arts Center, Gold Nugget Museum, Hope Plaza Foundation, Northern California Ballet, Norton Buffalo Hall Foundation, Paradise Art Center, Butte County Art on Wheels, Mechoopda Tribal Council, Paradise Recreation and Park District, Paradise Symphony Orchestra, Theatre on the Ridge, Paradise Ridge Chamber of Commerce, the new Paradise Arts, Theatre and Culture Hub (PATCH) collaboration, 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 individual artists who are proficient and productive locally in the areas of visual arts, music, dance, theatre, literature, and the wider range of human creativity.

Our creative cup runneth over, and we've got to share it!

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.

Not all artists hang out in crowds, and arts organizations can't possibly represent all voices. Arts-active individuals are welcome too! If you're an artist with a collaborative vision to raise up our reputation as an arts-centered community, you're welcome to attend our quarterly meetings.

For more information: www.paradisearts.org

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The Paradise Symphony Orchestra



Maestro Lloyd Roby seen here rehearsing with Sasha Iwabuchi Fomin, the Young artist winner in his category.

Maestro Lloyd Roby Answers your Questions

By Jan Wade

Board Member Paradise Symphony Orchestra

Q. What is a “Maestro?” Aren’t you the Conductor?

The terms are interchangeable. “Maestro” is an Italian word meaning “master.”

Q. How long was your career? Did you meet any famous people?

I’ve been playing professionally since 1969, primarily the trombone, and conducting since 1982. I’ve been in several big bands and major symphonies; I played at Ronald Reagan’s Inauguration, and for entertainers such as Ray Charles, Barry Manilow, Bob Hope, Charo, and others.

Q. I always thought symphonies were long-hair music for old people. Are they?

Heavens no! As well as classical music, we play a wide variety of music—patriotic, Christmas, musicals, movies, jazz, and dance.

Q. Is the Paradise Performing Arts Center a good place for a symphony to play?

Sound is excellent in every seat in the house!

Q. How do you pick the music?

Since there is a variety of tastes, I try to program a variety of music.

Q. How long has the Orchestra been playing?

Since 1958—63 years!

Q. How many people play in the Orchestra?

Before the Fire, 55 to 60. Currently we have 42. The Board of Directors numbers 14.

Q. Why do orchestra people get all dressed up? Can I wear jeans?

Jeans are fine! The orchestra dresses up in black & white so we look as good as we sound.

Q. How much money do the musicians and board members make?

The majority of the orchestra is volunteer. They play for the love of music, and play very well. The board is volunteer.

Q. How much does a bassoon cost?

From \$3,000 to \$70,000.

Q. How is it that a small town like Paradise has a high-quality orchestra, especially after the fire?

It’s simple—it’s because of the people—dedicated, hard-working, and fun-loving with a “can-do” attitude. We also have the strong support of our Board, and the enthusiasm of the people and organizations of the Ridge.

Q. What have you planned for the 2022-23 Season?

The 4th of July (patriotic) and December 4th (holiday) will include numerous other local arts organizations—both concerts a new Paradise tradition. August 21 (Under the Stars) and February 19 (From the Symphony with Love) are fundraisers that are as fun as they are important. Finally, the regular season features three additional concerts—October 16 (Broadway Musical theme), March 12 (For Kids of all Ages—pops and light classics), and May 21 (featuring Young Artist winners). All concerts except the 4th of July will be at the Performing Arts Center, 777 Nunneley Road, Paradise. Please check our website, www.ParadiseSymphony.org for times, to order advance tickets, purchase season memberships, and all other details.

PPAC is called the “Jewel of the Foothills”, a state-of-the-art facility

By Kelley Conner

President, Board of Directors, Paradise Performing Art Center

The Paradise Performing Art Center (PPAC) was born on January 31, 1978 when a group of 125 residents gathered to discuss the possibility of building a community auditorium. One year later, on January 31, 1979, nine of those residents drew up and signed the Articles of Incorporation for the Paradise Auditorium and Community Center. Non-profit status was granted on October 15, 1980 and remains in effect. Later the theater was renamed the Paradise Performing Art Center. The PPAC has been called the “Jewel of the Foothills” and described as the finest performing arts facility in Northern California.

The PPAC continues to provide the community with a state-of-the-art 760 seat facility for the staging of cultural and public events. It is dedicated to providing a cultural center for the Ridge to experience entertainment, education, enrichment and enlightenment with a full schedule of events. Concerts, ballet, theater, multimedia presentations, symphony performances, seminars, educational programs, debates, religious gatherings, art shows, school performances and education in the performing arts are staged at the PPAC.

The PPAC attracts and provides high quality events to expand cultural and social horizons and enhance the quality of life on the Ridge and



August 3, 1985 the ground breaking ceremony was held and Phase 1 construction begins.



surrounding communities. Look forward to seeing increased theatrical experiences as well as community involvement.

A current Board objective is to encourage and assist local businesses and government to work together in a partnership to promote economic development in the area. Another objective is to increase general public awareness of the value of cultural and educational programs available, especially use of the PPAC by the schools in our area.

The PPAC collaborates with other community organizations such as: local schools, local theatre groups, Paradise Symphony Orchestra, Northern California Ballet, the Gold Nugget Museum, Norton Buffalo Hall, Paradise Ridge Chamber of Commerce, Butte Community College, and Chico State in the interest of achieving mutually beneficial goals.

For a list of future events visit: paradisepperformingarts.com. Paradise Performing Art Center, 777 Nunneley Road, Paradise

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Northern California's oldest non-profit community theatre

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 robust and thriving youth theatre program, educating and nurturing future generations of performers to grace the stage of the 101-seat facility.

Miraculously surviving the Camp Fire of November 8, 2018 and then the 16-month COVID pandemic shutdown of the beloved Playhouse ending in July 2021, TOTR continues with its 2022 Season of Plays with the delightful culinary comedy *Too Many Cooks* (June 2-19), the exuberant joy of competition with *Airness* (July 21-31), a musical retelling of *Dracula* (September 8-25) and gothic fantasy tale of



Opening night for P-Town Tonight! An homage to Paradise. Paul Wrona (L) and William Petree (R) as guest and TV host Bobby LaButte in the grand tradition of late-night variety shows.

Hogfather (November 3-20). Season flex passes are still available for \$45 for three shows at the lowest ticket price available with full exchange privileges. Call the box office to subscribe. (530) 519-1768.

TOTR is proud to be one of the founding members of both the Paradise Arts Alliance and PATCH, the Paradise Arts, Theatre & Culture Hub, a partnership of arts organizations dedicated to building a multi-use complex in the Town of Paradise focused on the arts and cultural activities.

The purpose of Theatre on the Ridge is to engage, educate and entertain the community with consistently creative theatre experiences.

Theatre on the Ridge
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 Box office: 530-519-1768
www.totr.org



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Counting our blessings as we rebuild



As long-time Paradise residents, my husband and I knew right away that we would rebuild our home in Paradise and were amazed at the backbone of businesses and public services that survived the Camp Fire. In those early days, it was encouraging to see thousands of people coming together to talk about recovery and a vision for the future. We feel very fortunate to have the ability to rebuild and create a lifestyle that is fitting for our retirement years. Our house is perfect for us and although no longer a dense forest landscape, we are embracing the open spaces of our property, planting fruit trees and a food garden. We are enjoying the natural beauty and sense of community that is unique to Paradise and feel at home again. We are truly blessed.

— Lynn Costa and Pete Samuel

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Karen Zarroux is grinding a piece of stone in a heart shape, it is to be made into a piece of jewelry for a special person.



Patty Forero is working on the polisher equipment, she plans to use it in a piece of silver jewelry.

Paradise Gem and Mineral Club (PG&MC), one of Paradise's oldest nonprofits, is located in the Gold Museum building on Pearson Road. Fulfilling a long-time goal of joining forces with the Gold Nugget Museum, the new facility provides a permanent home after the Camp Fire.

For over 70 years, PG&MC's primary mission has been education in the earth sciences. Folks join to learn more about rocks, minerals, geology and to meet new friends. All who enjoy unearthing the splendor and secrets of hidden treasures, often found in their own backyards, are welcome to join. Members learn how to transform the natural beauty found in nature into works of art.

Members have access not only to expert mentors but are able to use commercial grade lapidary equipment in PG&MC's workroom, to cut and polish rocks and crystals. In addition to

sharing a vast knowledge of earth sciences, PG&MC provides scholarships and give talks and demonstrations to local schools.

Annually PG&MC presents the Gem and Mineral Show, showcasing members' collections and work along with outside vendors and the best Silent Rock Auction in Northern California. The community is invited to annual club picnic and regular meetings. And there are field trips, at least eight to ten times a year, to collect rocks and minerals in our beautiful Northern California.

Paradise Gem and Mineral Club
475 Pearson Rd, Paradise
(530) 343-0894
Located in the Gold Nugget Museum


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Explore 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/Yankee Hill 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. In 2021 PRPD was awarded Proposition 68 grant funding to develop a new 27-acre park at Lakeridge Circle in Magalia (anticipated to be complete by Spring 2025), and two new rustic wildland parks at Pentz and Merrill Roads, and off of Pearson Road 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.

recreation



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.



Clotilde Merlo Park
Stirling City

Before entering Stirling City, turn right onto Retson Rd, follow signs.

Merlo Park is Stirling City's historic and hidden jewel. The 20 acre park honors the pioneers of a time gone by. Visitors

enjoy the wonderful bronze statues that grace the park. At 3,500 feet it's a great spot, in the heat of the summer, to enjoy walks and the three ponds that host local wildlife. There are also picnic areas for small and large groups and a venue for weddings.

Park is open May through October, Thursday through Sunday from 10am to 7pm. Fishing, pets, smoking, swimming, and wheeled recreation (bikes, skateboards, etc.) are prohibited. The park was dedicated in 1987 by the Harry A. Merlo Foundation and is privately owned and operated.

Coutolenc Park

Merchants Bar Road, Magalia

The park sits on 340 acres on Coutolenc Road above Magalia. The park is currently closed for fuels reduction projects, but should be open by Fall 2022.

Moore Road Park

Moore Road, off Forest Service Road, Paradise

Moore Road Park offers two ball parks, a horse riding arena maintained by the Paradise Horseman's Association, and a dog park. This facility is used year around. The ballpark is available for rental.

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.

Paradise Community Park

5592 Black Olive Drive, corner of Pearson and Black Olive



Operated by the Town of Paradise, Paradise 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

The 204-acre lake provides a variety of outdoor activities, including paddling, fishing, hiking, mountain biking, and more. There are shaded individual and group picnic sites, 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 for maintenance. Day passes available at the lake or seasonal parking passes at the park office or online.

recreation

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.

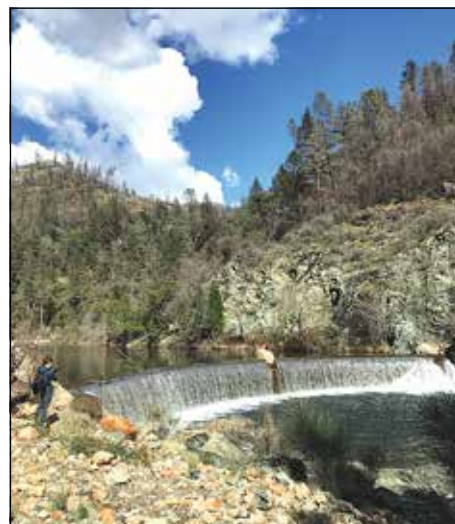
Bille Park Nature Trail

(.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

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.



recreation

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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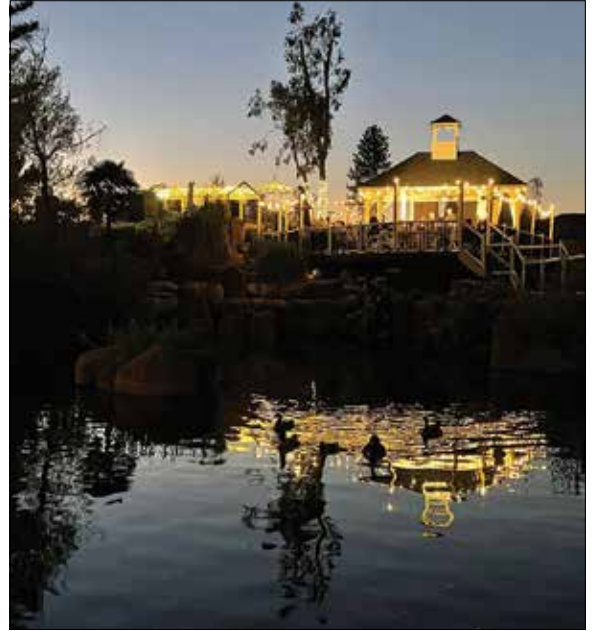


— SEASONS ON THE RIDGE —



Take a walk through history on the Yellowstone Kelley Heritage Trail in the center of Paradise.

Photo by Carol Peterson



Chapelle's pavilion radiates an evening welcome. For event facility information, visit Chapelle de L'Artiste Glamping Tents in Paradisechamber.com's business directory.

Photo by Melissa Schuster



Kayaking is a popular activity on Paradise Lake. Find out more at paradisepurd.com/paradise-lake.

Photo by Paradise Recreation and Park District



Whatever the season, Paradise Lake offers stunning vistas.

Photo by Glenn Harrington



Many who live in Paradise Pines can hike miles of trails outside their front doors.

Photo by Monica Nolan



A chilly view of Paradise Lake.

Photo by Kristi Sweeney

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Marketing Manager, Explore Butte County
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The best place to find in-depth information and stunning photography about outdoor recreation, food and dining, arts and culture, events, shopping, and more is our website, ExploreButteCounty.com. 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

information 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, Pinterest, YouTube, and even TikTok. 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 has to offer.



A haven for wildlife, Gray Lodge is comprised of approximately 9,100 acres with reflective ponds, grassy fields and wooded riparian areas sheltering more than 300 species of birds and mammals.



Bidwell Mansion State Historic Park is a beautiful, three-story, 26-room Victorian House Museum that stands as a memorial to John and Annie Bidwell, the founders of the City of Chico.



The Feather River welcomes fishers, kayakers, and white-water rafters throughout the year.



Butte County is home to about 20 wineries and vineyards. Wine enthusiasts will find high-quality Northern California wines, reasonable tasting fees, and unique venues in the loveliest settings to be found anywhere.

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Cycling on the Ridge, a great healthy activity



By Torey Feldhaus

recreation

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. 530-877-3992. info@paradisebikes.com

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.

Lake Oroville Visitor Center

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

Pine Ridge RV Park

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Spring has returned. The Earth is like a child that knows poems. — Rainer Maria Rilke



A beautiful day at Bille Park in Paradise.

Activities for Spring/Summer 2022 Kick Off

recreation

Dan Efseaff, District Manager
Paradise Recreation and Park District

Spring is nature’s way of saying, ‘Let’s party!’ – Robin Williams. This seems like a fitting way to kick off our Spring – Summer 2022.

In winter, I plot and plan. In spring, I move. – Henry Rollins. Our staff has plotted and planned all winter and now it’s time for the community to move! You can move to ballet, basketball, camps, martial arts, hiking, pinewood derby, softball, tai chi, tennis, track and field, yoga and more. Following a busy Ice Rink season, we have a variety of events planned, such as movies and music.

Our District is fully embracing stewardship of Paradise Lake and offers fishing, kayaking (community paddles, lessons, and reservations for rentals), and even clean-up days to polish this beautiful jewel. We look forward to an excellent season at the Paradise and Concow pools. Thanks to our generous partners, the District has scholarships for families to get the kids out to enjoy a busy spring and summer



The Aquatic Park and duck pond is a year round delight.

On June 4th, a ceremonial ground-breaking kicks off the development of Lakeridge Park in Magalia. Check the District website for details.

Get out and enjoy this place and join us for some fun events. A link to our online Activity Guide is on our website.

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



PRPD will be offering single person and two person kayaks for rent at boat launch #2 off of Northlake Bld. Visit paradisepprd.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 located off Lucretia Drive provides picnic tables, bar-b-ques, 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. PRPD will be hosting evening community kayak and canoe paddles the third Thursday of every month May-October beginning at 5:30 pm.

PRPD will be offering single person and two person kayaks for rent Fridays, Saturdays, and Sundays at boat launch #2 off Northlake Bld. Visit paradisepprd.com for rental information and rental reservation schedules. Kayak rentals for community paddle events will be available as well.

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 for maintenance. 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. 5:00a.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. Proceed 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

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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

Bald eagle: Rhonda Kennedy

Otter: Kristi Sweeney

Deer: Monica Nolan

Bear: Stephanie Contreras

Gopher snake and quail:
Glenn Harrington

South Pines Disc Golf at Magalia Community Park

By Chris Rauen

Executive Director, Magalia Community Park

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®. South Pines Disc Golf at Magalia Community Park features 18-holes -- a fun and challenging par 54 course with over 70 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 501(c)(3) 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.

South Pines has drawn local and nationwide attention, with players coming from across the country to visit and play. Since opening in October of 2020, the course has hosted several regional and national tournaments.

Green fee is \$5 per person; check in at the pro-shop next to the Community Center upon arrival. Restrooms at the Center and also at the 9th hole. (Note: the course includes a 1.8 mile paved walking/hiking trail great for pedestrians and bikers).



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



South Pines Disc Golf
13917 South Park Drive
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New “BeveRidges” – coming in 2023

Burnt Barn Distillery

By Melissa Schuster
Honeybee Hospitality at Chapelle



Driving up Neal Road from 99, just before the Town limits, the glistening copper roof of Burnt Barn Distilling Co.'s unusual building stands like a beacon.

Though it's been long in coming, happily, progress is being made. The building is up and Head Distiller, Taylor Schuster, with his wife and Burnt Barn partner, Danae have moved to Paradise.

There's still a lot of work to do, but our fingers are crossed for a Spring 2023 opening.

Burnt Barn Distilling Co. promises a unique visitor experience on the Ridge. Tours of the facility and tastings of our grain-to-glass spirits is, of course, at the top of the list, but the vistas, walking trails, outdoor patios, and the serene surroundings will encourage many return visits.

The labor of opening a distillery will be worth it once our goals are achieved of providing the highest quality products and guest experiences to keep folks returning to Paradise!

Brew Werks of Paradise



A micro brewery, Paradise Brew Werks is coming to town! Jason Pieper and Jamie Duncan, partners in life, have joined their passions for brewing beer and building a business. Pieper was the founding brew master for Lake Arrowhead Brewery. After this successful start, he knew he wanted to someday have his own brewery.

Pieper, from Southern California, had for many years visited Paradise with his family. When scouting a location for his dream brewery, he investigated different states, but after visiting family post Camp Fire and seeing how they had successfully rebuilt, he looked no further. Pieper and Duncan bought a house and began their quest to find the perfect location for a brewery. They found an empty metal building at the corner of Skyway and Wagstaff, the building has been secured and they are on track with the next steps.

The plans include brewing a specialty micro beer to help support Paradise, and the environment by outsourcing spent grain to feed livestock and providing wastewater to farmers. Find out more and explore investor opportunities by visiting <https://paradisebrewwerks.com/>.

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“Rediscover the Ridge” videos share local attractions



By Debbie LaPlant-Moseley

Executive Director, Youth on the Ridge Community Foundation

Using stylistic narrative videography and imaginative viewer engagement, Youth on the Ridge Community Foundation, in collaboration with Gold Nugget Museum, Paradise Recreation and Park District and Paradise Ridge Chamber of Commerce invites visitors from near and far to discover the exceptional recreational opportunities available on the Paradise Ridge and learn about a place where the past is connected to the future through a radiant spirit.

The Rediscover the Ridge project has produced eight videos sharing the cultural and recreational attractions of the Paradise Ridge. These have been published directly to the Facebook page and are also viewable on the website, rediscovertheridge.org.



As all who have recently visited know, something unique happens when you leave the Sacramento Valley and travel up the Paradise Ridge. There are new sights to be seen, fresh air to breathe, and a new perspective. There’s a community and a culture. The sounds of rebuilding and the excitement of a new chapter ring out on the Ridge: It’s the sound of a powerful pioneer spirit claiming its home.

With miles of hiking and biking trails, parks, playgrounds and Paradise Lake, memories are waiting to be made. See for yourself at www.rediscovertheridge.org.

Rediscover the Ridge Videos to view and share:

- Rediscover the Ridge
- The Spirit of a Pioneer
- Paradise Lake
- Paradise Chocolate Fest
- Johnny Appleseed Days: California’s Longest-Running Harvest Festival
- Skyway in the Fall: Drive the Paradise Ridge
- Stirling City History: Diamond Match Co. and Lumber on the Ridge
- Paradise On Ice

Contact info@rediscovertheridge.org for more information.

This exciting video initiative is made possible by the generous support and shared vision of North Valley Community Foundation, Butte Strong Fund, Paradise Rotary Foundation and community stakeholders.

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recreation

Paradise Horsemen's Association keeps equine heritage alive on the Ridge

The Paradise Horsemen's Association (PHA) founded in 1989, is a 501(c), non-profit organization. PHA is dedicated to educating the Ridge about local equine heritage while staging different and exciting equestrian events. Members enjoy fun family events such as Horse Festivals, play days, jackpots, clinics and gymkhana events. PHA holds 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, and obstacle courses. New this year is a Mounted Shooting Clinic! The arena railing was recently restored to pre-fire conditions and there are now lights for evening event! Check PHA's Facebook for upcoming events.

Paradise Horse Arena
 6705 Moore Road, Paradise
 (530) 228-6794, or on Facebook



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PASH, a volunteer organization serving pets on the Ridge

Paradise Animal Shelter Helpers, (PASH) is a non-profit, serving Paradise and Magalia pets. PASH works alongside the shelter to provide volunteers, supplies, spay/neuter services and funding support. PASH also provides access to medical care upon approval and need.

PASH runs solely on volunteers and does not have staff or a physical location. This means all donations go directly to animals in need. The PASH board of directors meets monthly to oversee, approve, and brainstorm how best to serve the pet community.

PASH is always looking for volunteers! Call or visit pashcares.org/volunteer to learn more.

Sarah Fund

If you are 62 or over and are adopting an animal that is 8+ years, you may qualify for this fund. PASH will pay for the initial exam. Veterinary service is approved on a per-visit basis.

Hardship

If financial circumstances limit your ability to pay for your pet's medical needs, PASH may be able to defray some of the costs for Paradise Ridge residents.

PAL (PREVENT-A-LITTER)

PASH can assist in the spaying or neutering of your animal, even if you do not adopt it from the Paradise Animal Shelter.



The memorial in Bille Park overlooking the canyon provides a peaceful place to remember beloved pets lost to the Camp Fire.

Camp Fire Pet and Wildlife Memorial

The residents of the Ridge now have a granite memorial dedicated to all the cherished pets and wildlife that were lost in the 2018 Camp Fire. The Camp Fire Pets Memorial Facebook page was created by Gina Schaeffer, soon after the fire, with the goal of raising funds to create a lasting memorial. The group has since raised enough funds from individual donations and from the Paradise Animal Shelter Helpers (PASH) to erect a beautiful memorial.

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The Gold Nugget Queen and her court and their escorts just before the big event.

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

The four-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

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 merchant decor. The festival is held every year, (barring emergencies like the pandemic and fire, of course), on the last full weekend of April.

Friday night is all about the Queen Contest and the Melodrama

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 or senior. In years past, Friday night served up a Melodrama written and performed by locals, always a favorite. 2023 will feature the return of the Melodrama with its time-tested antics and crowd-pleasing frivolity, boasting the best and not-so-best of our community through laughter and unifying themes.

Saturday is Donkey Derby, Parade and the Horse Festival

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 commences to the delight of crowds lining the streets,

introducing the queen to the community, and featuring our numerous community floats, groups on procession, and visiting parade participants. 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. *Check ParadiseChamber.com's community calendar for full information.*



Kayla Fitzgerald - Chico Enterprise-Record
In years past, Poppy and Henry make their way to another victory at the Donkey Derby.

events

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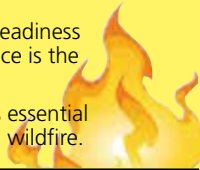
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We welcome everyone! Please join us.

Johnny Appleseed Days California's Oldest Harvest Festival

The Paradise Ridge Chamber of Commerce is proud to showcase the goods, services and hospitality of our beautiful mountain home by hosting California's oldest harvest festival. First held in 1888, the two-day fall festival celebrates Paradise's orchard heritage with apple pie and ice cream and welcomes a crowd of 5,000 over two days.

The day before the fest, Ridge residents and members of the Chamber gather to prepare 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. Pie kits are available for purchase. Apple pie is baked in Paradise by event sponsor Save Mart, and slices are served in the Save Mart Pie Pavilion.

Local businesses share goods and services, and artisans from all over the north state and beyond sell a variety of handicrafts. The food court offers an outdoor seating area and a variety of delicious festival cuisine. Continuous entertainment showcases hometown talent on the Gazebo Stage. The ever-popular children's Games Plaza features nostalgic activities enjoyed by generations of attendees. Johnny Appleseed tells stories and visits with attendees.

Look for new fest attractions in 2022 including a cider garden at Paradise Lutheran Church and hometown harvest area.

Johnny Appleseed Days is a labor of love for the Ridge community—involving the talents and toil of numerous businesses, community organizations, and individuals who sponsor and volunteer to celebrate "Johnny" year after year.

**Find out more on
ParadiseChamber.com
or by calling 530-877-9356.**

Johnny Appleseed himself visits the fest and tells stories.



The fest starts in the orchard with the harvest of fresh Noble apples.



Do-it-Yourself pie baking kits will be available in the Save Mart pie pavilion.

Belly dancing with talented local dancers is featured at Paradise events.

Everyone's a fan of apple pie!





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 \$4,200.00 in her pocket; purchased a pumper truck, eight 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 five 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





Each year, our hometown crowd welcomes more visitors 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.

**Every Wednesday Night
for Eight Weeks:**

**June 8 - July 27
6:00 to 8:30 p.m.**

**Paradise Community Park
5570 Black Olive Drive
at Pearson Road**



Special Guest is one of the talented local bands playing at Party in the Park.

Local organizations bring new activities each week to the Kids Zone.



Many thanks to our 2022 sponsors



Artists, crafters, businesses, food trucks and local organizations offer their wares each week.

events

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events

Chocolate Fest plans for 18th Annual Celebration May 13, 2023

*Celebrating 18 years of "Sweetening Kids Lives," Youth on the Ridge Community Foundation will present the Paradise Chocolate Fest on **Saturday, 9 a.m. to 5 p.m. May 13, 2023** 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

Playhouse Build & Raffle

Community exhibits

Craft and commercial booths

Wide range of packaged and food-truck delicacies.

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



Chocolate Royalty!



SPECIAL EVENTS THROUGHOUT THE DAY:

- **Chocolate Chase 5K Run**
- **Chocolate Cuisine Challenge**
- **Chocolate Pie and Super Sensational Ice Cream Sundae Eating Contests**
- **Cookie Stacking Contest**
- **Butte County Young Authors Writing Contest**



ADDITIONAL FEST EVENTS:

A complete event schedule will be announced February 1st. For all of the delicious details, follow the Paradise Chocolate Fest Facebook site; visit the Paradise Chocolate Fest website 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!

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 \$380,000.00 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.



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— 2022-23 COMMUNITY CALENDAR —

Information current at press time. For up to the minute information on community events, visit paradisechamber.com/calendar


ONGOING EVENTS

Party in the Park Music & Marketplace
Wednesdays, June 8 through July 27, 6:00 p.m. – 8:30
 Paradise Community Park, Pearson and Black Olive
 Artisans, vendors, farmers, music, food, beer, wine & good times!

Magalia Farmers MarketMobile
Every Sunday 11a.m.-1p.m.

 Magalia Community Center (parking lot)
 Corner of Andover and South Park Drive, just off the Skyway
 Fresh produce available until sold out. EBT, Angel Cards, cash, debit or credit accepted.

Paradise Farmers Market
Mondays, Jun 6 - Oct 10
4:30-7:30p.m. rain or shine
 Holiday Shopping Center parking lot
 The Chico Certified Farmers' Market farmers and vendors selling directly to consumers.

Friends of the Library Book Sale
Alternate Saturdays, 10:00am to 3:00pm

 Paradise Public Library
 5922 Clark Road
 All proceeds benefit the library.

Parade of American Flags Display
Independence Day: July 4, 2022
Veterans Day: November 11, 2022
Memorial Day: May 29, 2023
 Skyway, Paradise and Magalia



Theatre on the Ridge presents
 A full season of live theatre
 3735 Neal Rd. Paradise
 Dates and times: Totr.org
 (530) 877-5760



Paradise Symphony Live Performances
 Paradise Performing Art Center
 777 Nunneley Rd., Paradise
 Dates and times: ParadiseSymphony.org

JUNE 2022

1st Annual Paradise Grazing Festival
Saturday, June 11, 8a.m.-3p.m.
 Terry Ashe Park, 6626 Skyway Elliott & Skyway
 Supporting grazing on the Ridge for wildfire safety. See page 115

Lawn Game Olympics
Saturday, June 18, 10a.m. – 4p.m.
 Bille Park Meadow, community building
 A full day of lawn game classic competitions, Cornhole, potato sack races, lawn darts, Frisbee toss, egg on spoon relay, 3 legged relay. Vendors for snacks and a silly Medal Ceremony for Tournament Winners! PRPD (530) 872-6393.

AUGUST 2022

Stirling City Old and Young Timers Picnic
Saturday, August 6
 The Picnic starts at Merlo Park with conversation and lunch and then moves to the Museum

SEPTEMBER 2022

Logging Festival
 Stirling City Museum
 September, date TBD
 Showcasing logging skills of yesteryear and demonstrations. Museum Annex houses logging memorabilia. (530) 872143

OCTOBER 2022

Johnny Appleseed Days
October 1 & 2

 Terry Ashe Park, 6626 Skyway
 See details on page 107. Presented by the Paradise Ridge Chamber of Commerce. (530) 877-9356
ParadiseChamber.com

Vintage Car & Motorcycle Show
October 8
 Paradise Veterans Memorial Hall
 6550 Skyway at Elliot
 Show and shine, prizes food
 (530) 693-5891

October Fest
October 22
 Paradise Veterans Memorial Hall
 6550 Skyway and Elliot
 German dinner, beer and dance
 (530) 693-5891

NOVEMBER 2022

Stirling City Military Veterans Tribute
November 6, 1p.m.-3p.m.
 Stirling City Community Hall
 17044 Skyway, Stirling City
 Hosted by the Paradise Veterans Honor Guard and Bugler.

Veterans Day Celebration
November 11
 Paradise Veterans Memorial Hall
 6550 Skyway and Elliot
 Honoring our Veterans
 (925) 413-4903

Paradise On Ice
Nov. thru early Jan.
 Terry Ashe Park, 6626 Skyway
 Outdoor seasonal ice rink open daily (weather permitting). Public Skate, Adult Skate, Lessons, Private Rentals, and Party rooms. Sponsorship and dasher board advertising opportunities available. paradiseprd.com

DECEMBER 2022

Paradise Ridge Chamber of Commerce Annual Installation & Community Awards Dinner
December 1
 Paradise Veteran's Memorial Hall
 6550 Skyway at Elliot
 The public is invited to join the members of The Paradise Ridge Chamber of Commerce for dinner, and a Community Awards Ceremony acknowledging the numerous contributions made by individuals and businesses in our community. Donations to our silent auction are welcome and tax-deductible!

Truck Parade of Lights
December 3
 Begins at Thomas Ace Hardware
 542 Pearson Road and travels up Skyway. Canned food drive.
 Tai or Eric Hegenbart, 530-877-8261

Kids on the Ridge Christmas Party
December 17, 10a.m-3p.m.
 Paradise Veteran's Memorial Hall
 6550 Skyway and Elliott
 Santa, gifts, bounce house and lunch.
 Kids 12 & under
 (530) 693-5891

"The Nutcracker" Holiday Ballet
December 16 – Sunday, December 18
 Paradise Performing Arts Center
 777 Nunneley Road
 Performed by the Northern California Ballet.
 (530) 872-1719.


APRIL 2023

Kids Easter Egg Hunt
 Date & Location TBD
 Meet the Easter bunny and search for Easter eggs. For grades K thru 6.

Gold Nugget Days
 Presented by the Gold Nugget Museum
April 22, 21, 22, 23, 2023
 Various Ridge locations, events and times to be determined.
 The celebration of the discovery of the 54 pound Magalia nugget in 1859. Ridge's largest annual event.

MAY 2023

Annual Paradise Chocolate Fest
May 13, 9:00am – 5:00pm
 Terry Ashe Park, 6626 Skyway
 More information on pg. 111



Evening of Chocolate, Wine, Brew and Spirits
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chocolatefest.us

Chocolate Thunder Motorcycle Run
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chocolatefest.us



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1st Annual Paradise Grazing Festival

A community event supporting grazing on the ridge for wildfire safety



Hanski Family Farms goats and children are adorable!

The Butte County Fire Safe Council (BCFSC), a non-profit community organization, invites you to the first annual Paradise Grazing Festival, Saturday June 11, at Paradise Community Park and Terry Ashe Recreation Center. This event is hosted by the BCFSC and Paradise Recreation and Parks District.

Why a grazing festival?

Grants provide limited funding for grazing. It is vital to generate additional funding to enable grazing services anywhere that wildfire is a risk. Grazing is an important part of maintaining fuel reduction projects made possible through the BCFSC.

Here's what's happening at the Festival

8-11a.m. – Breakfast – Paradise Community Park, Black Olive and Pearson. Goats will be present from 8-9 a.m., breakfast from 8-11a.m. Tickets \$10 each

9-10a.m. – Walking with the Goats – Paradise Community Park. Walk with the goats up Yellowstone Kelly Heritage Trail. The goats will be loaded into a trailer after crossing Elliott Rd, then unloaded at Terry Ashe Park to kick off the day's festivities. Donations appreciated.



8a.m.-3p.m. – Terry Ashe Recreation Center – Eating, shopping and learning with the goats. Vendors, live music, food, and information about wildfire preparedness, fuel reduction programs, and of course grazing on the Ridge. Mingle and have your picture taken with the goats.

11a.m.-2p.m. – Kids with Goats – Family friendly petting zoo and kids' activities, including guest appearance by Wildfire Ready Raccoon™.

For more information please contact Jeff Gould (jgould@buttefiresafe.net or 530-520-2523)

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events

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Noncombustible House Construction in Paradise

Americans consume 23% of earth's wood products, with 4% of global population. About half of this is for construction. Industrial logging has led to 3% annual tree mortality; it rarely exceeded 2% in the past. That figure is in addition to trees that are logged. Only 7% of old growth forests remain, mostly in National Parks.



Charred housing units, California / © Mike Roddy

Today's lumber mills and logging operations are highly mechanized, so few Californians (53,000 statewide) work in the timber industry. Those who do report higher death and injury rates than any employment sector in our state. The future in the Sierras is ecosystem restoration, tourism, and cottage industries.

Americans' habit of building houses with subsidized lumber is a 19th century relic, a method rarely used in the rest of the world. Our houses last an average of 60 years, due to termites, fire, and mold, and contain toxic chemicals. Most countries prefer masonry, steel, or concrete, which are designed to last for centuries.

Tearing down old houses results in little recycling, meaning big landfill burdens and leakage of toxic formaldehyde and fire retardants into air, soil and waterways. Some scientists believe that an additional 45 people died in the Camp Fire due to airborne release of toxic construction chemicals in the lumber.

Why Do We Still Build Houses Out Of Wood?

It's cheaper, but not by much: Framing is 18% of hard construction costs, and most of that is for labor. Preassembly and lack of waste or pickup work results in light steel being able to come close to or match wood framing prices.

There are plenty of wood framers in Paradise/Magalia. We simplify the training period by preassembling walls, trusses, and floors (if raised). Tolerances are 1/16", so windows and doors rarely get stuck. Homebuilders who build with lumber can be reluctant to change, though we can train them or be subcontractors for local GC's if the volume is there. Alternatively, NorCalFraming has built hundreds of houses with light steel, and can bring crews.



House under construction, California / © Mike Roddy

House Fires and Insurance

The American Insurance Industry refuses to grant lower fire insurance premium rates for houses built with noncombustible materials. Fire Departments nationwide do not have a box indicating the structural materials used. Both of these practices are absurd; over 500,000 houses have been framed with steel in the US. Fire Insurance in spendy areas of California can be \$4,000+ per year. We pay 560 Euros per year in insurance for our large apartment in Paris: All structural components (window frames, walls, roofs) are noncombustible, per code. Most of the 560 Euro annual insurance premium goes for theft and water damage.

If reality were obeyed, wood framing would not be competitive in the WUI due to fire risk, something insurance companies are already considering. Policies are short term, and future cancellations could occur due to fire danger in the areas. Fully noncombustible construction will limit fire danger, since steel does not burn, or produce flying embers. Our specifications will include paperless drywall, noncombustible

roofs and eaves, Class A fire rated doors, stucco, or siding, and FlameBlock, an LP fire rated roof sheathing.

Proposal for Paradise Residents

Consider a local building code that prohibits lumber framed construction. There is plenty of precedent: Chicago, London, and Rome burned down centuries ago. Each city banned wood construction afterward, and have not had major fires since. Paradise could enact a similar Building Code, show leadership for all of Butte County, and create safer ways to build houses.

We propose to show Sierra Nevada residents that it's possible to be safe in our beautiful forests, and that the houses we build will outlast your grandchildren. The Town would come back safer- and stronger.



House under construction, California / © Mike Roddy

Mike Roddy bio: UC Berkeley grad, built over 700 homes with light gauge steel, and consulted or built steel framed houses in 6 countries.

**Contact Info: 510-829-2590,
mike.greenframe@gmail.com**

Build With Steel • 510-829-2590

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Kathleen Elliott
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mountainviewlandscape2020@gmail.com



Winter



Spring



Summer



Fall



We have 40 years in sustainable landscape design and horticultural consultation, with expertise for your custom needs including drought tolerant and fire safe gardens.

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- Batteries
- Brakes
- Alignments
- Oil Changes



BEST TIRES



530.872.1385

5995 Skyway, PARADISE

events

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

**Upper Ridge Community
Council**
info@upperridge.org
762-4995

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
After 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 Ser-
vices (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

Water

Paradise Irrigation District
6332 Clark Road, 877-4971

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

Social Services

Visit HelpCentral.org or dial 211 to quickly find low-cost and no-cost health and human services in Butte County.

**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, 899-6300

**Butte County Veterans'
Services**
250 Cohasset Road, #40
Chico, 899-6300

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

Emergency: 800-895-8476
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

Butte County Crisis Ho- tline

(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

— CHAMBER IN ACTION —

The Paradise Ridge Chamber of Commerce (PRCoC) 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. Thank You to our 2022 Board of Directors.

Thank You to our 2022 Board of Directors

Executive Officers		Board of Directors	
Kimball Shirey, President Heritage Insurance Agency	Jerre Bates Paradise Elks' Lodge	Jeni Harris Curves Paradise	Melissa Schuster HoneyBee Hospitality & Burnt Barn Distilling Co.
Heidi Elick, Vice President Ridge Financial Planning	Allison Denofrio Green Garden Art	Shannon Hurte Edward Jones Investments	Linda L. Zorn Butte College Economic & Workforce Development
Catherine Madsack, Secretary Chico State Enterprises	Dana Gajda Paradise Rotary Club	Joleen Levey Adventist Health and Feather River Health Foundation	Chamber Staff Monica Nolan, Executive Director Mark Thorp, Business Advocate
Judy Clemens, Treasurer Theatre On the Ridge	Jennifer Garlinghouse Nevin and Witt Insurance	Carol Peterson Boys & Girls Club	



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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chamber

— CHAMBER IN ACTION —

Workforce support

PRCoC works closely with workforce partners, including the Alliance for Workforce Development (AFWD) and Butte College Economic and Workforce Development. We work with local businesses to develop workforce attraction collateral, marketing our assets to new community members. Through our membership in Calchamber, we provide HR support, including annual required notices posters.



Chamber Executive Director Monica Nolan and Business Advocate Mark Thorp helped to staff a 2021 AFWD Job Fair.

Chamber's Business Walks are back



PRCoC and community partners visit Ridge businesses to better understand current issues and needs. As community problem solvers, direct communication with our local businesses is crucial.

Holly Fisher, Project Coordinator for the Rebuild Paradise Foundation, joined the Spring 2022 listening tour through Paradise and Magalia.

Introducing Ridgestart powered by Chicostart

Coming summer 2022! Chicostart and PRCoC are launching the first phase of RIDGESTART - Powered by Chicostart. RIDGESTART will serve the diverse business community of the Paradise Ridge by providing entrepreneurs, startups and small

businesses education, mentorship, incubation programs, access to the open grants portal, and valuable connections. For more information email ridgestart@paradisechamber.com.



Business consulting and trainings at the Paradise Ridge Chamber of Commerce



PRCoC works closely with Butte College Small Business Development Center (SBDC) to support local

commerce. SBDC offers FREE one-on-one business consulting and trainings at the Chamber's Clark Road office every 3rd Tuesday of each month. To schedule appointments and register for trainings: Call: (530) 895-9017 Email: konuwaso@butte.edu

Chamber Media and Communications

 **98,324**
online business directory searches

304,535

electronic communications sent

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 and community communications, PRCoC shares crucial information about funding opportunities, updated regulations, and continuing education.

— CHAMBER IN ACTION —



Supporting Construction

The Home Builders Resource Connection (HBRC) Committee (Valley Contractors Exchange, Paradise Ridge Chamber of Commerce, Paradise Association of Realtors, Butte College and the Rebuild Paradise Foundation) tracks trends in the local housing and building market and creates events and platforms to keep our member contractors' calendars full and to connect those wishing to build with the tools they need to raise rooftops.



Home Builders Resource Connection

The VIRTUAL HBRC video gallery is a platform for builders/re-builders to find resources, contractors and suppliers! Visit RebuildCampFire.com/HBRC. For info, contact Valley Contractors Exchange at info@vceonline.com.



Building Expos and Mixers



DADCO Construction attended a spring 2022 construction "Speed Dating" event connecting the trades with general contractors.



Captain Cal and his team at the fall 2021 "Building and Fire Safety on the Ridge" event.

Shop Local



SHOP THE RIDGE FROM HOME
ShopParadiseRidge.com



Through a partnership with the Ridge Rotary Foundation, PRCoC connects consumers and local businesses on a neighborhood 'marketplace'— a virtual one-stop-shop where small businesses promote their products, services, or takeout/delivery offerings. Visit ShopParadiseRidge.com for fun, easy shopping.

More information at (530) 877-9356 or email PRMarketPlace@ParadiseChamber.com.



Chamber Brings Thousands to Community Events

1338
events posted on
ParadiseChamber.com's
community calendar
234,302
community calendar
page views

8,939

attendees at Chamber events

484

vendor/exhibitor spaces
occupied at Chamber events

Because events are essential in business promotion and community building, PRCoC offers support with consultation, promotion, equipment loans, and hosts ParadiseChamber.com's community calendar — long the go-to for local and regional media outlets as well as the public. In addition to ribbon cuttings, ground breakings, and business milestone events, PRCoC stages Johnny Appleseed Days and Party in the Park.

MEMBER DIRECTORY

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

<p>ACCOUNTING</p> <p>Matthews, Hutton & Warren, CPAs 1530 Humboldt Rd, Ste 2 Chico (530) 877-6793</p> <p>McKinnon & Associates 6161 Clark Rd, Ste 3 Paradise (530) 876-0944</p>	<p>AIRPORT</p> <p>Paradise Airport 4405 Airport Road Paradise (530) 521-2289</p> <p>ANIMAL WELFARE</p> <p>PASH P.O. Box 1021, Paradise (530) 876-8195</p> <p>Topcats on the Ridge, Inc. P.O. Box 2281, Paradise (530) 872-8112</p>	<p>ART GALLERIES</p> <p>Nothing But Love Paradise 6393 Skyway, Paradise (530) 353-3445</p> <p>Paradise Art Center 5564 Almond Street, Paradise (530) 877-7402</p>	<p>Paradise Auto Body 1122 Elliott Rd, Paradise (530) 872-8060</p> <p>BANKS / CREDIT UNIONS</p> <p>Mechanics Bank 672 Pearson Road, Paradise (530) 877-0857 x3119</p> <p>Members 1st Credit Union 4710 Mountain Lakes Blvd. Redding (530) 222-6060</p> <p>Sierra Central Credit Union 5175 Skyway, Paradise (530) 872-7749 Ext. 107</p> <p>Tri Counties Bank 6848 Q Skyway, Paradise (530) 872-2992</p> <p>US Bank 6817 Skyway, Paradise (530) 877-9373</p> <p>Wells Fargo Bank 6930 Skyway, Paradise (530) 872-0813</p>	<p>BICYCLES</p> <p>Paradise Bikes 6282 Skyway, Paradise (530) 877-3992</p> <p>BLOOD BANKS</p> <p>Vitalant 555 Rio Lindo Ave., Chico (530) 893-5433</p> <p>BOTTLES WATER DELIVERY</p> <p>Mt Shasta Spring Water Company Inc 2237 Ivy Street, Chico (530) 246-8800</p>
<p>ACUPUNCTURE</p> <p>Elements of Health 6407 Skyway, Paradise (530) 451-6700</p> <p>Heavenly Herbs & Acupuncture 8093 Skyway, Paradise (530) 877-7003</p>	<p>ANTIQUE AND COLLECTIBLES</p> <p>See page 85</p> <p>APARTMENTS</p> <p>Shadowbrook Apartments 1090 Shadowbrook Way, Paradise (530) 872-1024</p> <p>APPLIANCE SALES & SERVICE</p> <p>Hudson's Appliance Center 454 Pearson Road, Paradise (530) 877-6312</p>	<p>ASSISTED LIVING</p> <p>Sunshine Assisted Living 1468 Sun Manor, Paradise (530) 877-3363</p> <p>ATTORNEYS</p> <p>Desiree Vance & Associates 1141 Montgomery St, Oroville (530) 965-5672 CA State Bar 314587</p> <p>Law Office of Christian A. Atherton 2112 East 5th Avenue Oroville (530) 877-6332</p> <p>McKernan, Lanam, Bakke & Williams, LLP 2725 Esplanade, Chico (530) 877-4961</p> <p>Patricia Wood Elkerton, Attorney at Law P.O. Box 1408, Paradise (530) 519-4065</p>	<p>BARS / TAVERNS</p> <p>Jen's Place 7126 Skyway ABC Paradise (530) 413-9130</p> <p>Nic's 6256 Skyway, Paradise (530) 413-9422</p>	<p>BUILDING SUPPLY</p> <p>Amvic Pacific, Inc 14314 Wrangell Court, Penn Valley (530) 277-4474</p> <p>Foothill Mill & Lumber Company 1698 Wagstaff, Paradise (530) 877-3395</p> <p>Green Builder Products 303 Potrero St #2, Santa Cruz (831) 458-0202</p> <p>H-Forms, Inc. 57 Ocean Pines Lane Pebble Beach (707) 337-4144</p> <p>Mathews Readymix 1619 Skyway, Chico (530) 893-8856</p>
<p>ADVERTISING</p> <p>Bourbon Hill Ltd. 4172 Tiberon Way, Chico (530) 864-7097</p> <p>Monkey Business By Virtual Appointment Only. Oroville (530) 413-5115 monkeybusiness.design/</p> <p>Paradise Post Chico ER 400 E. Park Ave., Chico (530) 877-4413</p> <p>Preferred Professionals 6779 Skyway, Paradise (530) 520-3065</p> <p>U.T.B. Studios 1267 Parque Drive Chico (415) 932-9891</p> <p>Yowzers Graphics Gallery 774 Birch Street, Paradise (530) 872-9500</p>	<p>ARCHITECTS</p> <p>Bassenian Lagoni Architects 1022 Mendocino Ave, Santa Rosa (949) 630-5496</p> <p>Pasquini Engineering, Inc. 6221 Clark Rd., Paradise (530) 332-8311</p> <p>Useldinger Architects Paradise (408) 204-3431</p>	<p>AUTOMOTIVE REPAIR</p> <p>C and J Service Center 549 Pearson Road, Paradise (530) 413-9533</p> <p>Lyons Express Lube & Oil 5605 Almond Street, Paradise (530) 762-0295</p>	<p>BEAUTY SALONS</p> <p>Hair Body & Soul 6607 Skyway, Paradise (530) 342-6978</p>	<p>NorCal Lumber Company 4601 Bernice Ave, Marysville (916) 936-7617</p>

2022-23 Chamber members *continued*

BUSINESS SERVICES

3SCORE, Inc.

2515 Ceanothus Avenue
Suite 10, Chico
(530) 893-8732

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

Chico Chamber of Commerce

180 East 4th Street, Ste 120
Chico
(530) 891-5556

Chicostart

411 Main Street, Suite 101
Chico
(530) 924-5100

ClaimYourAid

Magalia
(858) 405-8678

Corning Chamber of Commerce

1110 Solano Street
Corning
(530) 824-5550

Kate Leyden Consulting

Chico
(530) 521-9314

Mt Shasta Spring Water Company Inc.

2237 Ivy Street, Chico
(530) 246-8800

North State Planning & Development Collective, Chico State University

35 Main Street Ste. 132
Chico
(530) 898-4372

Ridge WorkSpace

6161 Clark Rd. #1
Paradise
(530) 877-9356

SCORE

1324 Mangrove #114
Chico
(530) 342-8932

Sustainability Management Consulting

21945 Parkway Drive
Red Bluff
(530) 809-9233

CANDIES

Joy Lyn's Candies

220 Pearson Road,
Paradise
(530) 872-9167

CASINOS

Gold Country Casino & Hotel

4020 Olive Highway
Oroville
(530) 538-4560

CATERING

Green Paradise Café on Wheels

Follow us on Facebook for
Food Trailer Locations.
Paradise
(530) 520-1110

Maria's Kitchen

1132 Elliott Road, Paradise
(530) 876-1086

Meeho's

6808 Skyway, Paradise
(530) 762-2591

Nic's

6256 Skyway, Paradise
(530) 413-9422

Yony's Roasted Corn

Paradise
(909) 247-5398

CEMETERIES

Paradise Cemetery District

980 Elliott Rd, 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 41

CLEANING SERVICE

CRBR Property Damage Services - Restoration & Construction

2684 Hwy 32, Suite 100
Chico CSL# #689238
(530) 891-0333

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 & ORGANIZATIONS

Boys & Girls Club of the North Valley

601 Wall Street, Chico
(530) 899-0335

California Vocations, Inc.

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

Chico Certified Farmers Market

1929 Mangrove Ave, Chico
(530) 893-3276

Community Housing Improvement Program (CHIP)

1001 Willow Street, Chico
(530) 891-6931

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

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

Paradise
(530) 872-2052

Paradise Aerie 2960, Fraternal Order of Eagles

9079 Skyway, Paradise
(530) 877-8687

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

1100 Elk Lane, 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 Little League

P.O. Box 282, Paradise

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

PASH

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

Rebuild Paradise Foundation

6067 Skyway Ste 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
(916) 202-6942

Topcats on the Ridge, Inc.

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

2022-23 Chamber members *continued*

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, Ste 6
Chico
(530) 895-3572

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

Youth for Change
260 Cohasset Rd. Ste 130,
Chico
(530) 877-8187

COFFEE

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

COMMUNITY INVESTOR

Dean Fender

Frank Dodini

Melissa Fort

COMPUTERS AND INTERNET

Stratti
2080 Talbert Drive, Chico
(530) 342-8999

Webster IT Solutions
20133 Regina Lane,
Cottonwood
(530) 526-2128

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 Rd., Biggs
(530) 250-5045
CSL# 1061822

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

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

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

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

Central Valley Construction
Paradise
(530) 755-7133
CSL#: 1039314

Community Housing Improvement Program (CHIP)
1001 Willow Street, Chico
(530) 891-6931

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

CRBR Property Damage Services - Restoration & Construction
2684 Hwy 32
Ste 100, Chico
(530) 891-0333
CSL# #689238

DADCO Construction
P.O. Box 73, Paradise
(530) 762-2981
CSL# 658283

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

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 Rd, Chico
(530) 514-2671
CSL#: 143778

Flint Construction
2910 Alamo Ave.
Chico
(530) 513-1426
CSL#939673

Flores HVAC & Construction
2393 Durham-Dayton Hwy
Durham
(530) 809-0058
CSL#: 787079

Integrity Builders
6635 Clark Road Paradise
(530) 872-3227
CSL#: 707423

Kendall Construction
6225 Wyack Ct., Magalia
(530) 720-1067
CSL#: 993071

KMQ Builders
6207 Clark Rd, Paradise
(916) 367-9231
CSL#741720

Lake County Contractors
5790 Clark Road, Paradise
(707) 263-8482
CSL#: 993880

Martin Construction
800 Elliott Rd, Paradise
(530) 680-6423
CSL#: 903019

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

MFY Construction LLC
Paradise
(530) 584-9474
CSL#1073970

Morgan Ridge Construction, Inc
1825 Kay Lee Dr, Durham
(530) 828-2595
CSL#: 1058431

MVK Construction
Paradise
(530) 354-0052
CSL#: 1061153

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 Fir St., Paradise
(530) 358-2002
CSL#: 365276 B

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

Paradise Construction
Paradise
(530) 513-1991
CSL#913117

Paradise Homes Inc.
635 Boquest Blvd.
Paradise
(530) 717-8774
CSL#: 606775

Pello Framing
14844 Goldcone Dr.
Magalia
(530) 321-1386
CSL# 1065962

Proframe Construction, Inc.
11128 Midway Ste 8,
Chico
(530) 636-4574
CSL#: 1024110

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

Romero Construction Co.
(530) 549-4334
CSL#: 335077

RRA Builders
5923 Clark Road, Ste A
Paradise
(530) 327-8494
CSL#: 1041473

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 Rd. Ste 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

Stimson Construction Inc.
Magalia
(530) 873-1308
CSL#: 981999

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

2022-23 Chamber members *continued*

Toomey Framing
Paradise
(530) 521-9760
CSL#: 872729

Trilogy Construction, Inc
7030 Skyway, Paradise
(530) 877-1180
CSL#: 751447

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

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

CONSULTING / BUILDING

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

SIDCO Homes Inc
171 Branham Lane
Suite 10-512
San Jose
(408) 314-3454

COPY SERVICES

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

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

COSMETICS

Arbonne - Jenn Brooks, Wellness Consultant
Paradise
(530) 864-1211

Lorraine Dechter - Neora Brand Partner
7020 Skyway, Paradise
(530) 588-8801

COUNSELING

Age of Aquarius
5910 Clark Road
Suite M 8, Paradise
(530) 520-1900

Linda Bailey, LCSW
Chico
(530) 518-0419
LCSW 22841

Maria "Mimi" Brown M.F.T.
Paradise
(530) 354-4418

CRISIS INTERVENTION

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

DANCE INSTRUCTION

Northern California Ballet
5794 Clark Rd, Paradise
(530) 990-1677

DENTISTS

Hanosh and Hunter Dental Group
6072 Skymeadow Way,
Paradise
(530) 877-9800

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

DESIGN

1122 DESIGNS
Paradise
(760) 969-0751

Design Horizons LLC
370 Ryan Ave #168
Chico
(415) 533-7094
CSL# #812762

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

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

EDUCATION

See page 12

ELECTRICAL SERVICES

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

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

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

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

Urban Design
4742 Skyway, Paradise
(530) 345-0005
CSL#: 893826

EMBROIDERY

A Stitch Above Embroidery & Shirt Printing
2050 Lincoln St., 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

Allevery
870 Manzanita Court, Ste A
Chico
(530) 345-2486

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

ENGINEERING

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

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

LACO Associates
1209 Esplanade, Ste 4
Chico
(707) 443-5054

M. Roethler General Engineering, Inc.
6449 Skyway, Paradise
(530) 809-6946
CSL#: 1059314

Pasquini Engineering, Inc.
6221 Clark Rd.
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

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

Northern California Ballet
5794 Clark 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

Theatre on the Ridge
3735 Neal Road, Paradise
(530) 877-5760

U.T.B. Studios
1267 Parque Drive, Chico
(415) 932-9891

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 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

2022-23 Chamber members *continued*

Paradise Recreation and Park District
6626 Skyway, Paradise
(530) 872-6393

Table Mountain Lodge No. 124, F. & A.M.
5934 Clark Road, Paradise
(916) 202-6942

EXCAVATION

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

DADCO Construction
P. O. Box 73, Paradise
(530) 762-2981
CSL# 658283

FINANCIAL ADVISOR

Edward Jones- Shannon Hurte Financial Advisor
2854 Olive Highway Ste. A, Oroville
(530) 872-4339

Edward Jones- Travis Barker Financial Advisor
6311 Skyway, Paradise
(530) 872-7000

Prosperity Investment Management, Inc.
2561 California Park Drive Ste 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 & GROCERY

Chico Certified Farmers Market
1929 Mangrove Ave, Chico
(530) 893-3276

Holiday Market
6848-L Skyway, Paradise
(530) 877-7621

Paradise Grocery Outlet
6800 Skyway, Paradise
(707) 245-3288

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
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) 877-7341
C1882.001

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

GAS – PROPANE

Reliance Propane
2625 S 5th Ave., Oroville
(530) 872-7740

GENERATORS

Urban Design
4742 Skyway, Paradise
(530) 345-0005
CSL#: 893826

GIFTS

Green Garden Art
P.O. Box 1041, Chico
(530) 355-6315

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

Nothing But Love Paradise
6393 Skyway, Paradise
(530) 353-3445

The Paradise-Opoly Board Game
675 Memorial Way, Paradise
(310) 717-9533

Thomas Ace Hardware
5720 Clark Rd, 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

ClaimYourAid
Magalia
(858) 405-8678

Gary Bess Associates, Inc.
2205 Meadow Creek Road, Lincoln
(530) 877-3426

GRAPHIC DESIGN AND MARKETING

Digital Print & Design
3851 Morrow Lane, Suite 1 Chico
(530) 893-0995

Monkey Business
By Virtual Appointment Only.
Oroville
(530) 413-5115
monkeybusiness.design/

GUTTERS AND DOWNSPOUTS

Byers' Enterprises, Inc.
11773 Slow Poke Lane, Grass Valley
(530) 272-8272
CSL#:518784

Western Heating & Rain Gutters
2371 Washington Ave. Ste A Oroville
(530) 538-8550
CSL#: 665598

HARDWARE STORE

Thomas Ace Hardware
5720 Clark Rd., Paradise
(530) 877-4442

HEALTH / NUTRITION

Arbonne - Jenn Brooks, Wellness Consultant
Paradise
(530) 864-1211

Heavenly Herbs & Acupuncture
8093 Skyway, Paradise
(530) 877-7003

Melaleuca Independent Marketing Representative
PO Box 933
Paradise
(530) 826-6560

HEALTH CARE

Adventist Health - Feather River Health Center
5125 Skyway, Paradise
(530) 872-2000

HEALTH CLUBS / GYMS

Curves Paradise
6848 Skyway, Ste G, Paradise
(530) 877-8300

Paradise Stronger
6848 Skyway Ste P Paradise
(530) 327-7235

HEATING & AIR CONDITIONING

Air Flow Mechanical Heating and Air Conditioning
11535 Wilder Rd., Red Bluff
(530) 988-5550
CSL#: 993203

Flores HVAC & Construction
2393 Durham-Dayton Highway, Durham
(530) 809-0058
CSL#: 787079

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 Avenue Ste 110, Chico
(530) 877-6100

INDUSTRIAL SUPPLY

Spray Chem Chemical Co., Inc.
705 Keenan Court, Durham
(530) 895-3658
CSL#: 924388

INSURANCE

California Disaster Advocates
3221 Cohasset Road Ste 150, Chico
(530) 224-9322

2022-23 Chamber members *continued*

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
CA License # 0C98876

Heritage Insurance Agency
290 Airpark Boulevard,
Chico
(530) 894-3276

Kevin Baker Insurance Agency
389 Conners Ct, Ste G,
Chico
(530) 872-4644

Mark Trumm Insurance, Inc.-Cheryl Robbins, Paradise Broker
Paradise
(530) 990-8645

Nevin & Witt Insurance Services
1600 Mangrove Avenue
#195, Chico
(530) 894-0111

VANTREO Insurance Brokerage
2068 Talbert Drive #100,
Chico
(530) 895-1555

JEWELERS

Woodworths Jewelry
6265 Skyway, Paradise
(530) 877-7111

LANDSCAPING

Baker's Landscape Maintenance
PO Box 1369
Magalia
(530) 624-0253

Brush Masters
1450 Idlewild Ln, Paradise
(530) 720-9827, (530)
721-2559

Fair Street Landscaping
2234 Park Avenue, Chico
(530) 343-7994

Mountain View Landscape Design
P. O. Box 2564, Oroville
(925) 209-7702

LODGING

Best Western Paradise Hotel
5475 Clark Rd, Paradise
(530) 762-6051

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

Chapelle de L'Artiste Glamping Tents
3300 Inspiration Ln
Paradise
(530) 228-0941

Ponderosa Gardens Motel, Inc
7010 Skyway, Paradise
(530) 872-9094

LUMBER

Foothill Mill & Lumber Company
1698 Wagstaff, Paradise
(530) 877-3395

NorCal Lumber Company
4601 Bernice Ave, Marysville
(916) 936-7617

MANAGEMENT CONSULTING

Gary Bess Associates, Inc.
2205 Meadow Creek Road
Lincoln
(530) 877-3426

Partner Zink Consulting
Magalia
(626) 840-4438

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

MANUFACTURED HOMES

JMS Sales, Inc.
5867 Queen Drive, Paradise
(530) 413-9621

Paradise Homes Inc.
635 Boquest Blvd.
Paradise
(530) 717-8774
CSL#: 606775

Paradise Mobile Estates, LLC
1354 Elliott Road, Paradise
(530) 410-4563

Reliable Home Solutions
1025 Drever Street, Ste B
West Sacramento
(877) 442-4403
CSL# 717846

RRA Builders
5923 Clark Road Ste A
Paradise
(530) 327-8494
CSL#: 1041473

MARKETING

Blue Flamingo Marketing
1222 Esplanade Ave., Chico
(530) 588-0758

U.T.B. Studios
1267 Parque Drive. Chico
(415) 932-9891

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

Butte County EMS
333 Huss Drive Ste #100,
Chico
(530) 891-4357

Paradise Medical Group, Inc.
6470 Pentz Road, Paradise
(530) 872-6650

METAL BUILDINGS

The Steel Builder
1351 Mangrove Ave., Ste A
Chico
(530) 624-5777

MORTGAGE COMPANIES

Academy Mortgage
4208 Douglas Blvd Ste 300
Granite Bay
(530) 680-4672

Universal Lending
14098 Skyway, Magalia
(559) 300-5885

Priority Financial Group
6331 and 6333 Skyway,
Paradise
(530) 332-8298

MUSEUMS

Gold Nugget Days Incorporated, Gold Nugget Museums
475 Pearson Road, Paradise
(530) 762-2613

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

Bidwell Title & Escrow Co.
145 Pearson Rd., Paradise
(530)877-6262

Ridge Mobile Notary
Magalia
(530) 762-7239

Verified
Magalia
(925) 204-8782

NURSERIES

Deja Vu Gardens Galore Nursery
5424 Foster Road, Paradise
(530) 877-7341
C1882.001

Noble Orchard Company
7050 Pentz Rd.
Paradise
(530) 781-4784

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

OFFICE EQUIPMENT

Advanced Document Concepts
702 Nord Avenue, Chico
(530) 893-8711

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

Global Office, North
1905 Notre Dame Blvd, Ste.
230, Chico
(530) 520-2991

OPHTHALMOLOGIST / OPTOMETRIST

Ridge Eye Institute
5889 Clark Road
Paradise
(530) 877-2250

ORCHARD

Noble Orchard Company
7050 Pentz Rd., Paradise
(530) 781-4784

PAINTING

Valley Ridge Painting Services
1580 Elliott Rd, Paradise
(530) 513-4924
CSL#: 948081

2022-23 Chamber members *continued*

PARKS

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

**Paradise Recreation and
Park District**
6626 Skyway, Paradise
(530) 872-6393

PEST CONTROL

Moses Gaitan Pest Control
Magalia
(530) 354-0759

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

Earl's Plumbing
2264 Park Avenue, Chico
(530) 343-0330
CSL#: 772565

Mr. Rooter Plumbing
9 Commerce Court, Chico
(530) 321-4203
CSL#: 933807

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

Urban Design
4742 Skyway, Paradise
(530) 345-0005
CSL#: 893826

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 Rd, Ste 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

Monkey Business
By Virtual Appointment Only.
Oroville
(530) 413-5115
monkeybusiness.design/

**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

PSYCHIC

Age of Aquarius
5910 Clark Road
Suite M 8. Paradise
(530) 520-1900

RADIO STATIONS

**Deer Creek
Broadcasting, LLC**
2654 Cramer Lane. Chico
(530) 345-0021

REAL ESTATE

**American Homes and
Land**
5580 Almond St., Paradise
(530) 413-0041

**Better Homes and
Gardens Real Estate
Welcome Home**
6141 Center St, Paradise
(530) 961-3400

**Better Homes and
Gardens Real Estate
Welcome Home -
Magalia Branch**
14154 Skyway #8, Magalia
(530) 873-7640

**Better Homes and
Gardens Real Estate
Welcome Home
Melanie Useldinger**
6141 Center St., Paradise
(530) 520-2379

**C21 Select Group,
Doriane Regalia**
P.O. Box 105, Magalia
(707) 292-2211

**Century 21 Select Inc.
Sue Mawer**
5428 Skyway, 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
Ste #1, Paradise
(530) 877-6244

DC Investments One LLC
2080 E 20th St. Ste. 170
Chico
(530) 238-5264

JMS Sales, Inc.
5867 Queen Drive, Paradise
(530) 413-9621

Johnson Real Estate
P.O. Box 370, Paradise
(530) 877-7428

Olde Tyme Realty
P.O. Box 104, Paradise
(530) 521-2331

**Olde Tyme Realty,
Patty G. McKee, Realtor®**
Paradise
(530) 518-5155

**Paradise Association of
Realtors**
6161 Clark Road # 2
Paradise
(530) 762-0053

**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

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

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

Paradise Little League
P.O. Box 282 Paradise

**Paradise Recreation and
Park District**
6626 Skyway, Paradise
(530) 872-6393

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

South Pines Disc Golf
13917 South Park Drive.
Magalia
(530) 413-9158

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 50

RETAIL

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

Green Garden Art
P.O. Box 1041, Chico
(530) 355-6315

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

Nothing But Love Paradise
6393 Skyway, Paradise
(530) 353-3445

2022-23 Chamber members *continued*

Paradise Bikes

6282 Skyway, Paradise
(530) 877-3992

The Paradise-Opoly Board Game

675 Memorial Way,
Paradise
(310) 717-9533

Paradise Sports Cards & Memorabilia

5913 Clark Road Suite F,
Paradise
(530) 413-9242

Your Cable Store Inc

629 Entler Ave Ste 64,
Chico
(530) 876-8730

ROOFING

AAAce Roofing

6150 Center St.
Paradise
(530) 864-4207
CSL#: 845894

Byers' Enterprises, Inc.

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

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

RV SPACE RENTAL

Paradise Moose Lodge #2227

5275 Skyway, Paradise
(530) 762-7066

SEPTIC INSTALLATION AND SERVICE

AGS Construction Services

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

DADCO Construction

P. O. Box 73, Paradise
(530) 762-2981
CSL# 658283

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
CSL#: 1059314

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

SHOES

Bakers Birkenstock

691 Fir Street, Paradise
(530) 762-0640

SOCIAL SERVICES

Youth for Change

260 Cohasset Rd. Ste 130,
Chico
(530) 877-8187

SOLAR POWER

Byers' Enterprises, Inc.

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

Revamp Solar Energy

Magalia
(530) 762-8299
CSL#: 1068160

Urban Design

4742 Skyway, Paradise
(530) 345-0005
CSL#: 893826

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Paradise
(530) 876-8800

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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

BCP-3D Inc

5921 Camino Lane #12,
Paradise
(888) 791-5520

Berkeley Construction Group

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

J.B. Surveys, LLC

903 Camelia Avenue,
Roseville
(916) 240-3784
PLS 7051

LACO Associates

1209 Esplanade Ste 4,
Chico
(707) 443-5054

Pasquini Engineering, Inc.

6221 Clark Rd.
Paradise
(530) 332-8311

TAX SERVICE

Liberty Tax Service

6848 Skyway, Ste V
Paradise
(530) 872-1876

Matthews, Hutton & Warren, CPAs

1530 Humboldt Rd, Ste 2,
Chico
(530) 877-6793

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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 Ste D,
Paradise
(530) 877-4471

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Paradise Travel

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Paradise
(530) 872-0285

Travel Connection

6265 Skyway, Paradise
(530) 877-7111

TREE SERVICE

All Things Trees

Paradise
(530) 570-4457
CSL#: 1073469, Arborist
#WE11572A

Crossfire Tree and Vegetation Services Inc.

Paradise
(530) 228-1697
C61/D49 A11682, CSL#:
868260

Lord's Light Logging and Tree Service

1267 Dale Way, Chico
(530) 514-1563
A9731 CSL#: 1073288

North Fork Enterprises LLC

Paradise
(530) 990-0581
WE-13202AU

VETERINARIANS

Animal Hospital on the Ridge

1509 Wagstaff Road,
Paradise
(530) 877-3000

Family Mobile Veterinary Care

Mobile Hours in Paradise
(530) 500-3082

WILDLIFE SANCTUARY

Barry Kirshner Wildlife Foundation

4995 Durham-Pentz Road,
Oroville
(530) 533-1000

WINDOW COVERINGS

Allen Allen Shades

Chico
(530) 514-8064

Cal-Vada Flooring

8935 Skyway, Paradise
(530) 877-6227
CSL# 333358

S & S Floor Covering

204 Pearson Road, Paradise
(530) 228-9012
CSL#: 968664

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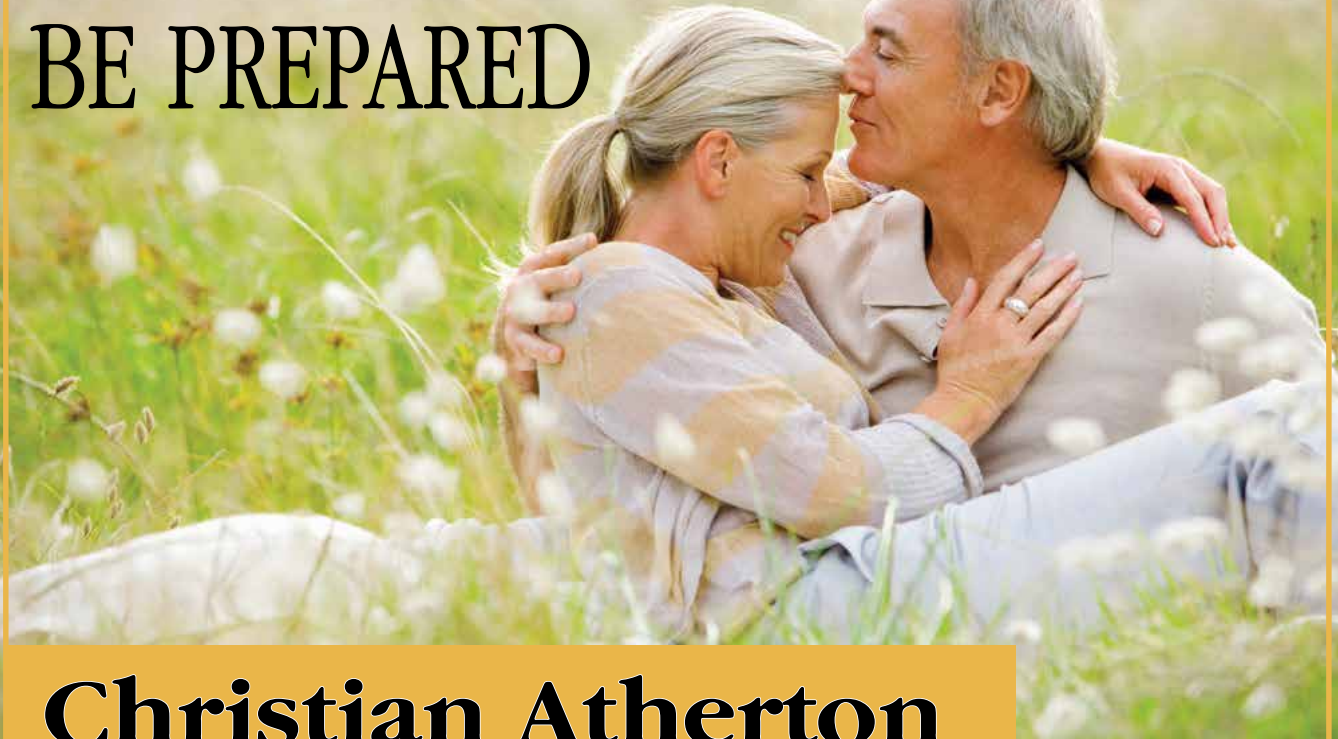
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