



THE RIDGE BUSINESS JOURNAL

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Connecting the Ridge Business Community

A Section - Fall 2022

Little League in full swing on the Ridge!



It's Opening Day for Paradise Little League at the newly renovated Egleson Field in Paradise. This year the group has doubled its enrollment of kids from 4 to 15, fielding 25 teams and was able to bring softball back

By Liz Brewster
President, Paradise Little League

Paradise Little League (PLL) is in full swing on the Ridge! A 501(c)(3) non-profit organization run by volunteers, PLL rostered 25 teams (children aged 4-15) in 2022, nearly doubling the previous year's enrollment. With this support, PLL was able to bring softball back!

If you've driven by Egleson Field at 820 Buschmann Road in Paradise, you may have noticed the repairs and new projects taking shape. For the first time since 2018, the snack bar is up and running, the bleachers are repaired, a brand new sandlot has been created, and check out the new Egleson Field sign!

PLL received a Butte County COVID recovery grant, allowing for a future bathroom remodel. Even more field upgrades are in the works - additional bleacher

seating, picnic tables, repairs to the scoreboard, a new scorebooth at Horne Field and brand-new batting cages! These projects are made possible because of donors, local sponsors, received grants and our cherished volunteers. We thank you for your continued support and an outstanding 2022 season!

The PLL Board, volunteers and families are dreaming BIG, planning for the growth of our community and hope to one day offer additional fields at a single location with a playground, clubhouse and field lighting. The dream includes tournaments, bringing neighboring communities to Paradise and, in turn, patronizing our businesses.

If you are interested in supporting PLL as a board member, a volunteer, or donating/sponsoring, email paradiselittleleague47@gmail.com or visit, www.paradiselittleleague.org. Follow us on Facebook and Instagram for up-to-date information, including registration dates for the 2023 season!

Habitat for Humanity dedicates three new Paradise homes



First time homeowner, Jennifer Wolfe and son Riley are one of the families moving into their new fire resistant, energy efficient ICF home they helped build with Habitat for Humanity.

By Jenny Fales
Development Manager, Habitat for Humanity Butte County

Habitat for Humanity of Butte County held its first Home Dedication since the Camp Fire, for three Paradise homes. It was a day of celebration for the new Habitat homeowners and the more than 100 Ridge community members in attendance.

This was a unique project for Habitat because these homes were built with concrete. Habitat partnered with the National Ready Mixed Concrete Association and used insulated concrete forms (ICF) to build the walls. Not only are these homes more fire resistant, but they are also super energy efficient, which makes them more affordable for the homeowners.

HABITAT FOR HUMANITY,
continues on page A-12



Fresh apple pies, available by the slice, will be baked in Paradise by Pie Pavilion sponsor, Save Mart.

Johnny Appleseed welcomes new attractions

New this year

Hoedown, Pumpkin Patch, and Johnny's Pub

Oldest Harvest Festival in California

First held in 1888, Johnny Appleseed Days is the oldest harvest Festival in the state! The two-day fall festival celebrates Paradise's apple heritage with slices apple pie and ice cream and anticipates a crowd of 5,000 over two days.

Get your slices of apple pie

Apple pie will be baked in Paradise by Save Mart, and slices will be served in the Save Mart Pie Pavilion. The Chambers traditional Pie Baking Kits will be available for purchase, complete with "secret Paradise pie spice mix," Noble Orchards' famous Granny Smith apples and a limited-edition commemorative tea-towel. 2022 "Golden Delicious" sponsor Noble Orchards will offer apples

by the bag or bushel.

Local businesses share goods and services, and artisans from all over the north state and beyond offer eclectic handicrafts. The food court offers an outdoor seating area and delicious festival cuisine. Continuous entertainment showcases hometown talent on the Gazebo Stage.

Nostalgic fun at the children's Game Plaza

The ever-popular children's Games Plaza, sponsored by Paradise Unified School District, features nostalgic activities enjoyed by generations of attendees. Johnny Appleseed tells stories and visits with attendees.

JOHNNY APPLESEED DAYS,
continues on page A-9





Oroville Gentle Dentistry

"Everyone is so nice. They made me feel welcome. They told me my options and didn't make me feel guilty for my decision. Relaxing atmosphere. Very happy I went to them."

~Jess

"I'm so thankful for OGD, they got me in the same day, and I was in and out of pain!"

~Ricki

"I love the care I receive from Dr. Sumner and his techs. But today I had an issue with Care credit. Stacy was so kind and gave me excellent advice on how to solve the issue. She was patient while I waited for my chance to chat with a rep. I appreciated her willingness to work with me to solve the issue. Plus, she made me laugh! Thanks, Stacy!"

~Linny



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Honey... WE'RE HOME!

With the external fire in May leading to our office's temporary closure, we've taken the opportunity to make our office even better; for our patients and team!

New patient or existing patient, schedule your next appointment or stop by for a tour; we are excited to show you our home!

Special thanks to everyone who helped us get back so quickly!

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FROM THE DESK OF YOUR CHAMBER



Celebrating Commerce and community



By Monica Nolan
*Executive Director,
Paradise Ridge
Chamber of Commerce*

Those of us who are fortunate enough to sit at the helm of a small-town chamber won't balk at the varied (and sometimes comical) tasks it takes to get 'er done in the community. In October, we stage California's

Oldest Harvest Festival, Johnny Appleseed Days, and expect to welcome 5,000 guests. At this time of year, my task list includes items such as: 1. Talk to Johnny 2. Order cinnamon, spiders and toilets 3. Fix antlers 4. Meet Laurie in orchard 5. Pumpkins? 6. Request permission for bunnies.

The Paradise Ridge Chamber of Commerce continues its 81-year legacy of getting 'er done for the Ridge. As top hosts and news sharers, our diverse and varied efforts celebrate and connect our community.

Celebrating

Save the Date! Annual Installation Dinner: After two years' hiatus, we look forward to hosting our Annual Installation Dinner on December 1, where we will belatedly celebrate our 80th anniversary. In addition to welcoming our 2023 Chamber leadership team, we honor our heroes and champions: the businesses and organizations vital to the resurgence of our community,

and those whose efforts have inspired confidence and provided essential support in our new business frontier. We invite our members and the public to nominate businesses, organizations and individuals in the following award categories:

- **Business of the Year**
- **Entrepreneur of the Year Award**
- **Rising Star** (New Business)
- **Resilience Award** (Legacy)
- **Non-profit of the Year**
- **Ed Salome Award** – For sustained service to the Paradise Ridge Chamber of Commerce
- **Special Recognition Award** - For promoting community spirit on the Ridge

Please plan to participate by attending, nominating, and donating to the silent auction. Your tax-deductible contribution promotes your business while supporting Chamber programs and services that further the civic and commercial progress of our community.

Watch Chamber communications and Paradise-chamber.com's online community calendar for ticket sales info. Email Monica@paradisechamber.com for an awards nomination form or silent auction donation form.

Ribbon Cuttings and Business events: Ribbon cuttings are back! This issue celebrates 14 ribbon cuttings showcasing our growing economy. On the Ridge

we like to do business with people we know. Join us as we stand together on the Skyway and suck up the road dust because we know it's the stuff our dreams are made of. Please attend. Bring your boss. Bring your staff. Bring your neighbor. Forward your invitation emails to your own list of contacts. (And plug YOUR business while you're at it!)

Connecting


Sign me up! Believe it or now, I LOVE your email newsletters! That's because knowing about your products, services, and programs helps me connect businesses with resources and potential clients. Please make sure we are a part of your mailing list. Likewise, we will keep you in the know. Sign up for Chamber digital communications by clicking "contact us" on paradisechamber.com or email info@paradisechamber.com.

New Chamber website: As part of our effort to attract community through sustained and comprehensive marketing efforts, we launched a new website with an emphasis on relocation resources. Bookmark ParadiseChamber.com, visit the online business directory to connect with local professionals and businesses that invest in community, and check our online community calendar for local events.

Join today! Want to connect with the business community? Then celebrate and communicate with us! Better yet, join the Chamber! The Chamber offers membership to any business, organization, or individual with interests on the Ridge and who supports our mission of sharing local pride, professional expertise and promoting the civic and commercial progress of our community.

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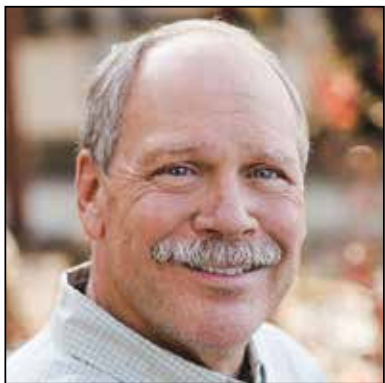


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FROM THE DESK OF THE PARADISE MAYOR



Update on Fire Victims Trust from Mayor Crowder

Steve Crowder
Mayor, Town of Paradise
Owner, A Stitch Above Embroidery and Shirt Printing

It has been a busy few months for the Town of Paradise. I am happy to take this opportunity to update you on what is happening with the Fire Victims Trust (FVT) as it pertains to the Camp Fire.

We had been working with Assemblyman Gallagher and Butte County Supervisors to get a call with Justice Trotter, Trustee of the Fire Victims Trust, which finally took place June 10th and was a nonproductive meeting. After that phone call Cathy Yanni, the Trust Administrator at the time, reached out to me realizing what a non-productive call it had been.

She was anxious to set up communication to mitigate the hold ups and facilitate getting our fire victims their determination letters and getting them paid.

We set up zoom meetings with Yanni to move the hardship cases forward and try to accelerate all others. Approximately three weeks later Justice

Trotter stepped down. I invited the newly appointed Justice Yanni, to visit Paradise, tour the Town, see the progress and the hardships we are experiencing, and she accepted. On August 11th she came to Town with six of her staff including the CEO and specialists of the different claims such as personal, business, and death.

Yanni and her staff were greeted by a diverse group of fire victims ranging from all the above groups, some still living in RVs in Paradise, some having rebuilt, some in the process of rebuilding and others still living in other communities. She listened to every person's story, was sympathetic and caring and promised us an open line of communication. I can tell you firsthand that she has followed through on these commitments.

To date, 75% of all the FVT victims have received a determination letter and her goal is to get the other 25% delivered by year-end. The more com-

plicated ones, especially businesses, may fall into the beginning of next year.

Everyone who has a claim will receive their first payment of 45%. Due to the price of PG&E stock that the Trust must sell to pay claims, it is almost two billion dollars short of the 13.5 billion that was awarded to fund the trust. Yanni and her team are working diligently to find temporary funding to make up this shortfall. This is not something the trust created; this was created by the way how the bankruptcy court set it up. The trust does believe that a second payment will be made but it is not able to give a time or amount due to the stock price.

I believe Yanni is our path forward in getting the best settlement outcome. and from what I was told by the people who interacted with her, they feel the same way.

I think everyone left that room with new hope that this will be resolved in the near future. I believe Paradise has a very bright future and am so proud of this community.

I believe Cathy Yanni (Trustee of Fire Victims Trust) is our path forward in getting the best settlement outcome.

— Mayor Steve Crowder

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FROM THE TOWN OF PARADISE

Town receives \$199.6 million infrastructure grant

By Steve Crowder
Mayor, Town of Paradise

The Housing and Community Development Department (HCD) of California received a grant of just over \$300 million available for communities that were devastated by wildfires. Paradise submitted projects totaling \$850 million. While we knew it was extremely unlikely that our total request would be funded, Butte County received over 90% of the total grant. Paradise received \$199.6 million, Butte County received \$70 million, and the City of Chico received \$12 million.

This grant can only be used for infrastructure and will propel our rebuilding efforts.

Evacuation routes receive priority for grant funds

After the Camp Fire, one of Paradise’s biggest needs was better evacuation routes, and we have been identifying and performing a cost analysis on those routes.

Town launches a new, long awaited, tree removal program

By Brian Solecki
*Project Manager Recovery & Economic Development
Town of Paradise*

With dead trees a hindrance to our collective movement toward recovery, The Town of Paradise continues to work diligently toward their removal. Dead trees throughout our communities are a physical and emotional barrier to our residents’ and businesses’ recovery paths and their removal is a high priority in our overall recovery plan.

Since November 2018, the Town has worked alongside our federal, state and county partners to remove trees through a variety of programs. In November 2021, CalOES and FEMA completed the most recent hazardous tree removal program that removed nearly 100,000 dead trees, including almost 40,000 from within the Town of Paradise. Countless additional trees have been removed through private removal, local non-profit groups and the previous private hazardous tree removal program managed by the Town.



Our Town staff have been working for multiple years to secure funding to launch another round of tree removal to address trees that were ineligible for previous programs. In the summer of 2022, the Town was awarded a hazard mitigation grant through FEMA and CalOES that allowed us to launch this new tree removal program for the Town of Paradise. As of the beginning of September, we have had over 320 properties apply for assessment through the new Paradise Tree Removal Program. 140 of those properties have already been assessed and 1,200 trees were identified as being potentially eligible for removal funding in 2023.

When all assessments are complete, the inventory of identified trees will be provided to FEMA and CalOES to determine which trees will be eligible for removal with 75% of the cost being covered by the grant. We hope to work with property owners to remove these trees in the spring of 2023 so additional properties will be cleared of dead trees that have hindered our progress towards recovery.

Paradise Tree Removal Program, Skyway, 5555 Paradise. 530.872.6291x162 Trees@townofparadise.com

This grant allows us to move forward on our plans. The first route, and probably the largest, will be the Roe Road to Pentz Road extension, encompassing Edgewood, Scottwood, and Roe Roads, giving the Town a new East / West evacuation zone, which will be a major safety improvement.

We will also be looking at how to connect lengthy dead-end roads to through roads and widen existing roads to give us more evacuation options and make us more fire safe.

Some of the grant money will be used for our match on other road repair/improvement projects that have been funded by grants. The sewer project will also be a recipient of grant funds.

We have received a separate grant of \$30 million from HCD for design and engineering of our sewer project. This grant will finance plans for a shovel ready project.

Town continues to receive grants

Your Town is graced with a talented, bright, and hardworking staff that is vigorously driving these

grants that we are receiving. And we continue to receive additional help from our elected state and federal officials who continue to fight for Paradise. The Town knows that these crucial projects will have a major impact on all of our residents, and we will do everything in our power to minimize the inconveniences. We sincerely thank our citizens for coming and growing with us. This is all being done for you – the Paradise resident. We have a bright future and we so appreciate your support and patience during all our construction.



You all have earned the badge of living in the country’s largest construction zone with the orange cone being our city monument.

Town of Paradise Recovery Updates

By Colette Curtis
*Recovery and Economic Development Director
Town of Paradise*



Mark Mattox, Public Works Director, and Vicki Taylor look over the sewer map at the one of the public workshops held to gather public comments

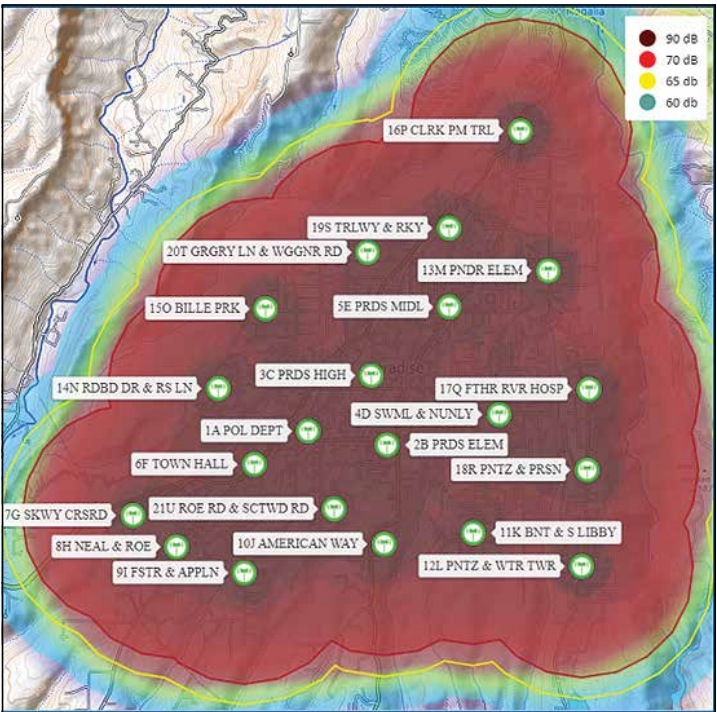
Town of Paradise Sewer Project EIR update

The draft environmental impact report (EIR) was released earlier this summer. During the public comment period, workshops were held to gather comments and share information on the project. Public comments will be incorporated into the Final EIR, which should be complete by winter 2022. If Town Council decides to move forward with the project based on the final EIR, design and right of way acquisition would begin shortly thereafter, followed by construction in 2024-2026. Funding for the design phase has been secured.

For more information, visit www.paradisesewer.com

Downtown project paving expected winter 2022

Heavy work is expected on the downtown project in September, with paving expected by winter 2022. This project will construct sidewalk, curb, and gutter along Almond, Birch, Fir, Foster, and Black Olive, along with walking paths, lighting, and landscaping. The Town is constructing the infrastructure for private development to thrive in a vibrant downtown.



Shown here are the approximate locations of the Early Warning System tower sites, expected to be completed by Spring 2023.

Early Warning System construction begins this winter

Funding for the construction of the Early Warning System was awarded in April 2022, and construction will begin this winter. This month our construction contractor visited the siren sites, preparing for construction. The 21-siren system is expected to be completed by Spring 2023.

Visit <https://www.townofparadise.com/pwe/page/transportation-recovery-efforts-for-a-color-coded-map-and-an-alphabetical-list-depicting-the-expected-paving-schedule>.

Funding for this project was awarded to the Town from FEMA and the Federal Highway Administration (FHWA).

Evacuation and Transportation Improvement projects receive funding



A celebration photo was taken to recognize the nearly \$200 million dollar award announcement for the CDBG DR infrastructure funding.

The Town was recently awarded \$199,592,725.75 for evacuation and infrastructure improvement projects through the Community Development Block Grant Disaster Recovery (CDBG DR). These funds will be used for projects including new road connections and widening efforts, with the goal of improving evacuation capacity and safety.

FROM THE TOWN OF PARADISE

Multiple new and existing housing programs available from the Town



By Town of Paradise Housing Department

Within in the Town of Paradise, there are now more homes rebuilt since the fire than homes that remained after the fire, which means the Town now has just over 27% of its pre-fire housing stock. There are another 1,000 homes under construction or in review for permits, with new homeowners and builders applying every week.

The CDBG-DR Multifamily Rental Housing Program has approved one rental project so far, with two others under review. These long-awaited multifamily projects will make rental units available to our residents living with limited incomes. Additional programs to assist property owners rebuild rental housing are expected to be available this fall.

Grant Monies available for septic repair or replacement

The State Water Resource Control Board septic grant, administered through the Housing Department at the Town of Paradise is still taking applications.

This program is available to residents rebuilding who were uninsured or underinsured, regardless of income. Applicants need a septic evaluation showing fire or debris related damage and need to have applied for a building permit.

Owner-occupied rehab program offers gap financing

The Owner-Occupied Rehabilitation Program administered through the Town of Paradise has assisted 25 residents to rebuild their homes with another 21 homes under construction. The OOR program offers gap financing in the form of deferred loans up to \$150,000 to low-to-moderate income residents who owned and occupied the property at the time of the fire and are rebuilding close to what they lost. Applications are still being accepted at the Town of Paradise Housing Department, located inside Town Hall.

Town continues to look for new housing assistance programs

New housing programs are under development at the Town of Paradise, with hopes that the Housing

Department can start extending assistance to residents who haven't qualified for other housing programs. Residents who don't currently qualify for housing programs should continue to check-in with the Housing Department to see if any new programs have begun. Information about all the Town's housing programs is available at townofparadise.com/housing.

Town of Paradise rebuilding numbers as of September 14, 2020

Single Family Homes in Development:
2,519 Building Permit Applications Received
2,322 Building Permits Issued
1,573 Homes Rebuilt (certificate of occupancy issued)
Multi-Family Homes in Development:
548 Multi-Family Units Applied
437 Multi-Family Units Issued
354 Multi-Family Units Rebuilt (certificate occupancy issued)



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PUSD had a busy summer completing and beginning projects

Ridgeview High Wolverines celebrate "Forever" home



The Ridge's brand-new school, Ridgeview High School, opened in August 2022.

It was a long-awaited and exciting day when Ridgeview High School students moved into their "forever" home. On August 15, 2022 the Paradise Ridge Chamber of Commerce officiated a ribbon cutting at the newly constructed building welcoming students, four full-time and two part-time teachers along with instructional aids and councilors. This will be the first time since the Camp Fire that the Wolverines have had a permanent home, previously occupying temporary or borrowed facilities. The high school, home to approximately 65 students, is located on Maxwell Drive, across the street from Paradise High School.



PUSD continues its growth and construction



Paradise Junior High now has new workout equipment available for the community to use.

By Shiela Craft

Assistant to the Superintendent, Tom Taylor

Paradise Unified School District (PUSD) is starting the 2022-2023 school year by celebrating projects completed over the summer. PUSD also has projects in the works, including two schools undergoing major makeovers.

- **Paradise Junior High School** is in full swing with its modernization.

- **Pickleball Courts**, soon to be enjoyed by the whole community, are to be completed in fall of 2022.

- **Workout equipment** for the community to enjoy, is now available in the grass area behind the 200 wing. A big "Thank You" to the Aaron Rodgers/North Valley Community Foundation for its support in making this happen.

- **Pine Ridge Elementary School** is preparing for modernization projects to begin this fall, pending board approval.

Ridgeview High School started the school year at its permanent site, 5944 Maxwell Drive. The staff and students are excited to have their "forever" Home of the Wolverines. Those present at the August 2022 ribbon cutting, including Superintendent Tom Taylor, Mayor Steve Crowder and School Board President Melissa Crick, confirmed that this move for Ridgeview is a major step forward.

Paradise Unified School District continues its growth and is proud to serve the Ridge community's most precious resource: our youth.

Generators for all PUSD Schools! Finally, ALL PUSD schools on the Ridge, including the District Office and the Transportation Department, are equipped with generators that will activate during any kind of power outages we may experience.

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



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

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Party in the Park 2022 welcomed record crowds

With its Farmers' Market, Kids' Zone, talented bands and performers, arts, crafts, local organizations and eclectic products, Party in the Park is a showcase for all that make us Paradise. Enjoy these memories of 2022 as we look forward to the 2023 season!



The community's best-loved summer event once again welcomed record crowds. — Photo: U.T.B. Studios for The Gold Nugget Museum.



The Alan Rigg band was among a line-up of talented local artists sharing their music. Photo: — U.T.B. Studios for The Gold Nugget Museum.



The Paradise Pines Bellydancers dazzled the crowd with a spectacular intermission performance. — Photo: Christopher Smith



Volunteers from Mennonite Disaster Service traveled from Pennsylvania to help rebuild a home, and stopped in at Party in the Park. — Photo: Camp Fire Collaborative



No matter how small, everyone loves to dance!



Noble Orchards was on hand with fresh peaches and plants from the orchards and nursery at 7050 Pentz Road.



Generous sponsorship from Prosperity Investment Management, Inc. pays the bands and keeps the crowd dancing.



New business Drew's Breux's offered iced tea and seedlings for its Party in the Park debut. — Photo: Barry Cunningham



Family owned and operated Meeho's served delicious Mexican food each week.



Getting creative and colorful at the Kids Zone, sponsored by YourCableStore.com.



Party in the Park provides a platform for 40 artisans, businesses, crafters and organizations each week to reach out to the community. Relic Rebirth was hosted by Artisan sponsor, Nothing But Love.



Revolution Dance was among the intermission performers entertaining the crowd.



Regenerating Paradise is a nonprofit organization with a mission "to weave the social fabric that regenerates us." Find out more in Paradisechamber.com's on-line business directory.

Sponsors keep the Party going. Many thanks to our 2022 Party partners!

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Regenerating Paradise is a nonprofit organization with a mission "to weave the social fabric that regenerates us." Find out more in Paradisechamber.com's on-line business directory.

Join in the fun Johnny Appleseed Days

Saturday, October 1, 9 a.m. to 5 p.m.
Sunday, October 2, 9 a.m. to 4 p.m.
Terry Ashe Park, 6626 Skyway, Paradise



Johnny Appleseed Days hosts more than 100 vendors. Local jeweler Si Shells is among our popular returning vendors.



For many years, Ken Prentiss has played the role of Johnny Appleseed.

Apples at Johnny Appleseed Days

“Golden Delicious” Johnny Appleseed Days sponsor Noble Orchards will offer a variety of loose apples as well as 40 lb. boxes. Noble apples are also available at Noble Orchards, and at Farmers Markets in Paradise and Chico.



The fest starts in Noble Orchards with the community harvest of fresh Paradise apples.

Noble Orchards preserves long tradition of “Apples from Paradise”

2022 “Golden Delicious” sponsor Noble Orchards will offer apples by the bag or bushel.

It's been 101 years since Grandpa Perry Noble, wife Ethel and young son Vincent moved to Paradise and planted their apple orchard. Noble Orchards remains a family owned and operated business, with grandson Jim Noble and his wife Laurie preserving the family legacy.

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.

While the orchards thrive, only remnants linger of Perry Noble's original stonework. The 1932 fruit packing shed was used until the Camp Fire of 2018, storing apples and peaches, homemade cider and Laurie's famous apple butter.

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 they forge ahead to re-create Noble Orchard Company – century two. The Nobles are planting future promise with new varieties of fruit and plants.

Pic N Pac 2022

Visit Noble Orchards on Facebook to keep informed about Pic N Pac events. Harvested apples will be distributed to fire victims in other counties of Northern

California. According to Laurie Noble, “as we continue to recover, we feel we should pay our gratitude forward to others now facing immense challenges and offer our love and support to our neighbors and fellow Northern California fire victims.”

Among the challenges faced by the Nobles was a difficult 2022 harvest. A hard, sharp hail storm in April damaged the fruitlets, which matured during a prolonged heat wave of temps reaching 110. The current crop is showing signs of stress, but those fruits that weathered the adversity make for a delicious and hardy snack—that's how we grow in Paradise!

“The Nursery at Noble Orchards”

The Nursery at Noble Orchards offers a wide variety of plants, shrubs, trees, colorful plants and vegetables propagated plants on the Pentz Road. The Nursery is open seasonally, spring through fruit season. Current hours are Sunday thru Friday 7:00a.m. to 1:00p.m.

Noble Orchards

7050 Pentz Road, Paradise

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Ridge residents are invited to bring their fruits, veggies, plants, and flowers for display in the Pumpkin Patch. This is your chance to show-off the best specimens from your garden.

Contribute to our “Cornucopia Mandala”

You can contribute your home-grown natural items such as acorns, bay leaves, and pinecones to a giant interactive “Cornucopia Mandala” that will grow continuously over the weekend.

To participate, call Susan of the Paradise Community Guilds at (530) 877-4995 or email paradiseguilds@gmail.com for more information on how you can contribute.

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On Friday, September 30, the Paradise Veterans Group hosts a hoedown at Paradise Veterans Memorial Hall, 6550 Skyway, at the corner of Elliott Road. Soul Posse plays dance favorites, E & J's BBQ serves chili and chicken, and Jen's Place provides adult beverages. Tickets for the adults-only event are \$10, with no-host food and beverages available.

Paradise Pumpkin Patch

Join the Great Pumpkin Race!
Display Your Finest Fruits & Veggies
Help Create a Giant Cornucopia Mandala
Enjoy Harvest-Themed Music & Art
Swap Seeds (and Get Some for Free!)

The Paradise Lutheran Church hosts Johnny's Pub in its community hall, AKA “The PLACe” catty-corner from the fest. Johnny's Pub will serve craft beer and wine Saturday October 1, Noon-5:00 p.m. & Sunday, October 2 Noon- 4:00 p.m. Proceeds support “Fridays for Lunch” free weekly community meals.

JOHNNY'S PUB

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Supporting
Fridays for Lunch
Community Meal Program

The Paradise Pumpkin Patch takes the fest back to its harvest roots. Bring your finest fruits, veggies, and flowers to display for all to admire, and help build a giant “Cornucopia Mandala” that will grow continuously over the weekend. The Pumpkin Patch will also feature a farmers' market, seed swap, and, of course, a pumpkin patch!

FROM THE DESK OF CHAMBER PRESIDENT

Tips on how to mitigate your risk and retain your insurance coverage



Kimball Shirey CIC
Heritage Insurance Agency
President, Paradise Ridge
Chamber of Commerce

As the 4th anniversary of the devastating Camp Fire approaches, it is exciting to see the number of new homes and businesses on the Ridge. The community certainly is paying attention to wildfire mitigation and hardening its construction plans accordingly in the hope that this will lead to future rate relief from insurers. In the interim, the

California Department of Insurance has acknowledged, the increase in non-renewals and understands that property insurance is getting harder to obtain in any area that insurers identify as having a higher-than-average risk of wildfire.

One clear indicator of this is the increased number of policies written by the California FAIR Plan. The California FAIR Plan Association was established to meet the needs of California homeowners unable to find insurance in the traditional marketplace.

The FAIR Plan is not a state agency, nor is it a public entity. There is no public or taxpayer funding. On April 30, 2018 the FAIR plan reported 126,854 property policies in force; on February 10, 2022, there were 248,361 such policies, an increase of 95.7%.

As an insurance professional, I believe the industry is working in good faith with public and private partners to find a solution to the high costs of property insurance in wildfire exposed areas such as our Ridge. The challenge is how soon can the relief come?

The following tips will help you through the process of buying a home or being non-renewed and in need of property coverage.

- 1 If you get a nonrenewal notice, contact your insurer, and ask if there are any specific actions you could take to mitigate your risk and retain your coverage.
- 2 If you think your nonrenewal was unfair, you may file a complaint with the California Department of Insurance.
- 3 Don't delay starting your search for a new insurer. Make sure you have done everything you can do at your property to mitigate fire risk and start shopping for coverage.
- 4 Contact multiple agents and brokers--every property situation is unique and what one insurer will write another may not. Start looking early as it takes time to check with all potential insurers.
- 5 If your agent cannot help you find coverage with an insurer other than the FAIR Plan, you or your agent should contact other agents and brokers who represent other insurers.
- 6 Understand that the California FAIR Plan is available to every homeowner as a last option for coverage. The maximum limit written by the FAIR Plan on a residential property, for all coverages combined, is \$3,000,000. Because the coverage provided by a FAIR Plan policy is very limited, it is recommended that you supplement the FAIR Plan policy with a Difference in Conditions policy.
- 7 While a fire covered by a FAIR Plan policy may be your greatest catastrophic risk, the Difference in Conditions policy will cover the much more common losses such as a tree falling on your home or a pipe bursting causing damage. In addition, it may also include personal liability protection.

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PID awarded \$23.4 million grant to help finance community water distribution system

By Tonya Dale
Cedar Creek Publishing

Better water distribution for customers and more water storage for fireflow demand are some of the results of a \$23.4 million grant recently awarded to Paradise Irrigation District. The grant, from the Drinking Water State Revolving Fund, assists PID with replacement projects that will help the district further recover from the Camp Fire’s devastating effects on our community’s water system.

Much of the grant will fund the construction of two 1.5 million gallon steel water storage tanks at the site of PID’s Reservoir B. Prior to the fire, Reservoir B was a lined tank with a cover; the fire destroyed the cover and lining, meaning the district lost storage for two million gallons of water.

The new tanks will provide up to three mil-

lion gallons for water storage; the storage is vital to the community because it provides needed fireflow demand as well as better pressure and distribution of water to PID customers. This project is slated to be complete by fall 2023.

Additionally, the grant provides funding for replacement of the old steel main water line on Almond Street. This project is being completed in cooperation with the Town of Paradise to fit the timeline of the Town’s road and sidewalks improvement project.

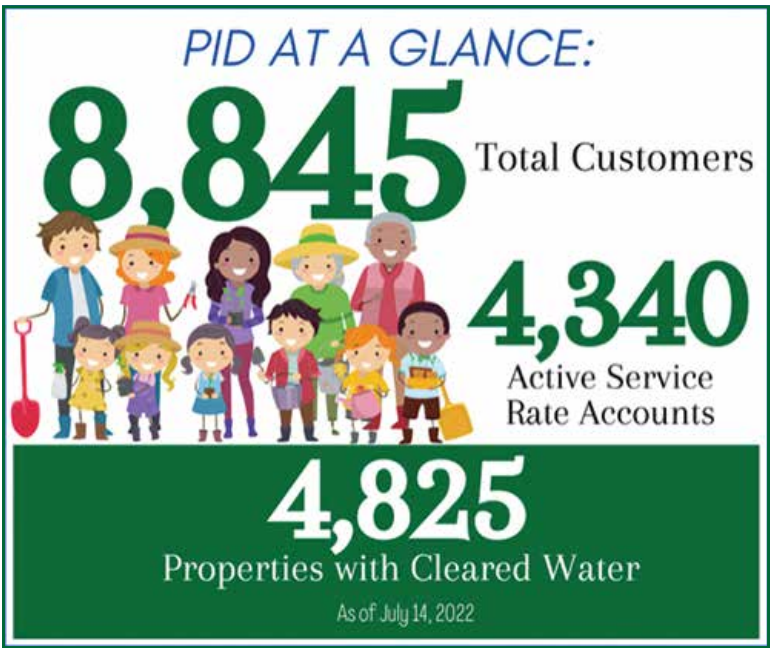
Funds from the grant will also fund replacement of 8,300 water meters and meter boxes throughout the district as well as 133,000 linear feet of service lateral lines and 79,500 linear feet of water main lines damaged by contaminants in the fire.

“This grant offers needed financial support as PID continues the work to restore our community’s water distribution system,” notes District

Manager Tom Lando. “Staff and consultants worked hard to meet the requirements of the grant. We’re pleased that the work paid off so well to benefit our community now and in the years to come.”

No inflation here: PID’s rates are the same as before Camp Fire

Thanks to a positive settlement with the Fire Victims Trust, PID is more financially sound, resulting in stable rates for its customers. PID is actively managing its financial assets to keep water rates stable as the community moves forward in recovery and customer growth.



Use water wisely

PID’s water supply is in good condition this year but statewide drought concerns have caused California’s State Water Board to impose “level two” restrictions to conserve water. PID must participate in the mandated conservation measures—and it makes sense because we want to preserve this precious resource for our community’s future.

Follow these guidelines to save water:



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Support our local businesses during road repairs

You can help Paradise recover by continuing to shop local while the heavy lifting of recovery is still underway.

Don't let the construction downtown stop you from visiting your favorite Paradise businesses! Businesses remaining open during construction in the downtown area include: Nic's, Baker's Birkenstock, One source Builders, Woodworth's Jewelry, The Travel Connection, American Homes and Land Real Estate, Lyons Express Lube, Newton-Bracewell Cremation & Funeral Services, Paradise Art Center, Butte County Fire Safe Council, The Nail Studio, and Yowzer's Printing. And don't forget Déjà vu Gardens Galore Nursery at 5424 Foster Road.



Our local businesses need your support and patience now more than ever.

Please allow extra time and caution as you navigate our roads during construction, and remember that patronizing our local shops and services makes a difference to every person and piece of our economy. Now more than ever, it's crucial to keep your money where your home is.

Visit www.paradisechamber.com for more information about local businesses and how to support our local economy during recovery.



HABITAT FOR HUMANITY, continued from page A-1

Among the speakers were Habitat board member, Tom Baker, reading a proclamation from California Insurance Commissioner, Ricardo Lara, Paradise Mayor Steve Crowder, and Gregg Lewis from National Ready Mixed Concrete Assoc. CalFlor received an appreciation award for donating the flooring.

The three families were showered with gifts from the Paradise Lutheran Church, Nic's Restaurant, the Paradise Quilt Club, and Congressman LaMalfa presented American flags to each family.

The event concluded with the Paradise Ridge Chamber conducting a ribbon cutting in front of one of the new homes with the new resident children cutting the ribbon. Every home makes a difference in the Ridge rebuilding process.

Habitat thanks the following partners:

In Kind Donations:


National Ready Mixed Concrete Assoc., Build with Strength, A&A Ready Mix, Teichert, Matthews Ready Mix, Fox Blocks, Helix, Boral Roofing, Pan Pacific Cement, Lehigh Hanson Cement, Bob's Concrete Pumping, APCA, ICFMA, CalCima, CSU, Chico, CalFlor and Mohawk

Funding Partners:

Paradise Rotary Fdn., Golden Valley Bank Fdn, National Collegiate Athletic Assoc., North Valley Community Fdn. Butte Strong Fund, Sierra Nevada Brewery Co., State Farm Insurance, Duckhorn Wine Company, Thrivent Financial Personal Donation Fund of in Faith Community Fdn., Lowell Berry Fdn., Bank of America Fdn., Dodge & Cox, Tri-Counties Bank, Omega Nu, Chico; International Soroptimist, Chico; Mechanics Bank, Rotary Club of Durham, Mar-Val Emporium Inc., Paradise Assoc. of Realtors, Chico Assoc. of Realtors, Oroville Assoc. of Realtors, and many individual donors.



Habitat of Butte County Executive Director Nicole Bateman received a certificate of Special Recognition from Congressman Doug La Malfa.



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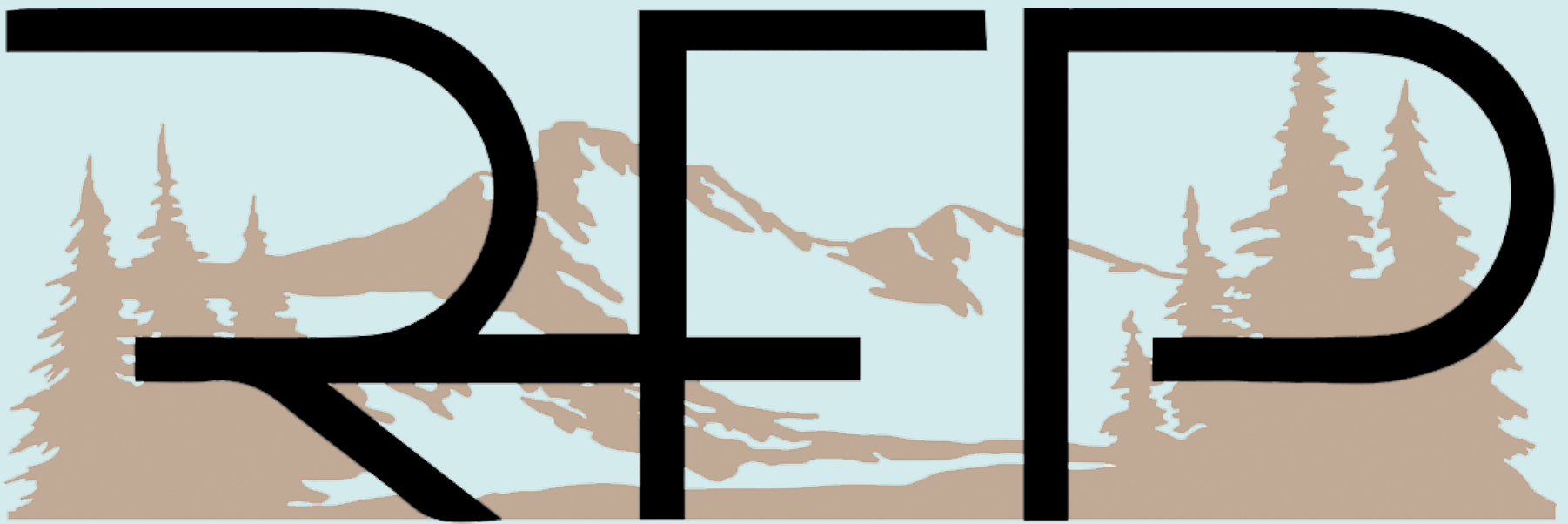
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by Chuck Rough

Prior to the Camp Fire, the Feather River Hospital with its broad array of healthcare specialties and services, was the Ridge's biggest employer and accounted for 28% of our local economy. Paradise was unique among rural communities in the U.S. in having a 100-bed hospital and varied services. So the loss of Feather River Hospital and its emergency and acute care facilities was nothing less than devastating to our population's access to care as well as our local economy.

As our community approaches the 4th anniversary of the Camp Fire, a crucial question in the minds of our Town leadership and community is what Adventist Health's plans are, if any, relative to restoring a higher level of emergency and acute care than currently exists. Specifically, our community wants to know if Adventist Health plans to re-establish an ER, build a hospital (possibly on a smaller scale), and re-utilize the closed hospital campus for a diversity of additional health and wellness services either offered by Adventist Health itself, or by other healthcare providers.

Town leaders, our Feather River Health Foundation, and other community organizations have been persistent in pursuing answers. Without answers, the community has tried to decipher Adventist Health's intentions through their actions. To date, lack of any official, definitive word from Adventist Health since the Camp Fire concerning their plans for healthcare in our community has been frustrating.

However, recent events provide reason for hope that our Paradise Ridge community is finally going to get some long overdue answers.

First, there have been major changes in the leadership of Adventist Health on the corporate, regional, and local market level, resulting in more focus on the Ridge and our overall healthcare situation than has recently been the case.

Second, Adventist Health executives have held two meetings with community leaders and representatives since February. Both meetings were constructive with

the most recent meeting on July 12, more clearly indicating that answers may be getting closer. Just as importantly, our community may be invited to play a key role in Adventist Health's future planning for healthcare on the Ridge.

The July 12 meeting, facilitated by the Feather River Health Foundation included Mayor Steve Crowder, Town Manager Kevin Phillips, representatives of the

“However, recent events provide reason for hope that our Paradise Ridge community is finally going to get some long overdue answers.”

— Chuck Rough

Foundation, Paradise Ridge Chamber of Commerce, and the Upper Ridge Coordinating Council covered the following: The Town and the Feather River Health Foundation (FRHF) jointly presented to Chris Champlin, Adventist Health's Rideout Medical Center (and our Feather River market's) President, and the accompanying Adventist Health representatives a summary of the unanswered questions that our community has been asking since the Camp Fire.

Topics discussed at July 12th meeting

1. Both Mayor Crowder and Town Manager Phillips emphasized that our community just wants to know one way or the other what Adventist Health's plans are for Paradise (with regards to the ER, hospital, and old hospital campus, etc.). They also stressed that if Adventist Health isn't going to pursue any of these, our Town, for the benefit of our community, will need to explore other possible healthcare providers to serve the Ridge.

2. Various community representatives at the meeting emphasized the need for Adventist Health to provide our community with a definitive answer as to their intent well before the 4th anniversary of the Camp Fire.

3. Champlin emphasized that Adventist Health is fully committed to improving the level of healthcare in Paradise. He further shared that he supports the re-establishment of an ER for Paradise (perhaps in a more accessible location). However, both Mr. Champlin and Adventist Health representatives provided a detailed explanation of the various financial challenges and regulatory hurdles that Adventist Health faces with respect to re-establishing a stand alone ER (despite state legislative approval several years ago) and hospital.

4. They further shared that Adventist Health, like so many healthcare systems in the U.S. since the pandemic, has serious financial problems, so Paradise developments will be dependent on how much Adventist Health receives from insurance and PG&E claim proceeds.

5. The Town and FRHF requested that Adventist Health disclose to our community the value of the insurance and PG&E claims, as well assurance that 100% of proceeds will be dedicated to the restoration and re-establishment of healthcare facilities (ER, etc.) and services in Paradise.

6. The Feather River Health Foundation suggested that our community be fully engaged in the planning process Adventist Health initiates in the very near future. Champlin expressed support for community involvement in the planning process.

Since this July 12 meeting, Adventist Health has indicated support for forming an internal planning group with Adventist Health leadership that also includes representatives of the Town of Paradise, and other community representatives to develop, as well as present, an actual plan at a community-wide meeting for the community's input by the 4th anniversary of the Camp Fire.

With a more responsive Adventist Health leadership than we've experienced since the Camp Fire, and the

continued on next page

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Answers continued from page 14

outstanding job that our Town Leaders and community representatives have done in recent months presenting our community's case to Adventist Health, I'm cautiously optimistic that we will finally have some clarity regarding the questions our community has been asking, and real progress towards improving the overall quality of healthcare for our Paradise and the Upper Ridge communities.



Wildfire Prepared Home Designation Available Now

The Wildfire Prepared Home designation through the Insurance Institute for Business and Home Safety (IBHS) is the first ever wildfire mitigation program to allow homeowners to achieve a designation showing they've taken the science-based actions required to meaningfully reduce their home's wildfire risk. To receive the Wildfire Prepared Home designation, homeowners must apply through IBHS and have their home inspected to document the program requirements have been met. There is a fee of \$125 to apply for the designation.

Some of the requirements include:

- Class A rated roof
- Noncombustible gutters and downspouts
- Ember-resistant vents
- 6-inch ground clearance for exterior walls
- 5-foot non-combustible home ignition zone around the home, among others

A full list of designation requirements can be found at <https://wildfireprepared.org/>.

As of July 14, 2022, all new homes built in Paradise will be required to adhere to the Wildfire Prepared Home standards. This requirement does not apply to existing homes, or homes that have already begun the building process. Paradise is actively working to build back in a safer more resilient way and make it even easier for residents to achieve the Wildfire Prepared Home designation, if desired.

For more information, and to apply for the Wildfire Prepared Home program, visit www.wildfireprepared.org or visit the Building Resiliency Center (BRC) located at 6295 Skyway in Paradise.

Important information if you own property on a private road

By Dick Gowins

Always obtain documentation from reliable sources stating if your property and/or residence is on a private road. The Butte Land Development Division & Records Division, realtor and title company and other residents on could prove to be helpful.

Know your rights and responsibilities as on a private road. Obtain a copy of the California Division 2, Chapter 2 Obligations of Owners (private road). This document addresses rights-of-way, easements, owner/residents' contributions to road legal actions.

Inquire into the existence of any road agreement legally processed and covering your road. The Butte County Public Works Land Developments Division has a sample Road Maintenance Agreement. Other residents, the County, mortgage companies, the Town of Paradise may have copies of existing agreements.

Road signs are your responsible for purchasing signs that meet the Town of Paradise/Butte County requirements and that display "PVT" on the sign indicating that it is a private road. The Town Engineering Department can provide information on signpost installation and location.

Obtain any information relative to court cases, resident contract agreements, neighborly agreements impacting the repairs and improvements on your road.

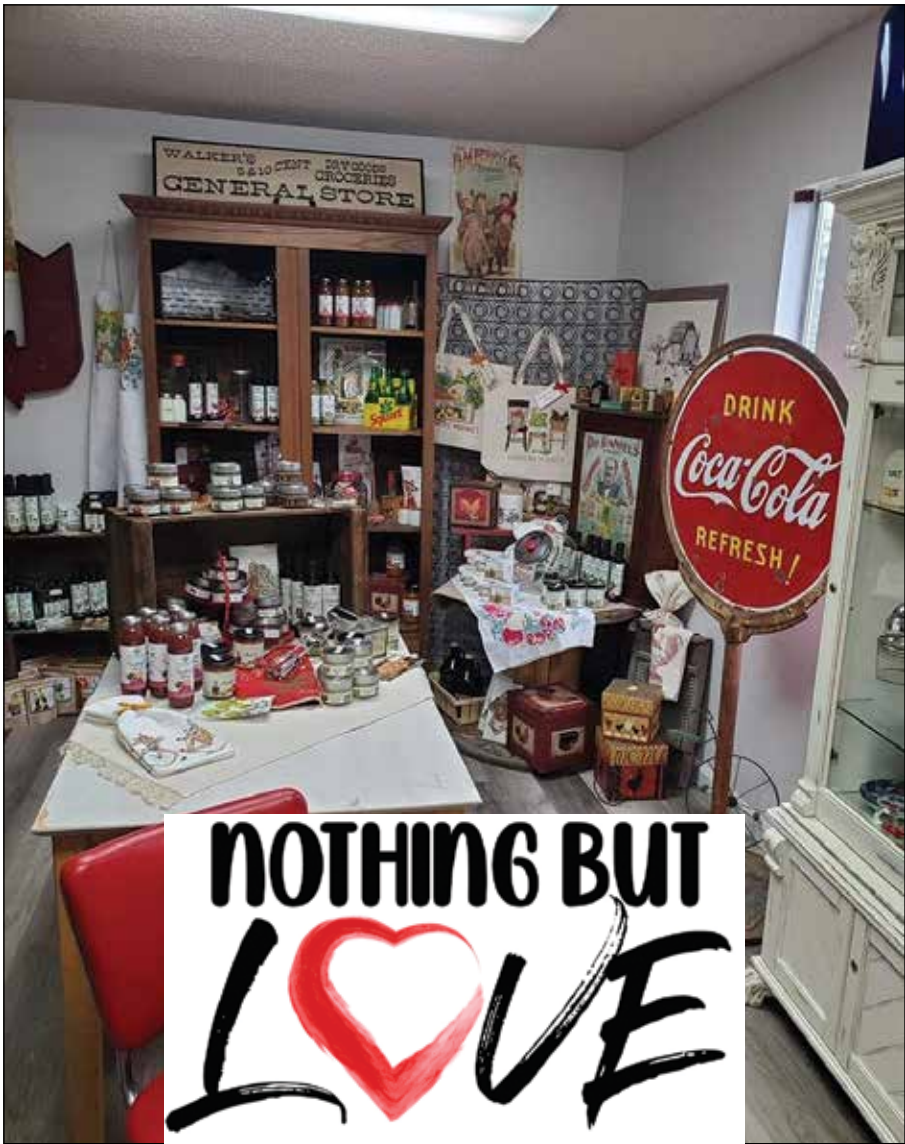


County Public Works Town of Paradise, your prospective road

an owner of property Civil Code Section 845, private road) {840-848}, pairs, road agreements, repairs and potential

- Private Road Listings: Town of Paradise.com: Town of Paradise Maintained Road System:2008 Listing Buttecounty.net/publicworks/service/road-list: All Roads Butte County (1-247)
- Private Road Signs astanley@townofparadise.com: Ashley Stanley "Private Road Signs Information"
- California Civil Code 845 (e): [Leginfo.legislature.ca.gov/faces/codes/Law.justia.com/codes/California/2011/civ/division](http://leginfo.ca.gov/faces/codes/Law.justia.com/codes/California/2011/civ/division)
- Road Maintenance Agreements: Buttecounty.net/publicworks/service/road-lists: PDF Road Maintenance Agreement Bpelaw.com : Importance of Road Maintenance Agreements

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RPF receives new \$500K grant and new lower income qualifications



By Jen Goodlin

Rebuild Paradise Foundation,
Executive Director

Who are we? 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. We have several resources to offset the cost of pre-construction expenses.

Exciting News! We were recently awarded \$500,000 from North Valley Community Foundation/Butte Strong Fund to continue helping rebuilding in the campfire footprint.

Important Camp Fire building information

Free Floor Plan Library

Access to low-cost master planned homes, 12 approved master plans in the Camp Fire footprint.

Insurance information

A major hurdle for residents rebuilding and for those currently living in the WUI (wildland urban interface), is insurance cost and availability. RPF along with trusted partners are working to help provide information to demystify and positively affect insurance.

Defensible Space

Information on defensible space from Cal Fire, Town of Paradise and Butte County. Town of Paradise code enforcement requirements and information on the Butte Fire Safe Council FREE Chipper Program .

Home Hardening

Get a low-cost home retrofit list from Cal Fire and information on a "Wildfire Prepared Home" designation from IBHS.

Code Red safety alert

Register for Code Red alerts, learn your Evacuation Zone.

Grants are still available

Missing Middle Grant up to \$5,000

Survey, Architect and Engineering fees
Water related expenses

Septic Grant up to \$7,500

This grant was created to help those rebuilding to cover the expenses of replacing or repairing a septic tank. Applicants may receive up to \$7,500 in septic reimbursement.

Rebuilding in the Camp Fire footprint? You may now qualify for Grants.

New! Maximum Income Qualifications (Adjusted Gross Annual Income)

- 1 Person Household: \$71,400
- 2 Person Household: \$81,600
- 3 Person Household: \$91,800
- 4 Person Household: \$102,000
- 5 Person Household: \$110,150
- 6 Person Household: \$118,300

*PG&E settlements are NOT considered income to qualify for these grants.

More Grant Qualifying Facts

- Must be building in the Camp Fire footprint
- Must be primary residence. The property must not be listed for sale nor intended for sale
- Permit date receipt on or after February 18, 2020 (Missing Middle Grant)
- Permit date receipt on or after August 1, 2020 (Septic Grant)
- Cannot be used for multiple properties



"You are the first people to not tell us no."

Recipients of the Septic and Missing Middle grants, Danny and Eleanor, after receiving both Grants, they told us "You are the first people to not tell us no." They have been married for 52 years and are currently rebuilding. Danny is a veteran.

More building information on line

- Sharing stories of rebuilding to empower others to return.
- Showcasing homes and styles currently being re-built.
- Promoting new and upcoming events.
- Sharing inspiring photos of old and new beauty arising on the Ridge.
- Want to be featured or share a photo?
email: stories@rebuildparadise.org.
- For more resources and grant applications:
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- REAL ESTATE ON THE RIDGE -

What you need to know about home loans for the resale market

By Aubrey Pruis
Association Executive, Paradise Assoc. of Realtors

The Ridge is seeing a rapidly evolving housing market with the turbulence of the Camp Fire aftermath, the changing market of new “spec” homes, inflation, and recent interest-rate hikes. A new generation of first-time homebuyers, young families and retirees are attracted to new homes in small town USA.

These newcomers are attracted to the affordability of homeownership and a large selection of new construction homes, free from the maintenance concerns of older homes. In addition, our community boasts an unprecedented “newness” paired with outdoor recreation and the latest technology to meet the demands of the emerging remote workforce. But this new growth opportunity in affordable homeownership may come with a few underlying challenges.

Appraisal concerns for secondary market homes

We are finding that the appraised values of secondary market (standing homes) are of concern. What this means is, when you are financing a home through a traditional lending source such as your local bank, VA loan, CalHFA, etc., the lender must first receive an appraised market value, at or above the purchase price, to ensure they are lending on a home that is worth the value of the loan. To calculate the value, the lending institution sends out appraisers to assess the home they are asked to lend on. These lenders use appraisers from their preferred lists, often not local or familiar to the area.

With not enough market comparables, and old values not keeping up with inflation and a competitive market, we are seeing an influx of appraisal values that are falling short of purchase price and not in line with the current market. Instead, appraisals are based on the previous and limited historical information available. This is causing lenders to reconsider the loan or deny it all together. We believe the appraised values will catch up to the new market values as more housing comps come on to the market, but until then, there are options for buyers and sellers alike.

Appraisal appeals or solutions

If the appraised value comes in lower than the selling or purchase price, based on current market, there is an appeal process. Often, appealing a bank appraisal can save the day and keep an escrow on track to close. Without an appraisal appeal, sellers may be forced to lower their asking price or put their home “back on the market.”

There may be another solution. Check with the Town of Paradise Housing department, their program offers gap financing in the form of deferred loans up to \$150,000 to low-to-moderate income residents who owned and occupied the property at the time of the fire and are rebuilding close to what they lost.

Interest rates still not bad, but challenging
Increasing interest rates can pose additional chal-

lenges, causing many prospective home buyers to pump the brakes on buying a home for fear of paying higher interest rates. Perspective is important here. I remember in the 80’s that getting an interest rate as low as 12% was cause to celebrate. Getting an interest rate at around 5% today, is still not bad.

We have been spoiled by the long availability of 2-3% interest rates. The good news is, if buyers move forward on a home purchase at 5%, guess what? Interest rates will eventually come down again and refinancing is an option. The key takeaway for the home buyer sitting on the proverbial fence is this: Don’t let a 5% interest rate deter you from buying your perfect home, or you may just lose out.

Insurance

Whether you are looking to buy or build, one thing to keep top of mind is homeowners’ insurance. Our community is in a high wildfire risk area and it can be difficult to obtain homeowners insurance. Be sure to get a few insurance quotes, preferably with a local insurance agent with a working knowledge of the specific insurance needs pertaining to natural hazards such as wildfires.

And last, get quotes early so you have an estimate of what you are going to be paying. We’ve seen many escrows canceled due to the unwelcome surprise of getting insurance premiums while already in escrow that were far too expensive, pushing the buyer’s debt to Income (DTI) ratio too high for the buyer to afford the home.

Important information about construction loans For builders on the Ridge

First Know your contractor

All those embarking on the home-building process are advised to KNOW YOUR CONTRACTOR. Unfortunately, fraud occurs, but there are means of protection. Carry out your due diligence. Check the license with the Contractors State License Board. Ask for a resume. Ask for references of houses completed. Make sure the contractor has a local established sub-contractor base. If you are building out of insurance proceeds, don’t disburse funds until the work is complete. A local lender counsels, “Those who have the gold, make the rules.” We are seeing far too many borrowers requesting loans to finish their house, as they were “taken” by a dishonest contractor. It’s very sad.

Second Get an upfront quote for homeowners’ insurance

Depending on the location of the property, annual premiums can change and currently range from \$1400 - \$5200. That is a real, fixed cost. The amount of the insurance premium can affect the ability of a borrower to qualify for a loan.

Third
Ensure that you have sufficient reserves for surprise costs. What we are seeing on the Ridge is the price per square foot to build, reflects the same price per square foot to build in Chico. However, the price per square foot, appraised value on the Ridge is based on current comparables in the marketplace. Due to that fact, there isn’t a significant margin between cost/value, which results in borrowers having to inject additional cash to complete the project. When a borrower must add additional funds, those funds must be provided at the time of construction loan signing. The lender is required to realize all funds upfront to complete the lending process. The lender manages all the disbursement of funds.



Want to build or rebuild? Take the time and do the homework. Meet with a local construction lender to talk about and review your specific scenario. Everyone case different. Looking for a reputable local lender? Check ParadisChamber.com’s business directory at the back of tis paper!

Be aware, construction financing is only for the building of the home
Another issue to be aware of with construction financing is only for the building of the home (construction loans don’t offer an all-in-one product): You won’t know what the rates will be for the permanent loan. Once the house is completed, the construction loan is converted to a standard mortgage loan based on secondary market pricing. As we all know, the market changes daily. So, a

borrower doesn’t know what their final mortgage payment will be until after completion. The lender should run payments at different pricing, so that borrower understands what they could be facing at the end. Construction lending can take time and during the process, interest rates can change. Rate checks are necessary at various checkpoints as the loan evolves, so there are no surprises at the end of the road, should the market worsen, which is where things are at today for a handful customers.

Local hub BCLFN addresses food security in Butte County



Every Sunday the Butte County Local Food Network brings affordable fresh produce to Magalia with their Farmers Market Mobile. Their Angel Program offers free fresh produce to qualified shoppers, to sign up to to <https://bclocalfood.org>

By Pamm Larry
Director Butte County Local Food Network

The Butte County Local Food Network (BCLFN) is a small nonprofit with “Big Dreams” of creating a healthier, resilient, regenerative local food system in Butte County and its foodshed. To that end, we have created a variety of active projects to support anything and everything “local food” from seeds to installing gardens in back yards, schools, and other community spaces to Farm to Fork Meal events, a mobile farmers market, educational events and more.

As you may have noticed, food prices are rising

and will continue to rise even more over the next few years due to several factors from weather patterns to supply chain disruptions, shortage of key growing tools, etc. Both our GROWN project and our 1,000 Acres More projects are poised to bring the community together to grow more food in a local WWII Victory Garden style effort.

We are proud to be partnering with the Feather River Health and North Valley Community Foundations to work on addressing key systemic issues around food security and food sovereignty. It is our hope that we can unite us all in Butte County to increase health, wellness and vitality for ourselves, our environment, our economy, and our community.

To learn more about BCLFN’s projects
1000 acres more link <https://bclocalfood.org/1000-acres-more/>
GROWN (Growing Resilient Optimism with Nature) <https://bclocalfood.org/growing-resilient-optimism-with-nature/>
Butte County Local Food Network <https://bclocalfood.org>
FB page <https://www.facebook.com/ButteCountyLocalFoodNetwork>
Instagram @bclocalfood
Youtube Channel <https://www.youtube.com/channel/UCIKabB2l5REoExpy3goi4Bw>

Local Food Pantries on the Ridge

First Baptist Church
6500 Clark Rd., Paradise. (530) 877-3532
Every Friday Noon to 4:00 p.m.

Selection of food dry and canned goods, fruits and vegetables, frozen meat, eggs and milk. COVID-19 guidelines in place.

First Christian Church
5738 Pentz and Pearson, Paradise. (530) 877-9923
Every Sat. 11:00 – 1:00, Sun. Noon – 1:00.

Walk in pantry open to all, no ID necessary., which means you come in and shop for yourself. Many pantry staples. Also available are hand sanitizer, baby and adult diapers, and toiletries.

Hope Center opening in October, at xxxxx Center St., Paradise.

For more information call Josh (530) 552-1855. quad@orovillehopecenter.org

Magalia Community Church
13700 Old Skyway, Magalia. (530) 877-7963
Thurs. and Sat. 11 a.m. – 2:30 p.m.

Food commodities (once a month distribution) in the Fellowship Hall. Third Thursday of the month.

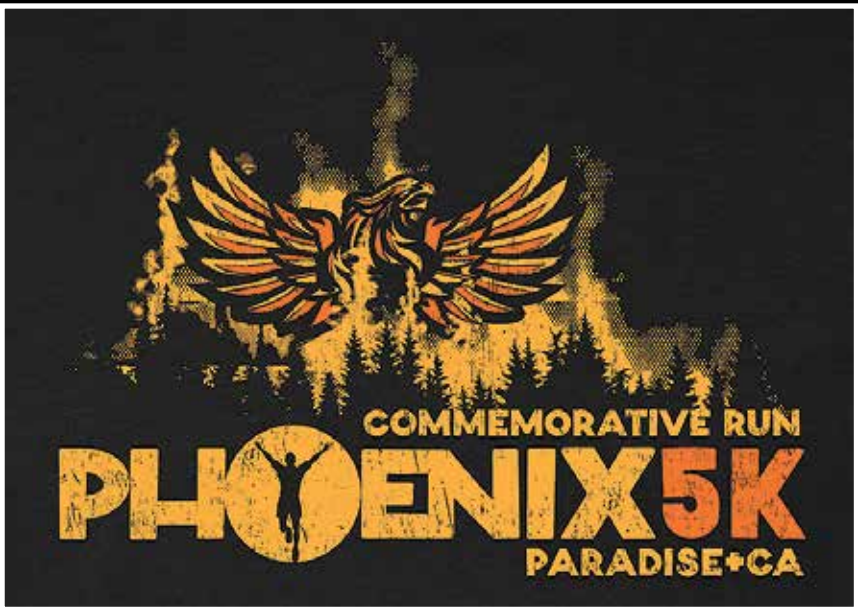
Magalia Community Church
Community Thanksgiving Dinner
Nov. 19, 2022. 13700 Old Skyway, Magalia. Annual traditional turkey dinner with all the trimmings! The community is invited. (530) 877-7963

Free Community Dining

An opportunity to meet friends, new and old.

Paradise Alliance Church
6491 Clark Rd., Paradise
Serving Dinner, 1st & 3rd Fri., 5:30 to 6:30 p.m. Dining in the gym. (530) 877-7069.

Paradise Lutheran Church
780 Luther Drive, Paradise
Serving Lunch Every Friday Noon to 1:30 p.m. in Luther Hall. (530) 877-3549.



The Phoenix 5K is a 3.10 mile run/walk event on Saturday, November 5th starting at the Paul Bryne Aquatic Park on Recreation Drive Paradise, CA 95969.

The Phoenix 5k is a commemorative event created as a tribute to the resilience of the residents who overcame the devastating CampFire on November 8, 2018.

The route will utilize the Memorial Trail and will pass by many important locations in Paradise including homes, schools, parks, gardens, murals, the Police Station, the Fire Department, The Depot Museum, the Future Home of the Gold Nugget Museum and the Hope Plaza.

All proceeds will go toward offering wellness events on the Ridge.

Please join us in honoring those who were impacted by that day and have risen above.

Register now at:
www.pinwheel.us/RegistrationInfo/Event/phoenix-5-k



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Candidates for Town Council

Three candidates vie for two Town Council positions in November election

After serving multiple terms, council member, two-term mayor Jody Jones will be retiring her position. Jones will be remembered for speaking her mind, her steadfast commitment to Paradise and her leadership in the darkest days after the Camp Fire. Incumbent Steve Crowder is currently serving his second term as Town mayor and is running for reelection.

Both Jones and Crowder have seen the Town through its most devastating and trying times and we thank them for their dedication and service. Stuart Bannister and Ron Lassonde along with Steve Crowder will be vying for the two open seats. Read their Candidate Statements below.



Steve Crowder

I was elected to Town Council, 11/6/2018, two days before the Camp Fire. I have served as Vice Mayor and Mayor during my term.

I spent the entire day of the fire in town helping to evacuate our citizens. The last two years I have 100% stepped away from my business to devote my time to the needs of our town and citizens.

I have had extensive dealings with FEMA, CalOES and numerous contractors working towards, as smoothly as possible, working relationships to help our town in its recovery efforts.

I have a great working relationship with our staff which affords me the ability to help facilitate disagreements between the town and our citizens. I believe in total government transparency and always make myself accessible, so our citizens know what is happening.

As a Camp Fire survivor myself, losing my home and business, I appreciate and understand, first hand, the trials and tribulations of what our citizens are going through to get back home.

I would be honored to earn your vote for another term as I have unfinished business to complete; I need to see our sewer started, a hospital back and maintain our public safety and roads.



Stuart Bannister

I have lived in Paradise for 20 years. I have raised six of my children in Paradise. I love this town and all its citizens. My love for Paradise is why I want to help our citizens, who have lost so much, get back on their feet. The best way to do this is by bringing new ideas to the Town Council.

Because of my 13-year career with the Housing Authority of the County of Butte, I know what makes local government work. I also know what stops it working. Local government can only work when the leaders are responsive to the needs of the citizens and business owners. I am prepared to listen and act on the needs of our Town.

In order for Paradise to become prosperous again, we need a change of leadership. If elected I will do everything in my power to be the change that Paradise needs. I will ensure that every policy implemented by the Town Council will directly benefit our citizens and our business.

A vote for me is a vote for our Paradise.



Ron Lassonde

My wife, Cindy and I have been coming up to Paradise and Chico to visit relatives for the past 40 years. When we moved to Paradise, we quickly developed a love for and a deep connection with our neighbors.

The Camp Fire devastated our town and a large section of our neighborhood. It's hard to describe the loss we all experienced. However, out of that experience came a town wide determination and grit to rebuild. Paradise is coming back. I am running for Town Council to support that effort.

I spent 21 years as an officer in the Air Force. In my last job as a Lt. Colonel, I commanded a 300+ team of engineers with a \$36 million annual budget. In my 21 years with AT&T, I managed multiple teams. The last one consisted of 200+ software developers and a \$30 million budget. From vision and creativity; to leadership and supervision; to insight and financial analysis. I have the skills to be an effective council member. I will bring these skills to the Paradise Town Council. We have many hardworking citizens, entrepreneurs, and families in Paradise, I believe the town government has an obligation to help them succeed.

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NVCF, Butte Strong Funds continue to have a lasting impact on Ridge Recovery

By David Little,
North Valley Community Foundation,
Executive Vice President

Anybody who donated any amount to the North Valley Community Foundation (NVCF) or its Butte Strong Fund after the Camp Fire should feel heartened while driving around the Ridge these days. Yes, the pace of rebuilding has been frustratingly slow. But now, nearly four years since the Camp Fire, signs of progress are increasing exponentially.

As the four-year anniversary of the fire approaches, NVCF is still helping to fund a case management system for fire survivors, still issuing grants for counseling and wellness services, still assisting with rebuilding efforts, still helping reduce the costs and fees, and still supporting community development projects.

As of July 1, NVCF has distributed \$55.7 million in grants for Camp Fire relief and recovery projects. NVCF will be issuing grants for another year at least, until all the donations are spent. The following information illustrates the progress achieved through the Foundation’s largest financial commitments.

Direct assistance continues through the case management process, which is managed by the Camp Fire Collaborative. The waiting list for case management reached 8,318 households at one point. When the federal government authorized funding for just 16 case managers, NVCF and the Butte Strong Fund stepped up to fund 79 case management positions. Today, the case list has been reduced to dozens rather than thousands.

On the Housing front, the Butte Strong Fund has helped fund some large rebuilding efforts, including Habitat for Humanity, Community Housing Improvement Program and volunteer efforts like Hope Crisis Response Network. In addition, hundreds of people who are rebuilding have taken advantage of a fee-reduction program funded by the Butte Strong Fund through the town and county governments. NVCF also has funded a septic and infrastructure grant program through the Rebuild Paradise Foundation. In addition, the Foundation has financially supported several tree removal and brush removal programs.

CAMP FIRE FINANCIALS		Figures are through July 1, 2022.	
\$55,689,987		\$11,356,072	
Total in grants, projects since the Camp Fire		Total granted in fiscal year ending June 30, 2022	
Direct assistance	\$17,710,254	Education	\$4,760,039
Housing	\$15,427,692	Community development	\$4,766,306
Health & wellness	\$11,228,747	Economic recovery	\$1,796,948

North Valley Community Foundation/Butte Strong financial as of July 1, 2022. And the foundation will continue issuing grants for at least another year.

Health and Wellness Projects include providing counselors in schools and supporting different types of therapy through community organizations.

Community development endeavors have utilized millions for local projects, including Hope Plaza, Magalia Community Park, the Welcome to Paradise sign, Honey Run Covered Bridge, Paradise Recreation and Park District, Gold Nugget Museum, Paradise branch library, the Concow

swimming pool, Paradise Art Center, Paradise Community Center, Paradise Performing Arts Center, Youth on the Community Ridge Foundation and Paradise Arts, Theatre and Culture Hub (PATCH).

NVCF’s incredible donors, and partners Sierra Nevada Brewing Co. and Aaron Rodgers, have made it possible to have a widespread and lasting impact on the long-term viability of the Ridge.

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– Anonymous

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FireSafe Council Evacuation Zones

What you need to know about new County Evacuation Zone numbers

By Lauren de Terra
*Education & Community Outreach Manager
Butte County Fire Safe Council*

Do you know your Evacuation Zone number?? As a Paradise or Magalia community member, here's what you need to know about the new county-wide zoned evacuation system. Memorizing your zone number and bookmarking the interactive map online are easy and important steps you can take to prepare for wildfire and other emergencies.

Town of Paradise, you will find your zone number has not changed. Town of Paradise Zones are numbered 1-14. Online you will see

BUT-TOP-#. The most important part is to memorize the number.

Upper Ridge, you will see your previously named zones (North Firhaven, Carnegie, North Pines ect.) now have an assigned zone number. It's important to know the new number because this is what will be announced over the radio or in media for the zone alerts. Magalia Zones are 281-292.

View the live county map online that is updated to reflect a color-coded Order, Warning, Shelter in Place, or Test announcement. Type in your address in the bottom left corner or zoom in to find your zone and view alerts for surrounding areas. If zones are not colored in, there are no active alerts.

Find us online

Visit our LinkTree for a one-stop-shop connection to all our media platforms, including Wildfire Ready Raccoon fun for the whole family. <https://linktr.ee/buttefiresafe>.

Follow us on Facebook and more for updates about our programs, events, and wildfire safety resources!

Want the Zone Map online?

To download a pdf of the new zone map, head to our website

[Buttefiresafe.net](https://buttefiresafe.net) >> Resources >> Document Library.

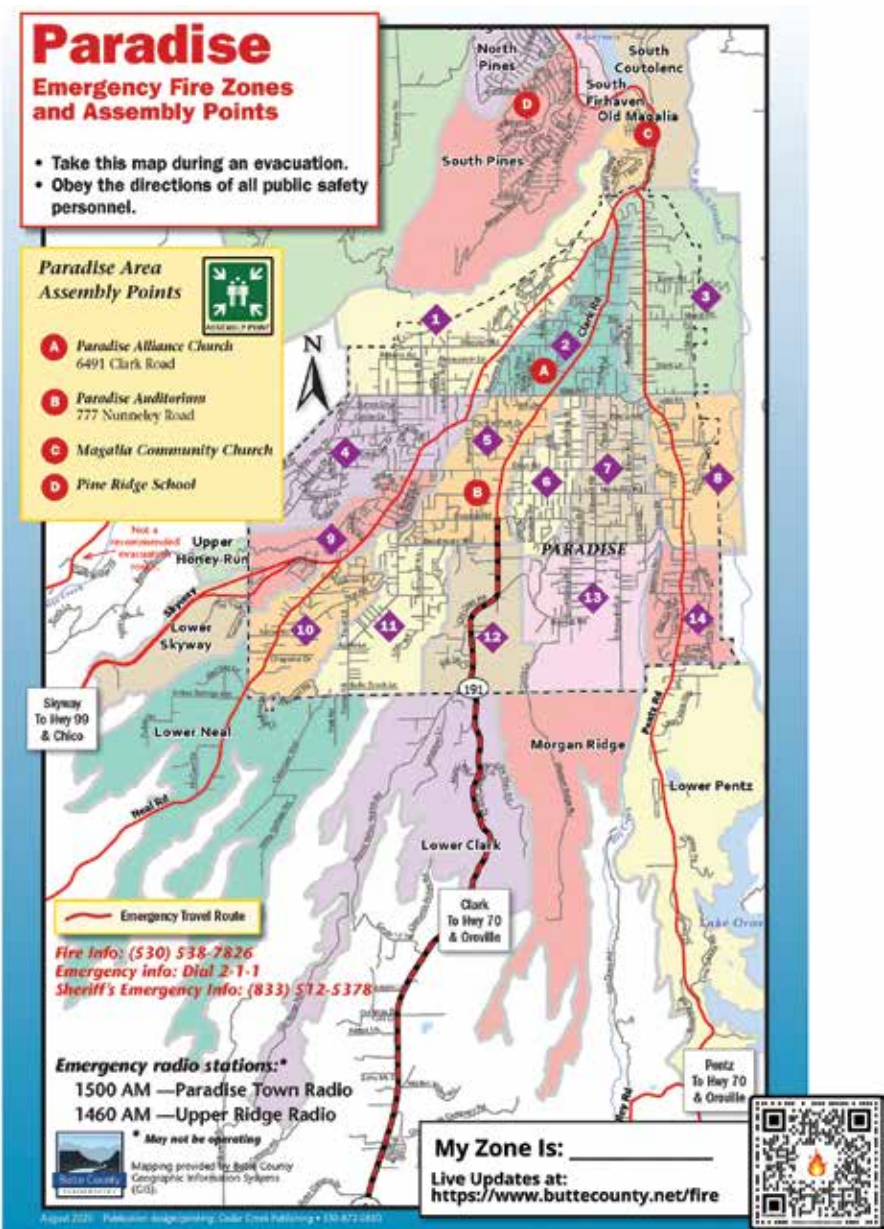
Want the zone map in print?

Swing by our office and we can send you home with copies for your family and neighbors.

Can't make it in? Give us a call at 530-877-0984 and we will mail you a printed map.



Access the map online at
<https://www.buttecounty.net/fire>
or scan the QR code below:



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– HEALING ON THE RIDGE –

Breaking Cycles and Creating Change

A new four-part series by Thrive and Butte College’s The Training Place

Thrive is committed to addressing the ongoing demands on those working with youth and families. Those in caring professions may feel overwhelmed, and there are few resources available investing in wellness. Therefore, we are excited to collaborate with the Butte College Training Place on a new series of supportive sessions designed to provide self-care tools and support needed to continue to serve the most vulnerable in our community.

The Breaking Cycles and Creating Change series is a four-part interactive experience designed to infuse opportunities for healing and restoration into the workplace. Is your team experiencing the impact of



burnout, compassion fatigue, secondary trauma or stress? This series is for you! Reach out to Emiliano at cornejoem@butte.edu or (530) 205-3751.

Heal your Healers classes

Session 1	Understanding and reframing stress
Session 2	What’s the point of being trauma informed?
Session 3	How to get there? Pause, notice, and choose
Session 4	Now seeing the change at work

Each series can be customized to a unique workplace situation.

Mimi Brown, MFT works with Camp Fire survivors

Brown, MFT, is a Licensed Marriage Family Therapist. Her specialty is with those afflicted or recovering from the Camp Fire, or their loved ones emotionally affected by the trauma. She has a limited grant for free counseling for income eligible Camp Fire survivors. She has worked or volunteered in the field of social services and mental health for over 25 years. She serves individuals, children, teenagers, or families.

She works with caretakers, those who do too much for too little, who are frustrated, overwhelmed, and need a little peace of mind. She also has worked extensively with those with alcoholism and other addictions, codependency, and recovery through 12 -step programs; parenting and behavioral challenges; past or current trauma; domestic violence; abuse/neglect; marriage/divorce; grief; anxiety/depression; stress management and other challenges. Rates are \$100/session. A sliding scale fee available based on verified income if needed. She does not take insurance. (530) 354-4418.

Sol Sanctuary’s Barn Angel Program

The Barn Angel Program is a method of personal growth that utilizes horses (without riding) to develop the ability to connect and communicate in the more subtle realms. Horses’ sensitivities can teach how to better read the energy of others, trust instincts and develop intuitive abilities. Horses, like humans, have emotions. They can show how to feel, connect and navigate emotions more effectively.

For those who love animals, even those who feel afraid of horses, this program offers small group sessions for a safe experience and an opportunity to release fears, finding calm. While you play, care for, and engage with the horses, you’re exploring mindfulness, intuition, reading energy, and inner clarity. Through their responses, the horses show how to feel, connect and navigate emotions more effectively. You’ll leave feeling more present, centered and connected to your empowered self.

Join them on the Ranch, 4791 Round Valley Ranch Rd, Paradise. (530) 762-7108.



SBDC Training and Classes

Financial Management Series for Existing Businesses
Wednesdays, October 5, 12, 19, & 26, 9:00 - 11:00a.m.
Butte College-Glenn County Center
1366 Cortina Drive, Orland
4-weeks series on how to utilize your financial statements to better manage & understand business operations, cash flow, and profitability. Sophie Konuwa, (530) 895-9017

The Basics of Bookkeeping
Thursday, October 20, 9:00 - 11:00 a.m.
Conference Room in Paradise Ridge Chamber of Commerce building
6161 Clark Road, Suite 1
Key concepts for good record keeping for your business. Free, Sophie Konuwa, (530) 895-9017

Social Media Marketing
Tuesday, October 25, 8:30 - 10:30 a.m.
Butte College SBDC
2480 Notre Dame Blvd., Chico CA 95928
Basics of using social media to further your marketing plan and generate additional revenues. Topics will include:
• Targeting new/existing markets • Expanding strategies • 3rd party tools • Work/time expectations • Hidden business growth opportunities. Free, Sophie Konuwa, (530) 895-9017

New Venture Series for New and Start-up Businesses
Tuesdays, Nov. 1, 8, 15, & 22, 8:30 - 10:30a.m.
Butte College SBDC
2480 Notre Dame Blvd., Chico
4-part training series about starting a business. Topics include: Legal Requirements, Market Analysis, Cost Analysis, Funding Your Business, and Overview of the Business Plan. Free, Sophie Konuwa, (530) 895-9017

Identifying and Matching Social Media Platforms to Your Businesses
Wednesday, November 9, 8:30 - 10:30 a.m.
Butte College SBDC
2480 Notre Dame Blvd, Chico
Identify specific platforms to use for different target audiences and develop strategies integrating several platforms to meet your marketing goals. Free, Sophie Konuwa (530) 895-9017

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– CALENDAR OF EVENTS –

Information on all listed events, and more, may be found on ParadiseChamber.com’s community calendar on. Updated daily.

Ongoing

Magalia Farmers MarketMobile
Every Sunday, 10:00 a.m. — 1:00 p.m.
Magalia Community Center (parking lot). 13917 South Park Drive, Magalia
Fresh produce from the Farmers MarketMobile. magaliacommunitypark.org, 530 413-9158



The Magalia Market
Saturday or Sunday, 10:00 a.m. — 2:00 p.m.
Check ParadiseChamber.com’s online community calendar for dates
Magalia Community Center (parking lot). 13917 South Park Drive, Magalia
Ridge craftspeople, artisans, writers, bakers and more.

Barn Angel Program
Saturdays, 9:00 — 10:00 a.m.
Sol Sanctuary Ranch, 4791 Round Valley Ranch Rd, Paradise
Free. Explore mindfulness, hope and inner clarity while caring for Electreka. (530) 762-7108

Paradise Elks Fizz Breakfast
First Sunday of the month, 9:00 a.m. — Noon
Paradise Elks Lodge, 1100 Elk Lane, Paradise
Fizz breakfast, live music, Adults \$12, Children \$6, tickets at the door.

Women’s Social Club on the Ridge
4th Mondays, 11:00 a.m. — 1:00 p.m.
Potluck social welcoming women on the Ridge. Free for first two visits. Contact Kelana Anderson, (925) 949-6988

“Life Recovery Journey” 12-point Program
Every Wednesday, 6:30 — 8:30 p.m.
Our Savior Lutheran Church, 6404 Pentz Rd. Paradise
12-point program based on Biblical principles offering hope and healing. Free. Marielle Petersen 714-478-5610, Kris Petersen 714-602-5443. marielle.petersen@gmail.com

Open Studios at the Paradise Art Center
Wed., Thurs. and Fri., 1:00 — 4:00p.m.
Paradise Art Center
5564 Almond Street, Paradise
Open Studios are held on afternoons when there is no class scheduled. Days may change. Contact Kathy Dysert at 707-480-2426 or Sally Armstrong 327-8626 to check on available space. Visit calendar for more art center classes.

Seven Secrets of Medicare Meeting/Seminar: Preparing for 2023 Medicare
Thursdays, 2:00 — 3:30 p.m.
Conference Room in Paradise Ridge Chamber of Commerce building
6161 Clark Rd #1, Paradise
All Medicare beneficiaries welcome. Presented by Mark Trumm, Licensed Sales Representative Free and open to all. Please RSV; (530) 534-4600. TTY: 711

Community Dinner
First and Third Fridays, 5:30 - 6:30 p.m.
Paradise Alliance Church, 6591 Clark Rd, Paradise
Everyone is welcome to enjoy a free meal with friends. (530) 877-7069

Fridays for Lunch
The Paradise Lutheran Church invites all to a free community lunch!
Paradise Lutheran Church, 780 Luther Drive. (530) 877-3549

Paradise Friends of the Library Book Sale
Every third Saturday 11:00 a.m. — 2:00 p.m.
Butte County Library, Paradise Branch
5922 Clark Road, Paradise
All proceeds support Paradise Library.



September

CHIP Wall Raising in Paradise
Thurs., September 29, 11:30 a.m. — 1:00 p.m.
1680 Young Ave. Paradise
Celebrate the wall raising of CHIP’s first set of Self-Help homes in Paradise.

Hoedown at Vets’ Hall
Friday, Sept. 30, 5:00 — 10:00 p.m.
Paradise Veterans Hall, 6550 Skyway, Paradise
Kick off Johnny Appleseed Days with a traditional dance, live music by Soul Posse, E&J food truck, Jen’s Place for adult beverages. Tickets, \$10 pp. Adults only.

October

Johnny Appleseed Days
Saturday and Sunday October 2 & 3
Saturday, 10:00 a.m. — 5:00 p.m.
Sunday, 10:00a.m. — 4:00 p.m.
Terry Ashe Park, 6626 Skyway, Paradise
New this year: Pumpkin Patch and Johnny’s Pub. Artisans, local businesses, food court, slices of apple pie with ice cream. To-it-yourself apple pie baking kits, children’s area with games and prizes. Johnny Appleseed will tell stories. Continuous entertainment both days. info@paradisechamber.com (530) 877-9356. Free admission.

growTECH FEST
Wednesday Oct 5th, 11:30 a.m. — 7:00 p.m.
Sierra Nevada Big Room, 075 E 20th St., Chico
Thursday, October 6th, 8:30 a.m. — 4:30 p.m.
Stoble WorkPlace, 418 Broadway, Downtown Chico
Largest and only entrepreneurial regional conference north of Sacramento. If you are a techie, startup, small business, community leader, student or just someone with an idea, this conference is where you need to be. heather@chicostart.com for more information.

Mobile Construction Training Fundraiser
Thursday, October 6, 6:00- 8:00p.m.
Lakeside Pavilion, 2565 Cal Park Drive, Chico
MCT introduces youth to construction careers and teaches basic skills and safety. \$100 per ticket. Contact (530) 343-1981

Vintage Car and Motorcycle Show
Saturday, October 8
Paradise Veterans Hall, 6550 Skyway, Paradise
Show and shine, prizes, food. (530) 693-5891

Garden and Landscaping Class
Saturday October 8, 10:00 — 11:30a.m.
Terry Ashe Recreation Center, 6626 Skyway, Paradise
Kathleen Elliot from Mountain View landscape design and horticultural consultation makes gardening easy and fun.

Visit ParadiseChamber.com’s online community calendar for more events.

Make a Difference Days
Fri. and Sat., Oct. 21 & 22, 9:00 a.m. — Noon
Kick off lunch at Paradise Community Park, Pearson and Black Olive
Join the community to improve and beautify our neighborhoods. Email Kathleen Turner: rkturn@gmail.com

Oktober Fest
Saturday October 22, 6:00 — 10:00 p.m.
Paradise Veterans Hall, 6550 Skyway, Paradise
Celebrate with a delicious German dinner, beer and a dance. (530) 693-5891

Paradise Symphony, The Best of Broadway
Saturday, October 22, 7:00 p.m.
Sunday, October 23, 3:00 p.m.
Paradise Performing Art Center, 777 Nunneley Rd, Paradise
The Symphony and California Regional Theatre present familiar Broadway tunes performed by actors and singers.

South Pines Disc Golf: DGA Tournament
Saturday, October 22, Tee Time 9:00 a.m.
Paradise Pines Golf Course, 13917 South Park Dr. Magalia
100 players from across the region and from around the country are expected to participate; spectators welcome.

‘Let’s Dance’ with Cottonwood Band
Sunday, October 23, 2:00 — 5:00 p.m.
Sunday, November 20, 2:00 — 5:00 p.m.
Paradise Veterans Hall, 6550 Skyway, Paradise
\$8 cover charge, incudes snacks, coffee, water, prizes and 50/50 drawing. (530) 838-8040

Halloween Trunk or Treat Family Fun!
Saturday, October 29, 4:00 — 7:00 p.m.
POA parking area, 14211 Wycliff Way, Magalia
Magalia Baptist Church, on Skyway, Magalia
Spooky, safe fun at both locations. After, a Halloween Carnival at Red Lion Pizza, Magalia.

November

Hogfather
November 5 - 20
7:30 PM - 10:00 PM PDT
7:30 p.m. Curtain Evenings
2:00 p.m. Curtain Sunday Matinees
Theatre on the Ridge
3735 Neal Rd., Paradise
A witty and faithful adaptation of Terry Pratchett’s bestselling novel. Death is creeping down chimneys and trying to say “Ho Ho Ho.”
Full information at totr.org

The Phoenix 5K Run 2022
Saturday, November 5, 8:00 a.m. — 1:00 p.m.
Starts at Paradise Jr. High, 5657 Recreation Dr. Paradise
Camp Fire Commemorative run. Run in person or virtually.

Camp Fire Revival Fest
Saturday November 5, Noon — 4:00 p.m.
Terry Ashe Recreation Center, 6626 Skyway, Paradise
Honoring the anniversary while celebrating our resilience and a hopeful future. Local talent, speaker series, art show, food trucks, kids’ activities, Ready Raccoon.

Stirling City Military Veterans’ Tribute
Sunday, November 6, 1:00 — 3:00 p.m.
Stirling City Community Hall, 17044 Skyway, Stirling City
Hosted by the Paradise Veterans Honor Guard and Bugler.

CEI Foundation Trades Day
Tuesday November 8, 8:30 a.m. — 12:30 p.m
Silver Dollar Fairgrounds
2357 Fair St, Chico
Registration for exhibitors and sponsors. Encouraging trade, industry and post-secondary education and training to inspire local students to build a career in construction.
Brittany Albaugh (916) 465-8341

Homespun Holidays Craft Show
Friday, Nov 11, 10:00 a.m. — 5:00 p.m.
Saturday, Nov 12, 10:00 a.m. — 5:00 p.m.
Paradise Masonic Lodge, 5934 Clark Rd Paradise
Free admission. Jewelry, metal and wood art, Christmas decorations, quilts, baked goods, handmade chocolates, and more.

Let’s Dance with Soul Posse Band
Sunday, November 13, 2:00 — 5:00 p.m.
Paradise Veterans Hall, 6550 Skyway, Paradise
\$8 cover charge, inc. snacks, coffee, water, prizes and 50/50 drawing. (530) 838-8040

Paradise Community Blood Drive
Tues., November 15, 11:00 a.m. — 3:00 p.m.
Paradise Veterans Memorial Hall
6550 Skyway, Paradise
As we approach the holiday season, give thanks by sharing the gift of life.

Annual Community Thanksgiving Dinner
Saturday, November 19, 11:00 a.m. — 3:00 p.m.
Magalia Community Church, 13700 Old Skyway, Magalia
A traditional free Thanksgiving meal open to anyone who would like to come for fellowship.



Paradise On Ice
Open November 18 through January 8
Fun for the whole family!

Paradise on Ice Events
The Terry Ashe Recreation Center, 6626 Skyway, Paradise

Chili Cook Off
Saturday November 19, 7:00 a.m. — 6:00 p.m.
\$5 for tasting cup. Chefs enter free.

Bags & Beans Cornhole Tournament & Beer Garden
Saturday November 19, Noon — 6:00 p.m.

Bowling with Birds
Saturday November 26, 4:00 — 10:00 p.m.
Frozen Turkey Bowling

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1453 Downer St Suite B, Oroville CA 95966

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The Ridge Welcomes New Business

Newly remodeled B&G Club Teen Center to open soon

By Alex Beehner

Marketing and Community Engagement Director, Boys & Girls Club

After a nearly four-year process, the Boys & Girls Clubs of the North Valley's (BGCNV) Paradise Teen Center building on Skyway has received an inside and out remodel. The newly remodeled building is currently home to the Camp Fire Collaborative, which will soon share space as a safe and engaging place for Ridge teens.

The project was a true community collaboration - more than three dozen organizations provided monetary donations, in-kind support, staff time, and expertise, delivering the project on time and under budget. Many thanks to volunteers putting in nearly 500 hours over 90 days, and more than 50 community members spending the day completing a variety of tasks to totally rebuild the facility!

At the beginning of the project, the BGCNV held a survey of Ridge youth to gauge their interest in teen-based programming. In the end, more than 300 youth in eight different schools responded. 78.5% of the youth said they would be interested in attending the new Teen Center. Youth also stated they want to see culinary, music and art programs, volunteer opportunities, support with job interviews, college tours and academic support.

After the surveys, BGCNV held "Youth Council Meetings" on-site at the Teen Center to engage teens in providing valuable feedback on what they envision in the space, how it should feel and what programming and equipment would be most beneficial for success. These meetings will continue throughout the school year.

We are grateful for the collaboration with Chelsea Irvine, Jess Mercer and the support of the North Valley Community Foundation and the Butte Strong Fund.



Hard working volunteers helped renovate the Boys and Girls Teen Center

The CFC moves to the Ridge and offers housing help

The CFC supports the agencies and organizations serving those impacted by the Camp Fire



L. to R.: Aman Cowell, Communication Specialist; Wendy Hicks, Administrative Assistant; and Bruce Yerman, Director of Operations have settled into enjoying, their new Paradise Camp Fire Collaborative office on Skyway.

By Bruce Yerman

Director of Operations, Camp Fire Collaborative

and state resources are waning, and our local organizations are needed now more than ever. The CFC has become the "clearing house" for problem solving. Each of the 100+ organizations bring expertise and resources to the table, focusing on the unmet needs of Camp Fire affected.

The Camp Fire Collaborative (CFC) comprises over 100 organizations that include faith-based, non-profits, civic, and businesses that support vulnerable families in the burn scar area. Community members established the 501(c)(3) just days after the Camp Fire, by necessity operating out of Chico until they could move to the new Paradise home in August. They are now ready to serve the Ridge in their newly remodeled office at the Boys and Girls Club building, 6241 Skyway in Paradise.

The Camp Fire on November 8, 2018, changed the face of Butte County. The impact was swift and massive; the eyes of the world were on us for a short time. Nearly four years post disaster federal

CFC continues on page B-3

RV Park transformed to peaceful destination



A group of disc golf aficionados camped out for the weekend at the Paradise Pine RV Park just down the road from the Pines Disc Golf tournament.

By Allison Denofrio

*Paradise Ridge Chamber of Commerce Board Director
Owner, Green Garden Art*

One of the biggest heartbreaks we all share here on the Ridge, is the loss of the many towering trees that made us feel we were living in a giant campground. Although many are replanting a variety of evergreen and deciduous trees, it will take a number of years to reforest our home. But at 2,800 feet, nestled under a tall canopy of healthy green trees in Magalia, is the Paradise Pines RV Park and Campground. Once in disrepair, this welcoming campground has been cleared out, cleaned up and redesigned and offers over 50 camping and RV spots.

Gary Pryde purchased the property just five weeks before the Camp Fire. After the fire he saw the struggles of the displaced residences and his goal became to help those "homeless" property owners with a place to live while they sorted out their

RV PARK continues on page B-3

Chamber seeks 2023 leadership



Chamber Directors are members in good standing of the Paradise Ridge Chamber of Commerce (PRCoC). Directors adhere to the objectives and purposes of PRCoC bylaws and work together to foster an attitude of unity and pride in the Paradise Ridge, support judicious local government, cultivate balanced economic growth and create a favorable business climate.

Services of a Director

- Devote five to ten hours each month to Chamber service
- Attend at least 8 of the 11 board meetings during each year of 3-year term
- Assist with development of ideas, goals and actions to improve the Ridge community and the Chamber of Commerce
- Assist in the coordination, planning, development and staffing of Chamber events such Party in the Park Music & Marketplace

and Johnny Appleseed Days

- Engage in membership support, recruitment, and promotion
- Expect to serve on at least 2 committees throughout any single year

To nominate or be considered, please forward your nomination to 2022 Board President Kimball Shirey (kimball@heritage-agency.com) by Wednesday, October 5.

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Visit [AdventistHealth.org/OurClinics](https://www.adventisthealth.org/OurClinics) to learn more about our services and providers.

NEW BUSINESSES

Blixa
Properties
offers new
furnished
Paradise
rentals



Brand new furnished private short-term rentals are available within the Paradise Boutique Apartments building at 5900 Canyon View Dr, just north of the Feather River Hospital site. Formerly Feather Canyon Senior Living, the facility was recently renovated and includes boutique vacation rentals offering stylish, furnished lodging to serve the workers rebuilding Paradise. New pet-friendly units offer the very best in comfortable short-term housing with affordable rates, great amenities, and an excellent location.

Blixa currently offers six options - two studio apartments, two one bedroom apartments, and a two-bed two-bath option with a lovely canyon view. All unique options offer a kitchenette, dedicated parking right outside the apartment, private entrance, private patio, blazing fast Wi-Fi, and complimentary coffee, fine soaps and linens. If you're feeling social, our community amenities include a billiards lounge, rec room, and a library.

Outdoorsy types will appreciate the view of the Feather River Canyon, nearby hiking trails, and Paradise Lake. Relax outside on the community deck and grill on the charcoal BBQs. Spend your weekend hiking the Green Belt trail, or fishing on Butte Creek and the Feather River.

Another eight apartments are scheduled to launch this winter. To reserve these fantastic new short term rentals, find Blixa on Air BnB, VRBO, or book direct at www.bookwithblixa.com. With weekly discounts available, Blixa is perfectly suited for the business traveler. (530) 586-0003, connect@blixaproperties.com.

Blixa Properties
(530) 586-0003

The Ridge now has a printer for all your
printing and copying needs

By Allison Denofrio
*Paradise Ridge Chamber of Commerce Board Director
Owner, Green Garden Art*



No need to head down the hill for any of your printing needs! C & C Prints now shares office space with the Liberty Tax office in the Holiday Plaza shopping center on Skyway. Rooted Paradise residents, Cheri and Carrie will even deliver in Paradise. They are ready and excited to help you with all your printing and copying needs.

Need just one copy of an important document? They can copy it! A spe-

cial event coming up and you want to plaster 24" wide posters all over town? They can print it! You have opened your business and need a large 44" tall outside vinyl banner to let the town know? They can make it! And they will help you design your project!

C&C Prints
6848 Skyway, Ste. V, Paradise
(530) 492-6457.

A Paradise beauty and wellness spa
James Square

Sisters Jessica Hinsz and Christina Burton are bringing Paradise a beauty and wellness spa!

Jessica specializes in lash extensions and spray tans, and soon, facials! Christina offers a variety of massage techniques and sound healings.

Located in James Square, inside the Dye Day Spa, these ambitious sisters are on a mission to boost self-confidence, encourage healing and create a safe space where you and your girlfriends can pamper yourselves and leave your worries behind!



Beauty and Wellness Spa
Jessica, (530)-520-3465
Christina, (831)-747-4701
5913 Clark Road, Suite C
James Square, Paradise

RV PARK, continued from page B-1

lives. It has taken a lot of physical labor to remove the tons of garbage and debris and a whole lot more determination to restore what once was a hazardous eyesore to a peaceful piece of Paradise.

Along with replacing the septic, remodeling a rest-room and shower building, upgrading plumbing, electricity, and WIFI, he's replanting the saplings of cedars and redwoods throughout the campground. Pryde currently has 25 full-time occupants out of the 36 "extended stay" sites, five tent and five RV "short term" spots and two Airbnb's that may be rented by the night, week or month.

Pryde's dream is to make his campground a destination for locals and travelers. By 2023 he plans to complete a grassy amphitheater for live performances, host vendor events and private parties along with chili cook offs and fall harvest gatherings. The site won't be hard to miss with the more than 2,000 daffodils popping up along the entrance in the spring! Until then, bring your kids by for Friday evening ice cream that Pryde loves to share.



Ice cream cones and root beer floats are an evening treat, courtesy of owner Gary Pryde.

Paradise Pines RV Park and Campground
14360 Skyway
ParadisePinesRV.com.

CFC, continued from page B-1

Working with the Collaborative are the Disaster Case Managers from the Boys and Girls Club, Northern Valley Catholic Social Services, and Tzu Chi. They're the boots on the ground, helping families find housing solutions. If you are facing challenges in your recovery from the Camp Fire or know of someone who is, please call the CFC at (530) 413-8396 and leave a message. We thank North Valley Community Foundation and the Butte Strong Fund for supporting the CFC through June 2024. The CFC is grateful to the North Valley Community Foundation and the Butte Strong Fund for supporting this important work through June 2024.

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Parasol Mycology
A family-owned mushroom farm growing in Paradise



Parasol Mycology Family Farm grows specialty mushrooms in Paradise, delivering fresh produce and unique fungi products to the not only the Ridge, but the North State. Parasol relies on the latest research and development to keep the farm sustainable and eco-friendly. Owners, Carissa

Garrand and Dave Konyndyk's goal is to participate and give back to the local community through soil restoration, local partnerships, sponsorships, and education.

The family returned to the Ridge, where Carissa spent her childhood, to help rebuild Paradise. She has over 15 years of marketing and business experience with ten years at Microsoft. She serves as Town of Paradise Planning Commission Chair. Dave, originally from Michigan, has nine years of experience in wildland fire leadership, a B.S. in Physics from OSU, 15 years in professional engineering roles, and a year in mycology research and development.

You can follow them on social media, call (530) 413.7005, or email hello@parasolmycology.com.

A new café opens in James Square



By Allison Denofrio
*Paradise Ridge Chamber of Commerce Board Director
Owner, Green Garden Art*

Lofi Café, a community driven café, recently opened in James Square in Paradise. Owner/Chef Jared Kramer is focused on supporting the local community, small farms, ranchers, bakers, and purveyors from the North State. The Café's menus are seasonal and designed by Kramer to feature local coffee roasters, boba tea, and other exceptional, unique eats. One such distinctive offering is savory doughnut sandwiches, a must try! There is something for everyone!

Conveniently located in James Square at 5913 Clark Rd., Suite E, Paradise. **Stop in today!**

Parties are back! Balloons make any party "pop"

By Allison Denofrio
*Paradise Ridge Chamber of Commerce, Board Director
Owner, Green Garden Art*



Poptastic is a new balloon and gift business with the motto: "In a crazy world, why not sparkle and pop." Their fantastic balloon bouquets and gifts are the perfect remedy after a challenging couple of years. Now birthday and anniversary parties, family and class reunions, bridal showers and gender reveals "popping"

back up. Poptastic will stuff balloons with gender reveal confetti, and design vibrant color themed balloon arches for sports and other events.

They design for any occasion, business promotions, openings or add sparkle and pop to business décor. Have a special question you want to ask someone? They make "Pop the Question" boxes for any occasion you can imagine. Items from a stuffed animal to bottles of beer can be enclosed inside a balloon and personalized. So, choose your occasion, order your balloon decor to be sure your party is full of sparkle and pop!

Call (530) 413-3983 or Poptastic online in Paradisearchamber.com's business directory.



Ridgestart powered by Chicostart

RIDGESTART - Powered by Chicostart serves the diverse business community of the Paradise Ridge by providing entrepreneurs, startups and small businesses education, mentorship, incubation programs, access to the openprants portal, and valuable connections. For more information, visit paradisearchamberofcommerce.com/ridgestart or email ridgestart@paradisearchamber.com.



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- COMMUNITY HONOR ROLL -

Rose Chapel recognizes Smith for his dedication and leadership during and after the Camp Fire



Eric Smith, General Manager Rose Chapel, left home early on the morning of November 8, 2018, to work in Oroville for the day. Or so he thought – by 8:00 a.m. there was no way back into town and his home was lost. During the next few days, Eric made numerous trips through the fire and into Paradise to assist the Butte County Sheriff. All who had passed away before the fire were safely recovered from both Rose Chapel and Chapel of the Pines due to this effort.

Pam Gray, owner of Rose Chapel, is proud of all Smith has given to his community and said, “As days and weeks passed, he took every phone call from family’s looking for family members and helped each family that suffered loss. His focus was on helping the victims and their families – all the while staying with another staff member until his family from Oregon was able to bring down a travel trailer for temporary housing.”

Smith moved to the Ridge with his wife, Laurie, in 1985 and raised their daughters here. He has been active in the Paradise Exchange Club, Little League, PHS Sports Boosters. He is a member of the Paradise Elks Lodge and a recipient of the Paul Harris Award from the Rotary Club of Paradise and Rotary International. Fast forward to summer 2022: Eric and Laurie are back in their home and Eric continues to work selflessly for Ridge families during their time of need.

Town of Paradise wins prestigious Helen Putnam Award

The League of California Cities announced that the Town of Paradise received the esteemed 2022 Helen Putnam Award for Excellence in Planning and Environmental Quality for their Long-Term Community Recovery Plan. This plan will guide Paradise and its recovery partners as they navigate recovery three years after the most destructive fire in California history, the 2018 Camp Fire.

The devastation of the Camp Fire was greater than any other wildfire in California history. With recovery estimated to last at least a decade, a strategic plan was vital to the successful restoration of homes, businesses, schools, water system, parks, roads, and cultural heritage.

The creation of the Recovery Plan was informed by a robust public engagement process, designed to cap-



ture residents’ ideas, visions, and goals for the future. Nearly 40 actionable and implementable recovery projects were identified. Steady progress has been made on many of the projects to date.

Established in 1982 by the League of California Cities, the Helen Putnam Award for Excellence is given annually and recognizes outstanding achievements by California’s 482 cities.

Volenski recognized as Municipal Clerk of the Year



Dina Volenski, Paradise Town Clerk and long-time Paradise public servant, is the 2022 recipient of the Municipal Clerk of the Year by the City Clerks Association of California (CCAC).

The CCAC Awards of Distinction recognizes Municipal Clerk professionals making exemplary contributions to their city/district, community, or profession. This well-deserved award is a direct result of Ms. Volenski’s significant impact on the Town Council, staff, and residents of the Town of

Paradise. A lifelong Paradise resident, Dina began her service to the Town in 2008, she was hired as Assistant Town Clerk. In 2016, she was promoted to Town Clerk and Emergency Public Information Officer, a role she exemplified with courage and commitment in the challenging days after the Camp Fire. She presided as Clerk at every regular, special, and emergency Town Council meeting held in the chaotic months following the fire, ensuring the residents of Paradise had access to their elected officials even while displaced from Paradise. “Dina Volenski is a talented Clerk, a trusted colleague, and a friend to everyone she meets,” said Kevin Phillips, Paradise Town Manager. “She’s far more than a trusted municipal staffer; she is a local encyclopedia for the people, places, and history of our community.” “I could not think of a more deserving person for this prestigious award,” said Phillips. “We are proud to call her a Paradisean. Congratulations Dina!”



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Business Briefs

Adventist Health Welcomes Levi Gore, Family Nurse Practitioner to Rapid Care Clinic



Levi Gore, FNP-BC,

Levi Gore, FNP-BC, recently joined the staff of the Rapid Care clinic located in the Feather River Health Center at 5125 Skyway in Paradise. Levi is a board-certified family nurse practitioner, specializing in urgent healthcare needs. He provides comprehensive care for patients of all ages and enjoys the opportunity to combine science, technology, and humanity to address healthcare concerns, supporting a positive outcome for the patient. His previous experience as an emergency room nurse and as an EMT has uniquely prepared him to serve patients in Rapid Care.

The Gold Nugget Museum is proud to introduce Tamara Maxey, Museum Specialist

Maxey joined the Gold Nugget Museum team in late 2021 as its Museum and Collections Specialist. She graduated from Chico State University in 2019 with an MA in Museum Studies.

Going forward, Maxey will be wearing many hats. Her attention has been focused on writing grants and cataloging objects. Grant-writing is of central importance to the growing museum to fund the needed improvements to the future exhibit space prior to reopening. The first major step was the installation of insulation, to provide a stable environment within the museum. Watch for educational exhibitions coming soon.

Maxey will also be involved in the rebuild of the museum’s collection. Collections cataloging is an ongoing process — one that is crucial to the museum’s mission of preserving history through object stewardship and educational programming.

If you are interested in helping to fund the Gold Nugget Museum rebuild or thinking about donating historical objects, please phone (530) 762-2613.

*Gold Nugget Museum, 475 Pearson Rd., Paradise.
Open Mon.-Fri. Noon to 4:00 p.m.*



In December 2020, Tamara Maxey took possession of the PGE c-hook that caused the Camp Fire from Mike Ramsey, Butte County District Attorney. The museum currently has it and other Camp Fire items on display.

South Pines Disc Golf to hold DGA Tournament

South Pines Disc Golf will be hosting the 2nd annual Terry Sutton Memorial PDGA Masters Series on Saturday, October 22nd at 13917 South Park Drive. 100 players from across the region and from around the country are expected to participate in this event, and spectators are welcome. Tee time is 9:00 a.m.

“Bringing PDGA series tournaments to Magalia is huge for the entire Ridge, and we look forward to honoring the life and legacy of Terry Sutton,” said Jake Bates, Disc Golf Commissioner for South Pines. Sutton, a pro disc golf player, was working on the tournament with South Pines and Magalia Community Park, when he passed suddenly last fall.

The event is one of several major tournaments that

have been held in Magalia since the disc golf course was opened in October of 2020. The course has undergone many refinements and additions, including ongoing removal of dead hazard trees and weed abatement. More is in the works, with additional fall tournaments in planning stages.

Magalia Community Park and Community Center was born through the strong desire of residents to restore the former Paradise Pines Golf Course to a recreational site for public use. It is also a major Camp Fire Recovery Project. The main building and surrounding space are available for rent for local and private events. The course is open dawn to dusk, with a \$5 green fee pp (\$3 students).

For more information contact the Park, 530-413-9158 or email info@magaliacommunitypark.org. You can also follow the Community Center’s activities on Facebook @ Magalia Community Park.

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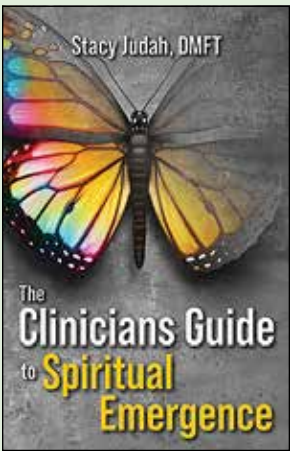
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Business Briefs *continued*

Chamber member publishes book
The Clinicians Guide to Spiritual Emergence

Researcher, author, and clinical psychotherapist specializing in spiritual emergence, Dr. Shakinah S. Judah of Helm Counseling has written a clinical guide to support those awakening to a new possibility of spiritual intelligence. Her book, *The Clinicians Guide to Spiritual Emergence*, is intended to support clinicians and healers working with the spiritually emergent. The Kindle edition is available on Amazon.com.



Spiritual emergence is a transformative experience leading to a sense of harmony and meaning. Dr. S. Judah provides an in-depth exploration of the evolution taking place in clinical work today. Through individual stories, she distinguishes between experiences historically labeled psychosis, spiritual emergencies, and spiritual emergence, providing an opportunity for awakening and healing.

Dr. S. Judah’s educational background includes degrees in sociology, human development, social service, counseling, and marriage family therapy. She is the founder of Helm Counseling, a mental health clinic serving couples, children, clinicians, clergy, and educators. She is also the founding director of the ‘Source Blue’ program, a mental health program serving the needs of first responders. Appointments available in Paradise.

The Clinicians Guide to Spiritual Emergence
Find out more at 510-960-0927
www.helmcounseling.net.

FireSafe Council has moved to new digs in Cobblestone Court

The FireSafe Council had a busy summer and are happy to announce they have a new office location. You can visit them in Cobblestone Court at 6585 Clark Road, Suite 240 on Monday-Friday between 8:30am and 4pm. Come by to connect with our staff, borrow a weed wrench, or pick up printed materials.



Chocolate Fest Donates \$30K in “Sweet Rewards” to 19 beneficiaries at Johnny Appleseed Days

Youth organizations on the Paradise Ridge will celebrate the “sweet success” of this year’s Paradise Chocolate Fest with \$30,000 to be distributed among nineteen organizations.

Leaders of Youth on the Ridge Community Foundation / Paradise Chocolate Fest have announced that the awards distribution will take place at Johnny Appleseed Days on October 1.

Including this year’s awards, since 2006, Paradise Chocolate Fest has contributed over \$390,000 in vital support to local organizations that provide educational, enrichment, recreational and leadership opportunities to youth. From scholarships to upgraded computers, sports uniforms, musical instruments, literacy mentors, leadership programs, vision screening, food banks and more, revenues ultimately reach out to impact the lives of hundreds of Ridge youth each year, their families, and our community.



2022 Beneficiaries

- | | |
|---------------------------------|---|
| Achieve Charter School | Paradise Host Lions Club |
| Boy Scouts 316 | Paradise Piranhas |
| Children’s Community | Swim Team |
| Charter School | Paradise Recreation & Park District |
| Cub Scouts 316 | Paradise Rotary Interact |
| Gold Nugget Museum | Paradise Stronger |
| Mindful Littles | Paradise Veterans Memorial Hall/American Legion |
| Paradise Friends of the Library | Rainbow Girls |
| Paradise HS Football | Ridgeview Rangers |
| Paradise HS Woodshop | |

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Steve and Shirlena Dobrich



Business Briefs *continued*



Rediscover the Ridge releases its 10th video

Since launching the campaign in spring 2021, the Rediscover the Ridge project has produced ten videos communicating the cultural and recreational value of the Paradise Ridge. These have been published directly to the Facebook page and are also viewable on the website, rediscovertheridge.org.

“Re-Discover the Ridge: the Communities of Paradise & Magalia, California” invites visitors from near and far to discover the unique recreational and cultural opportunities available on the Paradise Ridge and learn about a location where the past is connected to the future through an unbridled spirit.

Videos include:

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

This exciting initiative was developed by Youth on the Ridge Community Foundation in collaboration with Gold Nugget Museum, Paradise Recreation & Park District and Paradise Ridge Chamber of Commerce and made possible by the generous support of North Valley Community Foundation, Butte Strong Fund, and Paradise Rotary Foundation.

Table crafted from Camp Fire redwood tree auctioned to benefit Paradise Police Officer

Ron and Jody Jones enjoy a morning cup of coffee at the handcrafted redwood table they purchased at the Wilkey fundraiser live auction.



On July 14, 2022 Sergeant John Wilkey, a 14- year veteran of the Paradise Police Department, was involved in a tragic ATV accident while vacationing with his family. Sgt. Wilkey was instrumental in saving lives during the Camp Fire. After the fire, the department lost over half its officers, but Wilkey remained and was committed to rebuilding the department and his hometown. Paradise Rotary organized a live auction of a specially handcrafted redwood table with all proceeds going to the family.

The table was created from a Paradise redwood tree affected by the Camp Fire. It was milled and donated by Mike Fitzgerald of AA Ace Roofing then

handcrafted by Doug Hoffman. This unique piece of Paradise was donated by Martin Construction in support of Sgt. Wilkey’s recovery. It was auctioned at Party in the Park, summer, 2022 raising \$5,000 for the family.

Jody and Ron Jones attended the auction committed to buying the extraordinary piece; it had special significance to them. They lost their home and business to the Camp Fire. At that time, Jody was serving as Mayor of Paradise, guiding the Town through those dark and crucial days. To Ron and Jody, this table represents the recovery and perseverance of the Town and community.

Join the Simple Gesture Green Bag Project to help those in need of food

The Green Bag Project is a door-to-door food collection program that provides a steady supply of food to help feed the hungry on the Ridge. Your donated items find their way to various food pantries on the Ridge. For more information about becoming a donor, call (530) 876-8448 visit the Face Book page.



It takes a hard-working group of volunteers to collect the Green Bags and organize the shelves with food donations for the Ridge.

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Business Briefs continued

growTECH Fest Regional Conference
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growTECH is the largest and only entrepreneurial regional conference north of Sacramento, with strategic focus on community, culture and needs for economic development, sustainability and growth for our region.

Day 1 at the Sierra Nevada Big Room,
1075 E 20th St. Chico.

Day 2 at Stoble WorkPlace,
428 Broadway, Downtown Chico.

If you are a techie, startup, small business, community leader, student or just someone with an idea, this conference is where you need to be.

For more information and to buy tickets visit:
<https://growtechfest.10web.site/>
heather@chicostart.com for more information.

Paradise Recreation and Park District
Proudly Presents
Paradise On Ice ~ Winter Wonderland
November 18th, 2022 - January 8th, 2023



Sponsorship Opportunities: Now in its 9th season, Paradise On Ice returns to the Terry Ashe Recreation Center on November 18. This winter tradition is supported by generous sponsors. With more than two months of exposure, high-value partnerships showcase commitment to community.

Winter Wonderland activities include:

- | | | |
|-----------------|-------------------------------------|-----------------------|
| Santa's Arrival | Community Tree Lighting | Ice skating lessons |
| Fire On Ice | Sunset with the Symphony | Frozen Turkey Bowling |
| Disco Skate | Chili Cookoff & Cornhole Tournament | |
- Find out more about sponsorship packages and exciting activities associated with the 2022 - 2023 season at Paradise Park and Recreation (530) 872-6393.



The Paradise Ridge Marketplace offers unique, specialty Ridge items you will find nowhere else
Paradise Ridge Chamber of Commerce Presents the online Marketplace, your key to shopping local, all from the comfort of your own home! Purchase some of your favorite Ridge items, such as Ridge Rising apparel and other fun member products. Check it out! New items added often, so be sure to keep checking back.
www.ShopParadiseRidge.com



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CHAMBER RIBBON CUTTINGS

Would you like to be notified when the next ribbon cutting is happening? Check ParadiseChamber.com’s community calendar or join the Chambers invitation list by emailing info@ParadiseChamber.com for information about ribbon cuttings. More information about all businesses mentioned may be found in ParadiseChamber.com’s online business directory. To schedule a ribbon cutting or business celebration, contact Monica@paradisechamber.com.



C&C Prints

C&C Prints offers professional printing services, design, construction sets and site delivery. 6848 Skyway Suite V, in the Holiday Plaza, (530) 492-6457.



Paradise Boutique Apartments

The 115-unit Paradise Boutique Apartments, at 5900 Canyon View Drive, offers fantastic views and unique amenities, indoor common areas, a billiard table, lounge areas, library, game and TV rooms. (530) 519-4880.



Ridge Financial Planning

Chamber Vice President, Heidi Elick, owner of Ridge Financial Planning, cut the ribbon at a client appreciation event. Visit 6779 Skyway, Suite A, Paradise, or call (530) 762-7211 to learn about your finance and investment options.



Vets Hall Mural

The mural adorning the Paradise Veterans Memorial Hall depicts the defense of Fort McHenry during the Battle of Baltimore in 1814, which inspired the “The Star Spangled-Banner.” The image celebrates the resilience of the Ridge and its veterans.



CCCS Mosaic

Students at Children’s Community Charter School unveiled a beautiful mosaic of their school logo, made possible by a grant from the Rotary Club of Paradise and in partnership with the Rainforest Art Project. 6830 Pentz Road, (530) 877-2227.



KMQ Builders:

Our contractor members are among our most valued partners as we rebuild our community with a range of housing options including gracious custom homes. KMQ Builders celebrated its ribbon cutting at this stunning brand-new home at 5132 Feather Rock Court. Check it out with RE/MAX of Paradise Real Estate, (530) 872-5880.



Nothing But Love

Nothing But Love is the ultimate gift shop destination for hometown clothing, home decor, antiques and gourmet treats. The façade is graced with a mural depicting female faces and iris blooms—a tribute to store owner Iris Natividad. Pictured are Iris Natividad, with mural artist Shane Grammar (left) and local philanthropist Stephen Murray (right). 6393 Skyway, Paradise, (530) 353-8445.



Hope Plaza

Construction of Hope Plaza project kicked off with a groundbreaking ceremony on May 17. Conceived as a lasting testament to the spirit and resilience of our community, the project is privately funded. — Photo: U.T.B. Studios

Paradise Stronger Paradise Stronger celebrated its Grand Opening at its new facility at 6848 Skyway, Suite P in the Holiday Plaza Shopping Center. Visit to check out the new and larger gym, as well as new classes, equipment, and programs. (530) 327-7235.



CHAMBER RIBBON CUTTINGS



Habitat

Habitat for Humanity of Butte County celebrated the first Home Dedication of three homes in Paradise since the Camp Fire.



Ridgeview

Ridgeview High School celebrated the opening of a brand-new campus at 5944 Maxwell Drive just in time for the 2022/2023 school year.



Camp Fire Collaborative

The Camp Fire Collaborative (CFC) is comprised of nearly 100 organizations addressing the unmet needs of Camp Fire survivors throughout the Butte County region. 6241 Skyway, Paradise, (530) 413-8396.



Family Mobile Veterinary Care

Family Mobile Veterinary Care is owned and operated by Dr. Smith. The mobile clinic is fully stocked for wellness care and most outpatient procedures. Visit the [Facebook page](#) for Paradise clinic information. familymobilevet.com, (530) 500-3082.



Lakeridge Park

On June 4, Paradise Recreation and Park District invited community members to celebrate the ground-breaking of Lakeridge Park in Magalia. When complete, the park will feature a new recreation center, play field, playgrounds, hiking/walking/biking paths, botanical garden, amphitheater, interactive water fountain, restrooms, parking areas and more.

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Calling all gardeners, experienced or not!



Kathleen Elliott from Mountain View Landscape Design and Horticultural Consultation is starting a series of landscape and horticulture classes to make gardening easy and fun in Paradise.

Starting the Fall series on Sept. 24th, we'll learn about planting fall bulbs and the best use of evergreen plants in your garden.

October 8th, we will discuss native plants as well as the principles of sustainability for a healthy and beautiful garden.

The winter class on February 4th, will feature pruning and caring for your deciduous trees and shrubs like roses, Japanese Maples, fruit trees and vines to get ready for the 2023 growing season.

Classes are through the Paradise Rec and Parks Department.



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Spring and Fall are the
best time of year to
plant your landscape.

Keep in touch on Facebook at



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WELCOME NEW MEMBERS

ABC Advertising, Inc.

Now offers unique marketing opportunity to Ridge Businesses

Mary O! is excited to announce a unique opportunity for the community to support the Rise of the Ridge. Together with Lok Keolouatrom, owner of Authentic Thai Cuisine of Paradise, the community can engage with businesses through ads appearing on the tables at Authentic Thai Cuisine. This is a simple way to connect with Ridge residences, send a message of support, and/or highlight local businesses. If you are a business owner, this is your chance to participate with an ad on their new tables for three years!



“There could not be a more committed and enthusiastic partner for this effort than Lok!” Mary O! said. Mary O! has a talent for connecting people and supporting business efforts to create maximum advertising impact. Mary O! lives in Redding and supports businesses in the surrounding communities. Want to see your ad displayed on the tabletop of a local restaurant? Learn more about this project on Mary O!’s Facebook Business Page: <https://www.facebook.com/redding-tabletops>. A proud member of the Paradise Ridge Chamber of Commerce, Mary O! may

also be found in Paradisechamber.com’s business directory online as “ABC Advertising, Inc.” or in this publications directory. Get to know Authentic ThaiCuisine at authentic-thaiparadise.com.

Art of Moni B. – With Love

The Art of Moni B., freelance artist, brings affordable, professional, realistic, and poignant original pastel artwork to the Ridge Community.

The love of animals. The loss of so many pets in our community. This is what stirred pastel artist Monica Brinkman (aka “Moni B.”) to come forward as an artist — for she knows, personally, the grief of losing a precious pet during the Camp Fire.

Moni B. is inspired “to be able to capture that ‘special moment’ or ‘pose’ of our animals and see the joy in someone’s face when presented with the painting, it touches the heart.”

You may find examples of her artwork at the Ridge Weekly Produce Vendor Market at the Magalia Community Center, Nic’s in Paradise, the Wheeler Gallery at the Paradise Art Center, and many local events. You may also view her work on the Paradise Ridge Marketplace, liked from ParadiseChamber.com’s home page.

Monica’s intent is for you to feel an emotional connection to the piece, no matter what the subject. You also will receive an original piece, framed, matted and ready to hang. No duplications, ever.

Moni B. also accepts commission work. Contact her via email: withlove@theartofmonib.com. Appointments available, upon request. Visit Moni B.’s website: writingschat-sandfriends.com/



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Paradise Ridge Chamber of Commerce launches new website

New website sees 138.4% increase in traffic

By Gabriela Rudolph
*Social Media, Website & Administrative Support
Paradise Ridge Chamber of Commerce*

On June 27, 2022 the new Paradise Ridge Chamber of Commerce website was launched with the intention of creating a site that is updated and easier to navigate. If you look through the website menu, you'll notice that there are several changes to the site.

One of the new additions is under the "Live on the Ridge" tab with information about why the Paradise Ridge community calls this place home. This tab includes resources for housing, education, recreation, employment, and more.

The "Come and Visit" tab supports visitor resources, with listings for restaurants, entertainment, and places to stay. There's also a digital copy of the Visitor Map and weather information.

Another update is the Business Directory. Whether you're searching for your own business or looking for a service, the business directory is organized to direct you to exactly what you need. Each member business may be found using the search bar, which also includes categories. Member businesses have their own pages, and members may log in to the site and track

traffic, amend their listing, and directly contact other members.

To business owners: make sure to keep your business listing updated with a correct address, phone number, and website to ensure potential customers or clients know how to reach you.

For community members looking for events, they can all be found under the "Events" tab in the Community Calendar. From there, you can also add the event to your own calendar, so you won't miss it. The public is welcome to submit upcoming events and check back frequently for updates. (Better yet, join our mailing list by emailing info@paradisesechamber.com!).

Just like any other organization or business, it's essential to keep your website fresh with content and updated SEO tags to optimize website engagement. In the month of July, the Paradise Ridge Chamber of Commerce's website had a UVM (unique visitors per month) of 8,347, which was a 138.4% increase from the launch date in June. The same can be accomplished with your business by committing just a little bit of time to clean up your website.

Your Chamber Benefits

Q Search Engine Optimization (SEO)

Your directory listing on the Paradise Ridge Chamber website improves your SEO. Here's why:

- You want your business to be one of the first search results when someone is searching for a specific business type.
- Links from the directory listing point to your business, which is referred to as "backlinks." This is a great way to boost your SEO.
- If you don't see a link in your listing, make sure to update your listing to ensure you're maximizing your chamber benefits.
- The Paradise Ridge Chamber website is a trusted online resource and builds credibility for your business, which then pushes your business to the top of the page.



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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 26 years. His law office on Almond Street burned in the fire, and he has established an office at the bottom of the Skyway at 45 Jan Court, Suite 170, Chico. John and his wife continue to make Paradise their home and are huge supporters of our community. He is Butte County's longest actively practicing certified specialist in Estate Planning, Trust and Probate Law. His practice is limited to:

- Trusts, Special Needs Trusts & Wills
- Trust Administration
- Probate
- Medi-Cal Planning
- Business Law, LLC's & S Corp
- Real Estate Law

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CHAMBER MEMBER DIRECTORY

Chamber membership demonstrates to your customers and other businesses your commitment to the community. Chamber members are respected, legitimate, trustworthy businesses and community investors who agree to:



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

Accounting	Apartments	Paradise Auto Body 1122 Elliott Rd Paradise (530) 872-8060	Green Builder Products 303 Potrero St #2 Santa Cruz (831) 458-0202	Cabinets	Churches	Clubs & Non-profit Organizations	Paradise Community Center (Paradise Ridge Senior Center) 5282 Filbert Ct. Paradise (530) 321-6303
Matthews, Hutton & Warren, CPAs 1530 Humboldt Rd, Ste 2 Chico (530) 877-6793	Shadowbrook Apartments 1090 Shadowbrook Way Paradise (530) 872-1810	Banks/ Credit Unions	Mathews Readymix 1619 Skyway Chico (530) 893-8856	Lockhart Builders 129 Meyers St Chico (530) 399-0529 CSL#: 985823	Center for Spiritual Living Paradise PO Box 785 Paradise (530) 877-5673	Boys & Girls Club of the North Valley 601 Wall Street Chico (530) 899-0335	Paradise Community Guilds 511 Pearson Road Paradise (530) 762-1490
McKinnon & Associates 6161 Clark Rd Ste 3 Paradise (530) 876-0944	Appliance Sales and Service	Mechanics Bank 672 Pearson Road Paradise (530) 877-0857 x3119	NorCal Lumber Company 4601 Bernice Ave Marysville (916) 936-7617	Camping	Craig Memorial Congregational Church 5872 Oliver Road Paradise (530) 519-3113	California Vocations, Inc. 564 Rio Lindo Ave., Ste 204 Chico (530) 877-4146 x203	Paradise Elks Lodge #2026 1100 Elk Lane Paradise (530) 877-3977
Acupuncture	Hudson’s Appliance Center 454 Pearson Road Paradise (530) 877-6312	Members 1st Credit Union 4710 Mountain Lakes Blvd. Redding (530) 222-6060	Business Services	Gold Country Casino & Hotel 4020 Olive Highway Oroville (530) 538-4560	First Baptist Church 6500 Clark Road Paradise (530) 877-3532	Camp Fire Collaborative 6241 Skyway Paradise (530) 413-8396	Paradise Gem & Mineral Club P.O. Box 692 Paradise (530) 343-0894
Elements of Health 6407 Skyway Paradise (530) 451-6700 ca 17372	Architects	Sierra Central Credit Union 5175 Skyway Paradise (530) 872-7749 Ext. 107	3CORE, Inc. 2515 Ceanothus Avenue Suite 105 Chico (530) 893-8732	Paradise Pines RV Park and Campground 14360 Skyway Magalia (530) 413-8078	Magalia Community Church 13700 Old Skyway Magalia (530) 877-7963	Care Net of Paradise 6585 Clark Road #320 Paradise (530) 876-1113	Paradise Horsemen’s Association 6705 Moore Road Paradise (530) 519-0455
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Preferred Professionals 6779 Skyway Paradise (530) 520-3065	Assisted Living	Paradise Bikes 6282 Skyway Paradise (530) 877-3992	Global Office, North 1905 Notre Dame Blvd, Ste. 230 Chico (530) 520-2991	Meeho’s 6808 Skyway Paradise (530) 762-2591	Habitat for Humanity of Butte County 220 Meyers St. Chico (530) 343-7423	Paradise Scholarship Foundation 7050 Skyway Paradise (530) 321-4917	Paradise Symphony Society, Inc. P.O. Box 1892 Paradise
U.T.B. Studios 1267 Parque Drive Chico (415) 932-9891	Sunshine Assisted Living 1468 Sun Manor Paradise (530) 877-3363	Blood Banks	Kate Leyden Consulting Chico (530) 521-9314	Nic’s 6256 Skyway Paradise (530) 413-9422	St. Thomas More Catholic Church 767 Elliott Rd Paradise (530) 877-4501	Rebuild Paradise Foundation 6067 Skyway Suite B Paradise (530) 864-0825	Regenerating Paradise 10264 Zangol Place Grass Valley (415) 248-6231
Yowzers Graphics Gallery 774 Birch Street Paradise (530) 872-9500	Attorneys	Bookkeeping	North State Planning & Development Collective, Chico State University 35 Main Street Ste. 132 Chico (530) 898-4372	Pair-O-Dice Chapter E Clampus Vitus P.O. Box 711 Paradise (530) 872-2052	Cleaning Service	Paradise Cemetery District 980 Elliott Rd Paradise (530) 877-4493	Table Mountain Lodge No. 124, F. &A.M. 5934 Clark Road Paradise (916) 202-6942
Animal Welfare	Desiree Vance & Associates 1141 Montgomery St Oroville (530) 965-5672	Bottled Water Delivery	Ridge WorkSpace 6161 Clark Rd. #1 Paradise (530) 877-9356	Yony’s Roasted Corn Paradise (909) 247-5398	CRBR Property Damage Services - Restoration & Construction 2684 Hwy 32 Ste 100 Chico (530) 891-0333 CSL# #689238	White Janitorial Paradise (530) 518-7468	
PASH P.O. Box 1021 Paradise (530) 876-8195	Law Office of Christian A. Atherton 2112 East 5th Avenue Oroville (530) 877-6332	Matthews, Hutton & Warren, CPAs 1530 Humboldt Rd, Ste 2 Chico (530) 877-6793	SCORE 1324 Mangrove #114 Chico (530) 342-8932	Cemeteries	St. Thomas More Catholic Church 767 Elliott Rd Paradise (530) 877-4501	Thistle & Stitch 14154 Skyway Suite 7 Magalia (530) 524-5008	
Topcats on the Ridge, Inc. P.O. Box 2281 Paradise (530) 872-8112	Hernan,Lanam,Bakke & Williams, LLP 2725 Esplanade, Chico (530) 877-4961	Automotive Repair	Sustainability Management Consulting 21945 Parkway Drive Red Bluff (530) 809-9233	Child Care	Paradise Lutheran Church 780 Luther Drive Paradise (530) 877-3549	Valley Oak Children’s Services 3120 Cohasset Road Ste 6 Chico (530) 895-3572	
Antiques and Collectibles	Patricia Wood Elkerton, Attorney at Law P.O. Box 1408 Paradise (530) 519-4065	Amvic Pacific, Inc 14314 Wrangell Court Penn Valley (530) 277-4474			CRBR Property Damage Services - Restoration & Construction 2684 Hwy 32 Ste 100 Chico (530) 891-0333 CSL# #689238	Bobbi’s Boutique 6264 Skyway Paradise (530) 564-4227	
Jeannie’s 491 Pearson Road Paradise (530) 762-4960	C and J Service Center 549 Pearson Road Paradise (530) 413-9533	Foothill Mill & Lumber Company 1698 Wagstaff Paradise (530) 877-3395			White Janitorial Paradise (530) 518-7468	Thistle & Stitch 14154 Skyway Suite 7 Magalia (530) 524-5008	
Nothing But Love Paradise 6393 Skyway Paradise (530) 353-8445	Lyons Express Lube & Oil 5605 Almond Street Paradise (530) 762-0295				Paradise Aerie 2960, Fraternal Order of Eagles 9079 Skyway Paradise (530) 877-8687	Paradise Chocolate Fest Paradise (530) 342-4896	
Treasures from Paradise 969 Bille Road Paradise (530) 872-4200							

CHAMBER MEMBER DIRECTORY

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

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

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

Youth for Change
260 Cohasset Rd. Ste 120 Chico
(530) 877-8187

Coffee Roaster

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

College

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

Butte Community College
Butte College President's Office 3536 Butte Campus Drive Oroville
(530) 895-2511

Community Investor

Frank Dodini

Dean Fender

Melissa A. Fort

Computer 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

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

AW Custom Building
6030 North Libby Road, Paradise
(530) 230-8332
CSL# 876094

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

C&C Roofing Inc
P.O. Box 337
Paradise
(530) 873-0744
CSL#: 650850

California Renovation / Carpet One
2525 Dominic Dr. Chico
(530) 343-1661
CSL#1038173

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 Blv, 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 Highway Durham
(530) 809-0058
CSL#: 787079

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

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

Lockhart Builders
129 Meyers St Chico
(530) 399-0529
CSL#: 985823

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

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) 228-9482
CSL#: 365276 B

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

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

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

Powell Roofing, Inc.
43 Norfield Avenue #43 Chico
(530) 892-1410
CSL#: 869919

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) 560-5475
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

SheBuilds
1927 Ackerman Avenue Durham
(530) 521-9551
CSL#1070044

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

Toomey Framing
15880 Names Dr, Grass Valley
(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

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

Copy Services

C&C Prints
6848 Skyway Suite V Paradise
(530) 492-6457
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, Ste M 8 Paradise
(530) 520-1900

Helm Counseling
Paradise
(510) 960-0927

Linda Bailey, LCSW
Chico
(530) 518-0419

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

Sol Sanctuary
4791 Round Valley Ranch Rd, Paradise
(530) 762-7108

Crisis Intervention

Catalyst Domestic Violence Services
330 Wall Street, Ste 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

Paradise 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, #136 Chico
(415) 533-7094
CSL#: 812762

Disabled Services

California Vocations, Inc
564 Rio Lindo Ave, Ste 204 Chico
(530) 877-4146 x203

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

Achieve Charter Schools of Paradise
771 Elliott Road Paradise
(530) 872-4100

Achieve Charter Schools of Paradise
771 Elliott Road Paradise
(530) 872-4100

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

Butte Community College
3536 Butte Campus Drive Oroville
(530) 895-2511

Children's Community Charter School
6830 Pentz Road Paradise
(530) 877-2227

HomeTech Charter School
6249 Skyway Paradise
(530) 872-1171

North State Planning & Development Collective, Chico State University
35 Main Street Ste. 132 Chico
(530) 898-4372

Paradise Adventist Academy
5699 Academy Dr. Paradise
(530) 877-6540

Paradise Charter Middle School
6473 Clark Road Paradise
(530) 872-7277

Paradise Unified School District
6696 Clark Rd Paradise
(530) 872-6400

Electrical Services

Bunch Electric
6127 Clark Road Suite 100 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) 809-1079
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

Alleivity
870 Manzanita Court, Ste A
(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

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

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

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

Rancho Engineering, Inc.
6067 Skyway Paradise
(530) 877-3700

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 Rd Paradise
(530) 990-1677

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

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

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

Paradise Elks Lodge #2026
1100 Elk Lane Paradise
(530) 877-3977

Paradise Lutheran Church
780 Luther Drive Paradise
(530) 877-3549

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

Paradise Performing Arts Center
777 Nunneley Road Paradise
(530) 872-8454

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

Table Mountain Lodge No. 124, F. &A.M.
5934 Clark Road Paradise
(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

California Renovation / Carpet One
2525 Dominic Dr. Chico
(530) 343-1661
CSL#: 1038173

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
(530) 413-9499

Safeway Store #302
5918 Stoneridge Mall Pleasanton

Save Mart
6636 Clark Road Paradise
(530) 877-0522 x1

Funeral Services

Newton-Bracewell Cremation & Funeral Services
5691 Almond Street Paradise
(530) 873-7602

Rose Chapel
6382 Clark Road Paradise
(530) 877-4923

CHAMBER MEMBER DIRECTORY

Furniture/ Home Furnishings

Jeannie’s
491 Pearson Road
Paradise
(530) 762-4960

Garbage Collection
Northern Recycling & Waste Services, LLC
920 American Way
Paradise
(530) 876-3340 x2

Garden Supplies

Deja Vu Gardens Galore Nursery
5424 Foster Road
Paradise
(530) 877-7341

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) 809-1079
CSL#: 893826

Gifts

Art of Moni B Freelance artist Magalia
(530) 783-9473
Green Garden Art
Paradise
(530) 355-6315

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

Nothing But Love Paradise
6393 Skyway Paradise
(530) 353-8445

Poptastic
Paradise
(530) 413-3983

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

Thistle & Stitch
14154 Skyway
Suite 7 Magalia
(530) 524-5008

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

Treasures from Paradise
969 Bille Road
Paradise
(530) 872-4200

Glass Sales and Services

Miller Glass, Inc 745 Cherry Street Chico
(530) 343-7934
424495

Government Organization

Assemblyman James Gallagher Chico District Office
2060 Talbert Dr., Ste 110
Chico
(530) 895-4217

Congressman Doug LaMalfa
120 Independence Circle
Ste B, Chico
(530) 343-1000

Supervisor Doug Teeter
747 Elliott Road
Paradise
(530) 774-4678

Grant writing

ClaimYourAid
Magalia
(858) 405-8678

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

Graphic Design & Marketing

C&C Prints
6848 Skyway Suite V
Paradise
(530) 492-6457

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

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

Poptastic
(530) 413-3983

Gutters and DownSpouts

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 Care

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

Pillsbury Physical Therapy, Inc.
6678 Clark Road
Paradise
(530) 876-1006

Health, Wellness and 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

Sol Sanctuary
4791 Round Valley Ranch Rd,
Paradise
(530) 762-7108

Health Clubs/ Gyms

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

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

Heating and 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

Housing

Blixa Properties LLC
840 W 11th Ave
Chico
(530) 586-0003

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

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

Paradise Lutheran Church
780 Luther Drive
Paradise
(530) 877-3549

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

Paradise Pines RV Park and Campground
14360 Skyway ,Magalia
(530) 413-8078

Pine Grove Family Park
1368 Garnet Avenue,
Paradise
(530) 762-8609

Shadowbrook Apartments
1090 Shadowbrook Way
Paradise
(530) 872-1810

Sherwood Forest Mobile Home Park
1280 Wagstaff Road,
Paradise
(530) 762-8609

Industrial Supply

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

Insurance

Farmers Insurance - Keith Powell Agency
21 Williamsburg Lane,
Chico
(530) 767-1355 0C35663

Farmers Insurance, Foster Agency
5913 Clark Road, Ste A
Paradise
(530) 876-8604

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

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

Mark Trumm Insurance Agency, Inc.
2057 Mitchell Avenue
Oroville
(530) 534-4600

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

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

Janitorial Service

White Janitorial
Paradise
(530) 518-7468

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

JR Landscaping & Lawn Services
Oroville
(530) 990-1016

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

Lodging

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

Blixa Properties LLC
840 W 11th Ave
Chico
(530) 586-0003

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

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

Paradise Pines RV Park and Campground
14360 Skyway,
Magalia
(530) 413-8078

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

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

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

RRA Builders
5923 Clark Road Ste A
Paradise
(530) 327-8494

Marketing

ABC Advertising, Inc.
Redding
(408) 482-4834

Blue Flamingo Marketing
1222 Esplanade Avenue
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 PBS
603 N Market St
Redding
(530) 243-5493

Medical

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

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

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

Mortgage Companies

Academy Mortgage
1802 Foundation Lane
Ste 200, Chico
(530) 680-4672

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

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

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 Road
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

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
Suite 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

Parks

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

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

Party Supplies

Poptastic
Paradise
(530) 413-3983

Performing Arts

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

Paradise Performing Arts Center
777 Nunneley Road,
Paradise
(530) 872-8454

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

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

Earl’s Plumbing
2264 Park Avenue
Chico
(530) 872-7900
CSL#: 772565

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

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

Urban Design
4742 Skyway
Paradise
(530) 809-1079
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

C&C Prints
6848 Skyway Suite V,
Paradise
(530) 492-6457

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

Higman Graphics
2240 Saint George Lane ,
STE 5
Chico
(530) 342-4229

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

CHAMBER MEMBER DIRECTORY

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 Street Paradise
(530) 413-0041

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

Better Homes and Gardens Real Estate Welcome Home - Melanie Useldinger
6141 Center Street Paradise
(530) 520-2379

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

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

Century 21 Select Inc Sue Mawer
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 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

Restaurants

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

Mountain Mike's Pizza Paradise
6626 Clark Road Suite K Paradise
(530) 872-1991

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

Westside Pizza
5835 Clark Road, Paradise
(530) 762-4920

Retail

Nothing But Love Paradise
6393 Skyway, Paradise
(530) 353-8445

Paradise Sports Cards & Memorabilia
5913 Clark Road Suite F Paradise
(530) 566-4177

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

C&C Roofing Inc
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

Paradise Pines RV Park and Campground
14360 Skyway Magalia
(530) 413-8078

Septic Installation and Service

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

DADCO Construction
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 120 Chico
(530) 877-8187

Solar Power
Revamp Solar Energy Magalia
(530) 762-8299
CSL#: 1068160

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

Sporting Goods

Fins, Fur and Feather Sports
1520 Bader Mine Road, Paradise
(530) 876-8800

Storage Self-Service

American Self-Storage
9100 Skyway. Paradise
(530) 872-1219

Clark Road Storage
1117 Noffsinger Lane Paradise
(530) 877-6258

Five Star Mini-Storage
5821 Clark Road, Paradise
(530) 876-9999

Surveyors

BCP-3D Inc
5921 Camino Lane #12 Paradise
(541) 441-7051

J.B. Surveys, LLC
903 Camelia Avenue, Roseville
(916) 240-3784

LACO Associates
1209 Esplanade Ste 4 Chico
(707) 443-5054
(530) 413-9887

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

Tire Dealers

Les Schwab Tire Center
6308 Skyway, Paradise
(530) 877-2424

Title Companies

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

Mid Valley Title & Escrow Co.
6848 Skyway Suite D, Paradise
(530) 877-4471

Travel Agencies

Paradise Travel
6779 Skyway Paradise
(530) 872-0285

Travel Connection
6265 Skywa, 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

Utilities

Comcast
1242 National Drive, Sacramento
1-800- COMCAST

Pacific Gas & Electric Company
350 Salem Street Chico
(530) 896-4289

Veterinarians

Animal Hospital on the Ridge
1509 Wagstaff Road Paradise
(530) 877-3000

Family Mobile Veterinary Care
(530) 500-3082

Water Companies

Paradise Irrigation District
6332 Clark Road Paradise
(530) 877-4971

Water Treatment

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

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

S & S Floor Covering
204 Pearson Road Paradise
(530) 228-9012

Wood Heat and Gas Stoves

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

Youth Organizations

Boys & Girls Club of the North Valley
601 Wall Street Chico
(530) 899-0335

About Your Chamber

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

Established in 1919 and incorporated in 1941, PRCoC upholds a legacy of building community. PRCoC is a nonprofit 501(c)(6) business organization acting on behalf of its member businesses and financed through member dues investment and other proprietary programs.

Visability is Credibility



Become a
**PARADISE
CHAMBER
MEMBER!**

ParadiseChamber.com's business
directory received
295,000 hits
in the past year!

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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