

## Executive Officers

Kimball Shirey, President  
Heritage Insurance Agency

Heidi Elick, Vice President  
Ridge Financial Planning

Catherine Madsack, Secretary  
Alliance for Workforce Development

Judy Clemens, Treasurer  
Theatre On the Ridge

## Board of Directors

Jerre Bates  
Paradise Elks' Lodge

Allison Denofrio  
Green Garden Art

Dana Gajda  
Paradise Rotary Club

Jennifer Garlinghouse  
Nevin and Witt Insurance

Jeni Harris  
Curves Paradise

Shannon Hurte  
Edward Jones Investments

Joleen Levey  
Adventist Health Feather River Health  
Foundation

Carol Peterson  
Boys & Girls Club

Melissa Schuster  
HoneyBee Hospitality & Burnt Barn  
Distilling Co.

Linda L. Zorn  
Butte College Economic & Workforce  
Development

## Staff

Monica Nolan  
Executive Director

Mark Thorp  
Business Advocate

**Paradise Ridge  
Chamber of Commerce**

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# 2021 IN REVIEW

As our 80th anniversary year draws to a close, the Board and staff of the Paradise Ridge Chamber of Commerce (PRCoC) invite you to look back with us on our work of 2021.

Our beautiful mountain home is defined by the commitment, cooperation, and collaboration that make Paradise all that its name implies. With 360 members representing a local workforce of approximately 3,500 employees, PRCoC advocates on behalf of the unique economy of the Paradise Ridge. We thank you for your support and invite your input as we look ahead to 2022.

## MEMBERSHIP PROFILE

Members Category	
95	Construction
68	Business & Professional Services
49	Arts & Community
27	Real Estate, Moving & Storage
24	Home & Garden
20	Shopping & Specialty Retail
17	Government, Education, Utilities & Individuals
16	Advertising & Media
16	Restaurants & Food Stores
15	Health Care
13	Lodging & Travel

# ADVOCATING *for Ridge interests*

**COVID relief:** At the state and federal level, PRCoC advocates for business grant and loan support, and relief from burdensome regulations.

**Infrastructure and services:** PRCoC advocates for the return of DMV services, a commercial sewer system for Paradise, and supports community-wide broadband.

**The Upper Ridge:** PRCoC supports the development of the Butte County General Plan and the Upper Ridge Community Plan. PRCoC collaborates with the Upper Ridge Community Council to build coalition with the Town of Paradise and other organizations.

**Construction regulations, recovery and costs:** PRCoC opposes the State Board of Forestry and Fire Protection's Proposed State Minimum Fire Safe Regulations. PRCoC supports Valley Contractors Exchange's Construction Industry Workforce Initiative: Mobile Training Force and the extension of the Rebuild Paradise Foundation's Missing Middle Grant Program.

**Arts, culture & tourism:** PRCoC is active in the Paradise Arts Alliance, elevating the arts as integral to community economy and spirit. PRCoC supported the "To Paradise, with Love" mural on Skyway. PRCoC supports the establishment of an innovative Paradise Arts, Culture, and Theater Center with potential to play a transformative role in Ridge recovery. PRCoC supports Paradise Recreation & Park District's initiatives, including the Paradise Ice Rink. PRCoC is represented on the Explore Butte County Board, ensuring Ridge representation. PRCoC supports public-private investments in recreation, health and wellness, through recreational policy, zoning, and land designations in the Butte County General Plan.

“  
*Membership in the Paradise Ridge Chamber of Commerce is about supporting each other in our business. So each new client becomes an opportunity for a referral and/or reciprocated business opportunity.- Eryka Quintero, "creative monkey" @ MonkeyBusiness.design*  
”





# SUPPORTING *Ridge businesses*

“

*PRCoC gave me tools to help me succeed. Becoming a member is one of the best decisions my company has made and I attribute part of my success to this organization. Thomas Casey, Alpine Portable Toilet Services*

”

**COVID support:** PRCoC distributed PPE supplies, shared vaccination access info, and assisted businesses in acquiring COVID relief support, loans and grants. Listening to the Business Community: PRCoC hosted industry-specific listening sessions and resumed Business Walks to better understand current successes and needs.

**Ridge WorkSpace:** PRCoC offers small private offices, wifi, and a conference room to its members.

**Chamber publications:** *The Ridge Business Journal* was expanded to include a “Business Matters” section, giving more

voice and visibility to our members.

**Ribbon Cuttings:** PRCoC officiated at 22 ribbon cuttings, ground breakings, and “welcome home” events.

## **Paradise Ridge Marketplace:**

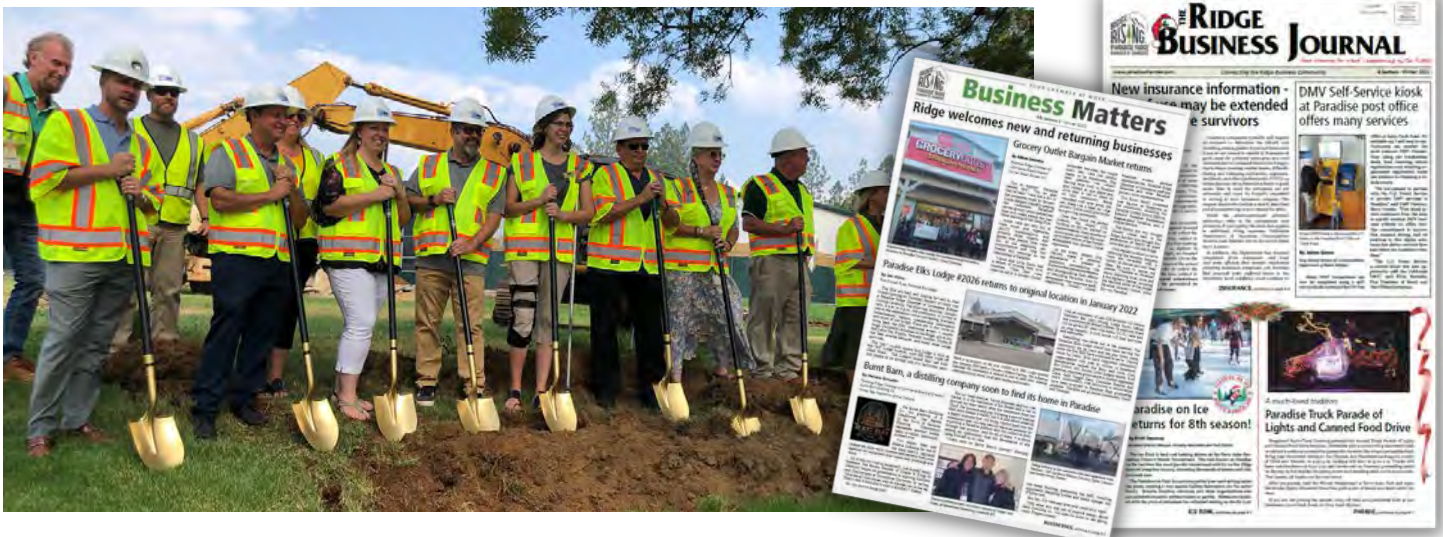
In response to disaster-driven commercial challenges, PRCoC partnered with the Paradise Rotary Foundation to create an online marketplace. This “Support Local” site is positioned to become an enduring neighborhood staple.”



“

*ShopParadiseRidge.com is a direct response to requests from consumers wanting an easier way to shop the Ridge, and a boost into e-commerce for our small businesses. PRCoC Executive Director, Monica Nolan*

”



# PROMOTING *the Ridge*

**Events:** After a year's hiatus due to the pandemic, Paradise's best-loved summer event returned. Party in the Park welcomed hundreds of Ridge residents and guests. Johnny Appleseed Days enjoyed huge success, with some vendors reporting

their best sales ever! PRCoC and

community partners staged a Home

Builders Resource Expo to connect

trades with each other and with

potential clients, as well as on online

Home Builders Resource Connection.

PRCoC supports community events with consultation, equipment

loans, and hosts an online community calendar promoting Ridge events.



“  
*Party in the Park is the type of family event that will pay itself forward in so many ways. It makes our community stronger. What you're doing counts. Thank you for your time that you invest in this. You make a difference.*  
~ Amy Celeste, musician & business owner  
”

**80th Anniversary:** PRCoC invited the community to take their place in history with us as we celebrated our milestones and continue to build our future Paradise.

“  
*We are new to the Ridge and used the Paradise Rising Resource Guide to find products and services we needed -- from screens to a smog check. You have helped us quickly feel at home in Paradise!*  
~ Stouff Family  
”

**Visitors map:** With support from Explore Butte County, PRCoC produced a Visitors map with forty points of interest artistically rendered in a brochure promoting tourism.

**Welcome to Paradise Sign:** PRCoC serves on the *Welcome to Paradise* sign committee, dedicated to restoring this pinnacle of Paradise pride, greeting visitors for generations.

**Top Community News Sharer:** PRCoC produced the 4th edition of *Paradise Rising: A Resource Guide for the Ridge*, encouraging relocation to our beautiful mountain home.







# PARADISE RIDGE CHAMBER OF COMMERCE BY THE NUMBERS

## 1919

The Paradise Farm Center and the Paradise Fruit Growers Union become the Paradise Bureau of the Chico Chamber of Commerce

## 1941



Paradise and Allied Communities Chamber of Commerce is incorporated by the State of California

# 360 Members



3K likes  
7914 page reach



642 followers

## 8,939



attendees at Chamber events

# 484



vendor/exhibitor spaces occupied at Chamber events



# 133

age of Johnny Appleseed Days, California's oldest harvest festival

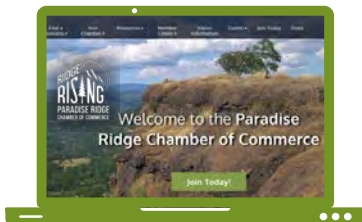
# 1338

events posted on ParadiseChamber.com's community calendar

# 234,302

community calendar page views

# 42,000



website visits



# 98,324

online business directory searches

# 304,535



electronic communications sent



# 25,000

community publications distributed

# OUR SPONSORS

Our partners support the vital connections between the success of businesses and quality of life in our community. These crucial partnerships sustain community growth during times of challenge.

## 80TH ANNIVERSARY PATHFINDER SPONSORS



## PARTY IN THE PARK SPONSORS

PRESENTING SPONSOR



IN COOPERATION WITH



HARVEST SPONSOR



ARTISAN SPONSOR



BAND SPONSOR



PARTY PUB SPONSOR

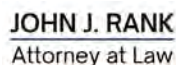


KIDS ZONE SPONSOR



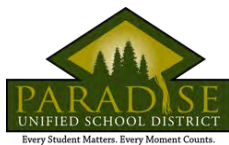
PERENNIAL SPONSORS

MEDIA PARTNERS



## JOHNNY APPLESEED DAYS SPONSORS

GAMES PLAZA



PIE PAVILION



HONEYCRISP SPONSORS



MEDIA PARTNERS



PIPPIN SPONSORS

