

2023 Board of Directors

Executive Officers

Heidi Elick, President
Ridge Financial Planning

Warren Bullock, Vice President
American Homes and Land

Kimball Shirey, Past President
Heritage Insurance Agency

Catherine Madsack, Secretary
Chico State Enterprises

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

Jeni Harris
Curves Paradise

Shannon Hurte
Edward Jones Investments

Wayne Kurtz
Paradise Grocery Outlet

Joleen Levey
Adventist Health and Feather River
Health Foundation

Carol Peterson
Boys & Girls Club

Linda L. Zorn
Butte College Economic & Workforce
Development

Staff

Monica Nolan, Executive Director

Mark Thorp, Business Advocate

**Paradise Ridge
Chamber of Commerce
6161 Clark Rd. #1
Paradise CA 95969
530 877 9356**

**info@paradisechamber.com
ParadiseChamber.com**



2022 IN REVIEW

In 1919, the Paradise Farm Center and the Paradise Fruit Growers Union became the Paradise Bureau of the Chico Chamber of Commerce. In 1941, the "Paradise and Allied communities Chamber of Commerce" was incorporated expressly "to hold, conduct, sponsor, promote and carry on business, social, recreational meetings, projects, and activities of every kind of nature, and to undertake, promote, sponsor, conduct, and carry on all sorts of undertakings, projects and activities reasonably calculated to advertise the advantages of the community and their facility or to promote or procure civic and community improvement in betterment of every kind and nature."

Our articles of incorporation provide the foundation for the scope of work we undertake on behalf of the Ridge business community. Now in our second century of service, and with ample opportunity to demonstrate our resilience, we provide this report. Thank you for your partnership as we look ahead to 2023.



The 2023 Paradise Ridge Chamber of Commerce Board of Directors

ADVOCATING *for Ridge interests*

The Paradise Ridge Chamber of Commerce (PRCoC) is a member of both the United States and California Chambers of Commerce and advocates for Ridge business interests at the local, state, and federal levels. PRCoC supports the standards that our Ridge businesses and residents need, such as a communitywide high-speed data network, comprehensive health care and a commercial wastewater solution. PRCoC directors and staff attend countless meetings and convene with numerous community partners to further the interests of business and livelihood on the Ridge.

Ridge Healthcare: PRCoC convened with Adventist Health, other potential providers, and community leaders to expand health care services on the Ridge.

Construction impacts on business: PRCoC worked with the Town of Paradise on solutions for business owners in construction zones, amplifying the message that businesses are open during construction and that now more than ever, it's crucial to keep your money where your home is.



Construction: PRCoC supported AB 2139, removing obstacles to the construction of housing on the Ridge. PRCoC supported funding for Valley Contractors Exchange's "Construction Industry Workforce Initiative: Mobile Training Force." PRCoC supported funding for fuel reduction grants.

Tax Relief: PRCoC supported AB 1249, providing financial relief to wildfire victims by exempting payment on state taxes on settlement payments from PG&E's "Fire Victims Trust."

Technical Support for Ridge Businesses: PRCoC supported funding to provide marketing technical assistance throughout the North State, including Ridge businesses. PRCoC helped identify local businesses needing assistance.

Arts, culture & tourism: With the arts integral to community economy and spirit, PRCoC supports funding to create a master plan for the arts and culture in Paradise's evolving downtown. The



promise of an innovative Paradise Arts, Culture, and Theater Center will draw not only businesses but also residents and visitors to Paradise and is critical to the recovery and revitalization of the Ridge.

SUPPORTING *Ridge businesses*



Outreach: PRCoC resumed business walks, with 17 Team Members visiting 44 businesses in Paradise and Magalia to gather feedback regarding construction impacts, customer volume, and sector-specific issues. As a result, direct referrals were made to appropriate agencies and programs to support individual businesses.



HBRC: PRCoC partners with Valley Contractors Exchange, Rebuild Paradise Foundation, Paradise Association of Realtors and Butte College as the *Home Builders Resource Connection* (HBRC) to connect contractors with each other and with clients. A Spring 2022 "Speed Dating" event connected General Contractors and Subcontractors to form new business and workforce relationships.

SBDC: PRCoC works closely with the Butte College Small Business Development Center (SBDC) to give Ridge businesses access to consulting, trainings, marketing and promotion, and access to capital. SBDC regularly provides consulting and classes in the Chamber office.

Ridgestart: Chicostart and PRCoC launched the first phase of RIDGESTART - Powered by Chicostart, providing entrepreneurs, startups and small businesses education, mentorship, incubation programs, access to the opengrants portal, and valuable connections.

Funding: PRCoC shares funding opportunities with its members and worked with the Town of Paradise to create the Business Investment Grant Program.

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



PROMOTING *the Ridge*

New Website: PRCoC upgraded its web presence and member/community visibility with a revamped ParadiseChamber.com, expanding information for newcomers, promoting our assets with visitors, and, of course, providing the most comprehensive business listings available.

Chamber publications: PRCoC celebrated the 51st edition of the *Ridge Business Journal*, the Ridge's hometown newspaper, and the 5th edition of the Ridge Rising Guide, our relocation and community resource compendium. Chamber publications are viewable on Paradisechamber.com, and are sent to prospective residents and community investors.

Sign: The new Skyway Gateway Sign was dedicated to the community on April 21. PRCoC served on the sign committee, supporting with advice, logistics, and promotion for funding and events.



Johnny Appleseed Days Expands: Johnny 2022 returned to its harvest roots with Noble Orchards as Event Sponsor. The "Pumpkin Patch" invited the community to "show what you grow." The Paradise Veterans group staged a hoedown, and Paradise Lutheran Church hosted "Johnny's Pub" to support its free lunch program. 125 businesses and organizations participated in California's oldest harvest festival, while the event drew thousands to engage in Ridge commerce.

Party in the Park: PRCoC staged the Ridge's most well-loved and enduring summer event, welcoming all that makes us Paradise, including local businesses, artists, crafters, organizations, and our community of indomitable pioneers. 68 businesses and organizations participated.



Networking events: PRCoC officiated at 27 ribbon cuttings, ground breakings, and grand openings.

Installation and Community Awards Dinner: After three years' hiatus, PRCoC invited the community to honor individuals and businesses who have made a difference in our community. 100 businesses were represented by 187 guests and supporters.





PARADISE RIDGE CHAMBER OF COMMERCE BY THE NUMBERS

344
Members

51
New Members in 2022



**MANY
MANY
MANY
MANY
MANY**

Board, committee &
community meetings
attended by Chamber reps



345,301

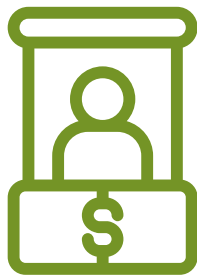
Constant Contact emails
sent to

3,585

subscribers

264

vendor/exhibitor
spaces
occupied at
Chamber events



941

businesses
represented
at Chamber
events



134

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

1,357

events
posted on
ParadiseChamber.com's
community calendar

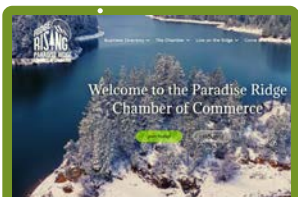


3,351 likes
5,233 page reach



859 followers

ParadiseChamber.com



87,312

page views



141,518
online business
directory member
search hits

ribbon cuttings,
groundbreakings
and grand openings

27

751
attendees



25,000 community
publications distributed

ACKNOWLEDGEMENTS

Grant funding from the following organizations has supported our accomplishments of 2022 and will continue to fund programs in the coming years.



Sponsors support the vital connections between business strength and quality of life on the Ridge.

PARTY IN THE PARK SPONSORS

PRESENTING SPONSOR



PARTY PUB SPONSOR



BAND SPONSOR



IN COOPERATION WITH



HARVEST SPONSOR



ARTISAN SPONSOR



KIDS ZONE SPONSOR



MEDIA PARTNERS

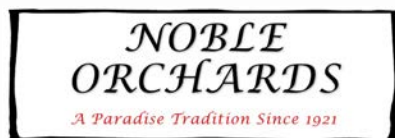


PERENNIAL SPONSORS



JOHNNY APPLESEED DAYS SPONSORS

GOLDEN DELICIOUS



PRESENTED BY



EVENT HOST



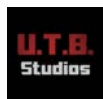
PIE PAVILION



GAMES PLAZA



HONEYCRISP



PUMPKIN PATCH



MEDIA PARTNERS



EVENT SUPPORT



PIPPIN SPONSORS

