

Press Release



Paradise Ridge Chamber of Commerce

FOR IMMEDIATE RELEASE - April 26, 2023

Contact: Monica Nolan

Phone: (530) 877-9356

monica@paradisechamber.com

The Paradise Ridge Chamber of Commerce takes steps to attract new residents and businesses



Rebuilding from 2018's Camp Fire, Paradise and Magalia are Ready to Tell Their Own Story

The median cost of a home in Paradise is \$495 thousand, and just \$300 thousand in Magalia. For a generation that has been priced out of the housing market, our region offers a far more accessible future than the rest of California (the state's median cost of a home exceeds \$790 thousand). Yet this story of hope and opportunity

remains largely untold, potentially limiting awareness and demand from prospective new residents and businesses.

It's for this reason the Paradise Ridge Chamber of Commerce (PRCoC), along with the Town of Paradise and community partners, have launched a new initiative to highlight the benefits of living on the Paradise Ridge, growing the community by attracting new residents and creating a unified front for marketing and messaging.

Thanks to generous funding from the Wells Fargo Foundation and the North Valley Community Foundation Butte Strong Fund, PRCoC is developing a marketing plan to grow the community for years to come.

The project is the first step in many that PRCoC and the Town of Paradise are taking to change, grow, and renew the community - building civic pride and bringing new residents and businesses to the area. As a part of this project,

PRCoC is distributing short surveys for current residents to provide personal insight into what life is really like in today's Paradise and Magalia - helping shape the region's marketing strategy and paving the way forward into the next, brighter chapter for our community.

Information from surveys will identify and promote what makes our community distinct and appealing for investors, businesses, retailers, residents, and visitors.

Look for the surveys on ParadiseChamber.com's home page and Ridge social media outlets. Hard copy surveys will be available in the Chamber office.

Media Inquiries:

Monica Nolan

Executive Director, Paradise Ridge Chamber of Commerce

Monica@paradisechamber.com

About Paradise Ridge Chamber of Commerce:

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.

-End-

Funding provided by

