

# TOWN OF *Paradise* Pro-Business Profile



[www.townofparadise.com](http://www.townofparadise.com)

*One of the Town's core missions and priorities has always been to promote, support and encourage the business growth, development, and economic revitalization of our community. The following actions underscore our Town's strong commitment to this core mission and priority:*

## **BUSINESS GROWTH & DEVELOPMENT SUPPORT:**

During the last 14 years the Town has worked with, facilitated, and *approved every* application for business growth, expansion and development. These applications represent millions of dollars in commercial investment. For example, in the past 10 years, the community gained over \$71,845,072 in additional business expansion and development in Paradise.

## **BUSINESS-FRIENDLY FEES/DEFERRAL OF FEES:**

- The Town's development fees *are the lowest* in Butte County and *have not* been raised since 2001
- Other Town fees that affect business *are the lowest* in Butte County
- The Town will defer the payment of development fees for any size residential and commercial project until point of occupancy
- The Town offers a development fee mitigation program up to 3 years for any project that results in a significant, measurable gains to our local economy

## **BUSINESS-FRIENDLY PROCESS:**

- In 1997, the Town adopted planning process reforms based on the premise that "time is money" for both the builder/developer and the Town - which streamlined the Town's overall private development review process
- Builder/developers can request at no charge, an initial project input/review meeting with all departments
- A Business Assistance Team meets with all new business prospects, troubleshoots the project through the process, and follows-up once the project is completed for an evaluation of the Town's service
- Maximum 3-week turnaround time for building and onsite permits
- Consolidated building & fire code review of project plans

## **TOWN OF PARADISE**

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### **BUSINESS DEREGULATION:**

- Deregulated parking regulations and restrictions in the Downtown to encourage business growth and expansion
- Relaxed testing requirements for commercial onsite systems from quarterly to semi-annually as long as there are satisfactory test results
- Town reduced business sign regulations, eliminated certain sign permit fees & speeded up the business sign permit review & approval process
- Town reduced commercial inspection fees for small businesses

### **BUSINESS GROWTH & ECONOMIC REVITALIZATION PUBLIC/PRIVATE PARTNERSHIPS**

In 2002, the Town established redevelopment as the economic stimulus needed to economically and physically revitalize the Downtown and greater Redevelopment Project Area –the most economically blighted areas in our community.

From 2003 to 2007 (before the recession & state raids), the Town's redevelopment agency established a number of public/private partnership business assistance and incentive programs for small businesses. These matching grant and/or loan program partnerships resulted in:

1. Over 29 small business commercial facade renovations; 3 small business relocations, 5 small business expansions, and 4 business start-ups
2. A ratio of \$338,632 in public monies to \$2,138,289 in private business investment/re-investment were committed during this period
3. A significant increase in assessed valuation growth in the Downtown and Redevelopment Project Area & property tax revenues for the Town
4. Improved the Downtown & Redevelopment Project's percentage of total retail sales in Paradise
5. Increased the commercial/retail sales of small businesses that participated in our partnership programs. (Records show an average of 15-20% increase in commercial/retail sales in these businesses before the recession & 2008 fires)

### **BRINGING TO PARADISE STATE & FEDERAL FUNDS THAT BENEFIT OUR LOCAL ECONOMY:**

The Town has applied for and received millions in federal community development block grant funds, federal and state housing grants, and public improvement project monies that has directly resulted into a real economic stimulus for our community. These funds not only improve the condition of our housing stock and help to maintain property values, but provide jobs for local building contractors and builders, building supply and hardware stores, and realtors/lenders.