

Town of Paradise Economic Development

BUSINESS DEVELOPMENT INFORMATION



POPULATION & DEMOGRAPHICS

Paradise

6,000

Current population per 2021
Town of Paradise Commercial
Retail Market Analysis

\$66,245

Median Household Income

35%

Growth since the fire

23%

Represented of the Town's
2018 pre-fire population

21%

With bachelor degree or higher

\$1,079

Median Rent

\$400K

Median Home Price

Magalia

7,795

Current population per 2020
census

\$50,415

Median Household Income

BUILDING NUMBERS & PROJECTIONS

January 2022

Single Family Homes

2,006

Permit applications received

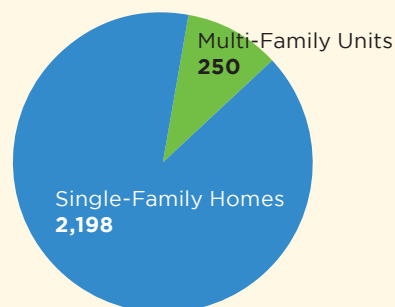
Multi Family

392

Unit applications received

3 YEARS POST FIRE

Homes Completed



Updated Jan 2022

Projections

300

Housing units added per
year over the next 8 years

12,800

Increase in residents over
the next 10 years

GROWTH PROJECTIONS

Per BCAG

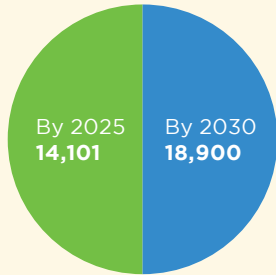
14%

Growth projected annually

12,800

Additional residents by 2030, total of 18,900

Projected Population



INFRASTRUCTURE

Projects & Timelines

SEWER

EIR in process, construction 2024

ROADS

\$73M to repave all public roads, construction to begin 2022

UNDERGROUNDING UTILITIES

Happening now - completion 2024
Power & Communications (AT&T, Comcast)

DOWNTOWN PROJECT

Under construction now, completion Fall 2022

CURRENT SERVICES

Skyway Medical Clinic	Grocery Stores
Dental Care	Pharmacies
Eye Care	Restaurants
Veterinarians	Auto Care
Schools K-12	Professional Services

COMMERCIAL RETAIL MARKET ANALYSIS DATA

2020 Data

\$82.9M

In retail sales in 2020, \$18,000 per capita

\$25,000

Spent on retail & services annually in Paradise

\$20,000

Spent on retail & services annually in Secondary market area

\$55.3M

Anticipated existing town household spending on retail goods & services annually

\$88.9M

Anticipated secondary market household spending on retail goods & services annually

WATER DATA

- ✓ Water in Paradise is safe to drink & tastes great
- ✓ Paradise water is the most heavily tested water in the country
- ✓ Clarity is 10x California's standard

DISTANCE TO SERVICES IN CHICO

Chico State 14 miles	Chico Airport 20 miles
Butte College 9 miles	Hwy 99 10 miles
Enloe Hospital 14 miles	Interstate 5 42 miles