

SPEND TIME AT...

- Museum Row
- Centennial Plaza
- State Theatre
- Historic Downtown
- Lake Oroville
- The Feather River
- Riverbend Park
- Nature Center

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QUARTERLY NEWSLETTER

FALL 2009



Falling Leaves...

Autumn is another incredible time of the year for the Oroville area.

Mother nature is in full co-operation with cooler days, delightful evenings, spectacular sunsets and leaves changing colors almost on a daily basis.

Taking a drive around the Oroville area to witness the seasonal transformation is fun, but for a special treat head northeast on Hwy 70, designated a scenic highway just outside of Oroville.

This route travels across Butte, Plumas and Lassen Counties following

the north and middle forks of the Feather River. Total estimated driving time is about 3 hours, one way for this 130 mile venture. Few



California highways feature such natural beauty and diversity in terrain, landscape, wildlife and elevation as this one. It also highlights mankind's feats



of hydroelectric power, railroad and highway construction along the steep, rugged canyon walls. **The drive is particularly stunning in the fall** when the steep mountainsides are ablaze with orange and red oak trees. It starts eight miles north of Oroville on Highway 70, winds through the magnificent Feather River Canyon, connects with Highway 89 on through Quincy to Blairsden/Graeagle, resumes as Highway 70 through Portola, drops down onto the eastern slope of the Sierra Nevada. Much to see...much to do...**ENJOY!**

INFRASTRUCTURE — THE HIDDEN ASSET

380,160 feet or 72 miles...that's the length of the City of Oroville's sewer system, some of which has been operating for over eighty years. **Infrastructure** is the term generally used by cities and municipalities to describe public services such as water, wastewater, transportation, utilities and roads. These elements are critical for day-to-day living but are also equally important for economic growth. SC-OR (The Sewerage Commission — Oroville Region) serves the City of Oroville along with two other local districts treating over 1.2 billion gallons of wastewater annually. The City has been in a preventative vs. reactive mode for some time including replacing an aging inspection van with one that has current state of the arts equipment, including a scoping and above ground viewing system. Detailed information about the system and the City's Public Works Department is available at the City's website: www.cityoforoville.org

PARTNERING FOR THE FUTURE

The State of California Department of Water Resources (DWR) as part of the relicensing of the hydro-power aspect of Lake Oroville has committed to an extensive Recreation Management Plan that is the “umbrella” protection, mitigation, and enhancement measure for recreation resources in the Oroville region. The purpose of the plan is to guide and facilitate the management of existing and future recreation resources associated with the Oroville



Facilities. The plan provides a vision of the desired future condition for recreation resources in the Oroville region, establishes long-term goals



and objectives for managing recreation resources.

Lake Oroville is the second largest reservoir in California and the primary water storage facility of the State Water Project. Lake Oroville and three other project reservoirs, as well as the Feather River, provide numerous water supply, power generation, and flood control benefits.

... Whitewater Parks are not all plastic and glitz...



WHITewater PARK MOMENTUM

The Department of Water Resources is completing a Whitewater Park study that will provide the foundation for a future tourist and recreation venue in the Oroville region. The Supplemental Benefits Fund Steering Committee narrowed the study locations down to three specific sites. The sites are all close to the Historic Downtown. When the park is built it will provide a much needed, and welcomed, economic stimulus to the area. This is an incredible partner opportunity between the many stakeholders who signed the relicensing settlement agreement. The study is expected to be completed by year-end.



ABOUT WHITewater PARKS

Whitewater Parks are not all plastic and glitz...especially if you have an area like the Oroville region that boasts a great natural river, an incredible large lake, natural surroundings and the ability for kayakers, tubers, and spectators to enjoy the park almost year-round. An increasing number of vacationers are looking for places to go that can be visited within their driving area, or on an extended weekend. Oroville offers that possibility and the Whitewater Park envisioned by DWR and the SBF Steering Committee is a natural park respecting the environment and providing a place for locals and visitors alike to recreate.





INNOVATIVE “LEASE TO PURCHASE” PROGRAM...

The City of Oroville recently announced a new program to assist home buyers. The program which can help individuals who may have less than ideal credit provides an opportunity to potential homeowners. The City will mentor those who are selected in improving their credit rating, maintaining a home, and ultimately becoming a homeowner. The initial release resulted in over 100 inquiries and sufficient applications to close the first phase of the program. The homes are currently city owned and fully refurbished. Plans call for a future release as homes become available. Details may be obtained by contacting the City Housing Department at (530) 538-2495.

VISIT the newly opened gallery of the Artists of River Town at 1435 Myers St. They are open from 11-3 Tuesday-Saturday. While you're in town drop into the Feather River Kitchen Store and also check out the other great shops and places to eat in Historic Downtown Oroville. **ENJOY!**



THE ENERGY FARM

Excitement is brewing at the Energy Farm located at the Oroville Airport Business Park. It is a research center employing scientists and engineers from local education institutions and will have a laboratory for businesses and individuals to showcase new developments in green construction techniques and a training center to prepare individuals for clean technology employment opportunities.



CITY BUSINESS OPPORTUNITIES...

- Microenterprise Business Guidance
- Technical Assistance Programs
- Bookkeeping Assessment & Direction
- Marketing Assistance Program
- Enterprise Zone Benefits
- Business Loan Programs
- Workshops & more



Contact: Diana Wyles or Rick Farley (530) 538-2534

Ken Harlan of Roberts Drug Store is a local successful business owner that has grown from Enterprise Zone Benefits. He operates Roberts Drug Store at 3010 Myers Street and the Olive Pharmacy at 2721 Olive Hwy. Contact the city specialists to see how your business can also benefit from opportunities offered!

CITY HALL DEPARTMENT

This summer the **Parks & Trees/Public Works** with maintenance and weed clearing programs. the Private Industry Council (PIC). They were pizza & root- beer float party in the Council department organized several other projects with ganization on September 12th. Light poles



Department had over twenty interns assisting The youth were part of a program sponsored by all honored with Recognition Certificates and a Chambers on Friday, September 4th. The department- "Building Bridges for Friendship," a grassroots or- were painted as was the Coach House at the Lott

Home and extensive invasive vegetation was removed at the Feather River Nature Center and a foot bridge was replaced.....The **Community Development Department** has in process the largest, single, street repaving and repair project in the City's history. The project was funded partly by \$1.0 million in Federal Stimulus Funds. Total cost of this upgrading and safety project is \$2,177,255.....The **Redevelopment Agency (RDA)** received grant funding to create a pro-active marketing and business development program to strengthen the City's retail, commercial, and industrial base.....The **Fire Department** welcomed their new Chief, Charles Hurley on August 26th. Chief Hurley brings over 30 years of experience to the job.....**Administration** working with the **Tourism Committee** has put the finishing touches on the new cell phone walking tour, new signs for the Greenline driving tour, new brochures, and the first "Night at the Museum" fun-fund raiser at the Chinese Temple & Museum Complex..... The **Police Department** is working on an improved Neighborhood Watch program.....The **Business Assistance Department** hosted a successful Microenterprise Business Workshop for small businesses focusing on the importance of having a business plan and conducting a market analysis.....The **Housing Department** released an innovative "lease to purchase" program see related article at the top of this page. And for more news go to: www.cityoforoville.org

... AROUND THE CITY BLOCK ...



City of Oroville
Incorporated 1906
City Hall
1735 Montgomery St.
Oroville, Ca. 95965

City Council/RDA Public Meetings
1st & 3rd Tuesday of each month at 7:00 p.m. in the
Council Chambers

City Administrator
Sharon Atteberry



Helpful Telephone Numbers

Administration 538-2405
Business Assistance 538-2534

BUSINESS & TOURISM INFORMATION **CHAMBER OF COMMERCE 538-2542**

WWW.OROVILLECHAMBER.NET
WWW.LAKEOROVILLE.NET

City Clerk 538-2535
Code Enforcement 538-2435
Community Development 538-2401
Parks & Trees 538-2415
Housing 538-2495
Police/Non Emergency 538-2448
Fire/Non Emergency 538-2480

Police & Fire Emergency 911

Mayor: Steve Jernigan; Vice Mayor James Johansson
Council Members: Sue Corkin; Art Hatley; David Pitman;
Allen "JR" Simpson and Thil Wilcox

Mission Statement— The City of Oroville is dedicated to serving the public, ensuring the safety and vitality of the community, and promoting prosperity for all.

Vision Statement— The City of Oroville, nestled in the foothills of the Sierra-Nevada, graced by the beauty of the Feather River, will be a vibrant and thriving community with strong economic, recreational and cultural opportunities.

Core Values— Integrity & Honesty, Professionalism, Respect for Others, Customer Service, Open Communication, Accountability, Teamwork./Cooperation.

We're Here For You...

City staff is the best place to go for answers to your questions regarding the City of Oroville. Please check out our web-site **www.cityoforoville.org** for department information, events, and exciting information about "**your city**".

Questions and suggestions can be directed to city staff at 538-2401. We look forward to hearing from you and continuing to be of assistance.

Your comments are valuable!

PUBLIC MEETING INFORMATION AND KEY CITY INFORMATION ON THE web at:
WWW.CITYOFOROVILLE.ORG

City Happenings...

- New Business Licenses 15 (July-August)
- New Building Permits 139 (July-August)
- Denny's Restaurant Construction
- Building Permit Amnesty Program
- Lease to Purchase Program
- Street resurfacing
- State Theater exterior improvements
- Table Mountain Sewer line extension
- "Building Bridges for Friendship"
- Salmon Festival
- The Bounty of Oroville at Sank Park
- The "Pulse of Industry" Series
- Night at the Museum Dinner Series Debut



About the City & the Oroville Region

CITY OF OROVILLE'S POPULATION — 14,490

AREA — APPROXIMATELY 13 SQUARE MILES

ELEVATION— 175-750 FEET ABOVE SEA LEVEL

AVERAGE ANNUAL RAINFALL— 27.34 INCHES

GREATER OROVILLE POPULATION — 55,000+

COUNTY SEAT — BUTTE COUNTY

40 SQUARE MILES OF WATER — LAKE OROVILLE AND THE AFTERBAYS

110 MILES OF BIKE TRAILS/EQUESTRIAN TRAILS/WALKING TRAILS

3 GOLF COURSES

WINERIES/OLIVE REGION/MANDARIN REGION/FARMERS MARKETS

MUSEUMS/NATURE CENTER/PARKS AND THE BEAUTIFUL FEATHER RIVER

Send your comments or request to join our electronic mailing list to: newsletter@cityoforoville.org also join the e-NEWS sign up at www.cityoforoville.org for access to instant information and press releases.