

PARADISE COMMUNITY CENTER

Community Survey Results



Summary

Paradise Community Center tasked Blue Flamingo with outreach to the community for input on the rebuilding of the former Senior Center. We conducted this outreach through the use of the following methodologies:

- Open house at PRPD to invite the public to participate in person
- Direct link to online survey
- Direct telephone calls
- Promotion of the survey through the following avenues:
 - Direct email requests to groups/organizations
 - Direct emails to community influencers
 - Direct postings to community social media groups
 - Butte 211 text blasts
 - Town of Paradise Weekly update (4 consecutive weeks)
 - Social media posts
 - Radio announcement on KPAY
 - Television announcement on Action News Now
 - Online link on Action News Now
 - Email outreach via Town of Paradise list
 - Email outreach via partner agency lists

**Total Online
Responses = 551**



Summary

Blue Flamingo provided outreach to many organizations on the ridge inviting them to participate in the survey on behalf of their organizations. Many chose not to respond as spokespeople, but rather encouraged their boards/members to participate. Some of the organizations we reached out to via email and/or phone include:

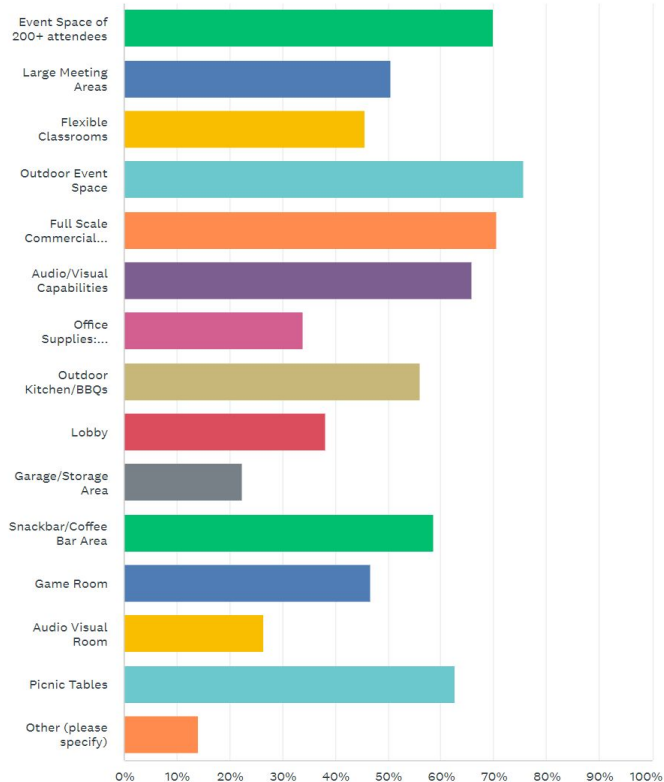
- Rebuild Paradise
- Paradise Chamber of Commerce
- Paradise Arts Guild
- Theater on the Ridge
- PAC
- Regenerating Paradise
- Butte County Officials
- Elected Officials
- Local Businesses
- Town of Paradise
- Paradise Ballet

**Total Online
Responses = 551**

Question 1:

What amenities do you think are important to the rebuilding of PCC? (Please check all that apply)

Answered: 549 Skipped: 2



Amenity Priorities:

- Outdoor Event Space
- Room for 200 +
- Full Commercial Kitchen
- AV Capabilities
- Picnic Tables

Q1: Priority by Percentage

ANSWER CHOICES	RESPONSES
Outdoor Event Space	75.59% 415
Full Scale Commercial Kitchen	70.67% 388
Event Space of 200+ attendees	69.95% 384
Audio/Visual Capabilities	65.94% 362
Picnic Tables	62.66% 344
Snackbar/Coffee Bar Area	58.65% 322
Outdoor Kitchen/BBQs	56.10% 308
Large Meeting Areas	50.46% 277
Game Room	46.63% 256
Flexible Classrooms	45.72% 251
Lobby	38.25% 210
Office Supplies: Printer, Copier	33.88% 186
Audio Visual Room	26.41% 145
Garage/Storage Area	22.40% 123
Other (please specify)	Responses 14.03% 77
Total Respondents: 549	

Q1: Additional Comments

By and large, respondents are looking for a place for groups of all ages to gather and have fun.

Popular requests:

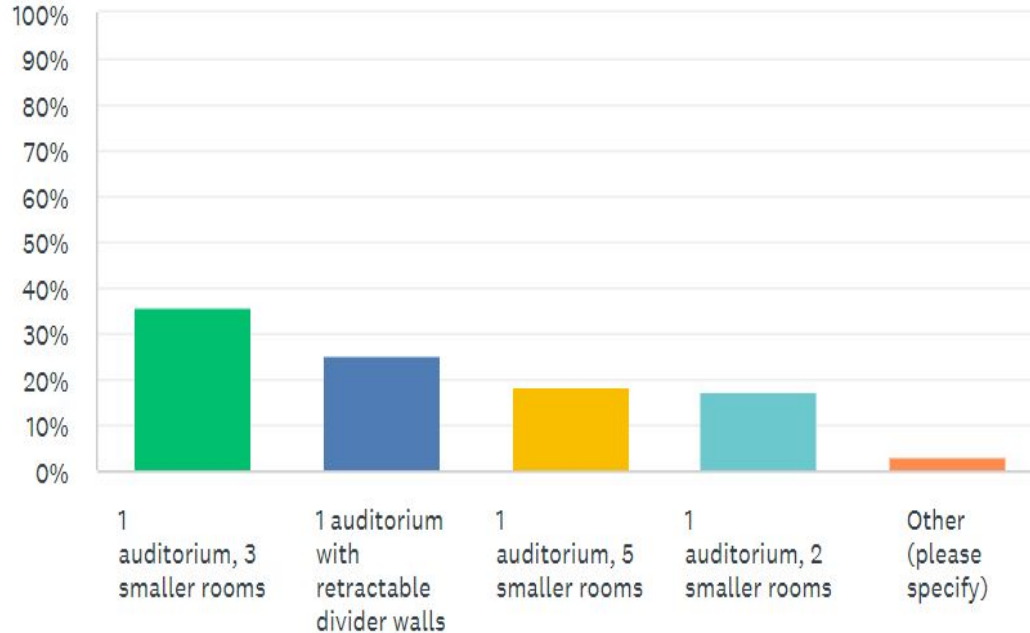
- Dance floor area
- Small stage
- Health + Wellness / Group Classes
- Teen room
- Snack Bar
- Accessible Facilities for those disabled / need assistance
- Parking / Easy Drop off area / Covered



Question 2:

How many rooms would you ideally want?

Answered: 544 Skipped: 7



Priority:

1 main auditorium +
3 smaller rooms

Q2: Comments

ANSWER CHOICES		RESPONSES	
▼ 1 auditorium, 3 smaller rooms		36.03%	196
▼ 1 auditorium with retractable divider walls		25.37%	138
▼ 1 auditorium, 5 smaller rooms		18.20%	99
▼ 1 auditorium, 2 smaller rooms		17.28%	94
▼ Other (please specify)	Responses	3.13%	17

Additional Requests:

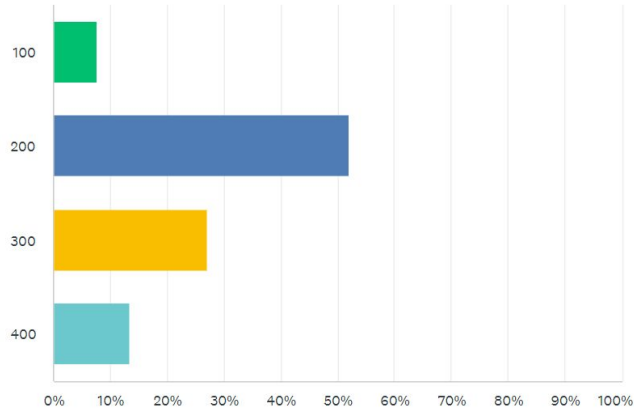
- Best design for maximum occupancy



Question 3:

How many people should the space accommodate?

Answered: 541 Skipped: 10

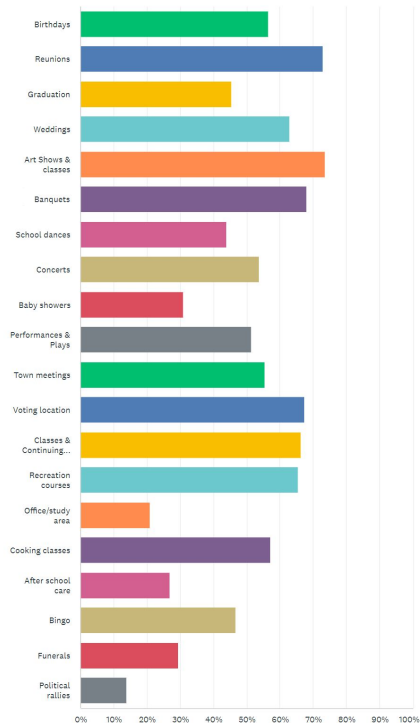


ANSWER CHOICES	RESPONSES
▼ 100	7.58% 41
▼ 200	51.94% 281
▼ 300	26.99% 146
▼ 400	13.49% 73

Question 4:

What kind of events would you want to see at PCC? (check all that apply)

Answered: 545 Skipped: 6



Top Responses:

- Art Shows & Classes
- Gatherings (birthday, reunion, wedding)
- Banquets
- Voting Location
- Classes & Continuing Education
- Recreation Courses

Question 4:

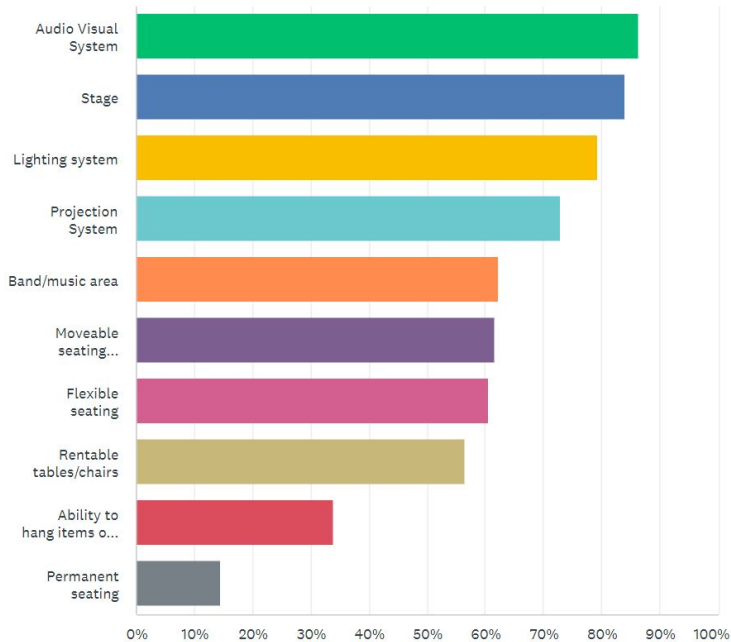
ANSWER CHOICES	RESPONSES
▼ Art Shows & classes	73.58% 401
▼ Reunions	73.03% 398
▼ Banquets	68.07% 371
▼ Voting location	67.34% 367
▼ Classes & Continuing education	66.24% 361
▼ Recreation courses	65.50% 357
▼ Weddings	62.94% 343
▼ Cooking classes	57.25% 312
▼ Birthdays	56.51% 308
▼ Town meetings	55.41% 302
▼ Concerts	53.76% 293
▼ Performances & Plays	51.38% 280
▼ Bingo	46.61% 254
▼ Graduation	45.32% 247
▼ School dances	43.85% 239
▼ Baby showers	31.01% 169
▼ Funerals	29.36% 160
▼ After school care	26.79% 146
▼ Office/study area	20.92% 114
▼ Political rallies	13.76% 75
Total Respondents: 545	



Question 5:

**What features would you like to see in the auditorium?
(check all that apply)**

Answered: 546 Skipped: 5



Priority:

- AV System
- Stage
- Lighting System

Question 5:

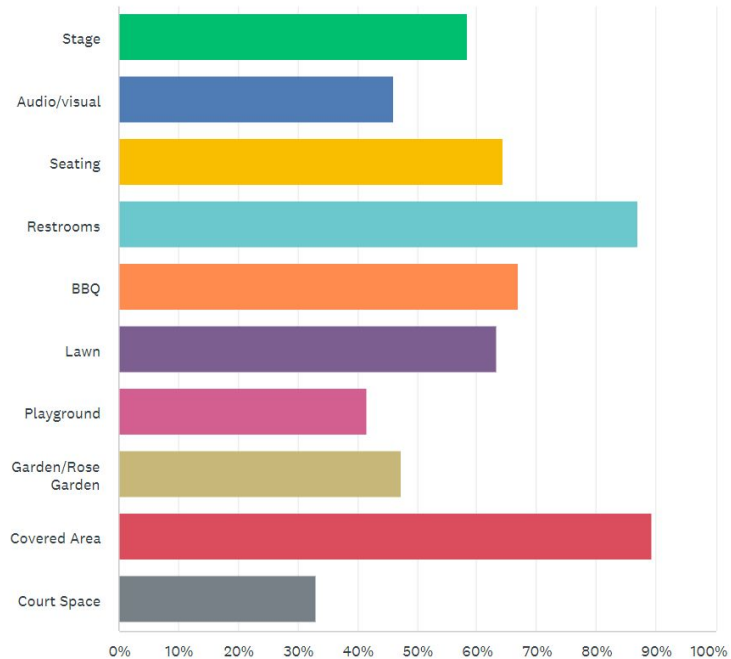
ANSWER CHOICES	RESPONSES
▼ Audio Visual System	86.45% 472
▼ Stage	84.07% 459
▼ Lighting system	79.30% 433
▼ Projection System	72.89% 398
▼ Band/music area	62.27% 340
▼ Moveable seating (foldable chairs)	61.54% 336
▼ Flexible seating	60.62% 331
▼ Rentable tables/chairs	56.59% 309
▼ Ability to hang items on walls	33.88% 185
▼ Permanent seating	14.47% 79
Total Respondents: 546	



Question 6:

If an outdoor space is created, what amenities would you like to see included? (check all that apply)

Answered: 546 Skipped: 5



Priority:

- Covered area
- Restrooms
- BBQ



Question 6:

ANSWER CHOICES		RESPONSES	
▼ Covered Area		89.38%	488
▼ Restrooms		87.00%	475
▼ BBQ		66.85%	365
▼ Seating		64.29%	351
▼ Lawn		63.37%	346
▼ Stage		58.42%	319
▼ Garden/Rose Garden		47.44%	259
▼ Audio/visual		46.15%	252
▼ Playground		41.58%	227
▼ Court Space		33.15%	181
Total Respondents: 546			



Question 7:

Q7 What kind of events or activities would you like to see come to Paradise, if they had a space like this to use?

gatherings activities ages movies Garden cooking classes friendly educational sure
Reunions Dinner place Paradise Local Outdoor adults health Concerts plays bingo
cooking Concerts Farmers market fairs painting classes venues Outdoor concerts
craft fairs movie night entertainment hold performances fun
art shows larger family Yoga festivals Education Small
performing arts center etc cultural art anything Plays family events
Senior fundraisers Music children Concerts Bands
events Center classes things community games
kids Musical activities parties space private dance seminars
shows antique community events see meetings variety
speakers bring car shows music theater groups classes games
live music garden shows use club theater ages small concerts areas
craft shows hobby weddings indoor lectures celebrations need together school
wedding town Family oriented exercise next door Social craft

Top Requests:

- Events
- Concerts
- Classes
- Music
- Community gatherings
- Senior activities
- Kid activities



Question 8:

Is there anything else we should consider when building the new Paradise Community Center?

Answered: 354 Skipped: 197

- Cost
- Place for young and old alike
- Senior activities
- Versatility
- Higher ceilings
- Plenty of parking
- Kitchen rental opportunities
- Accessibility features (ramps, limited/no stairs)
- Keep rentals low/no cost for non-profits

“A versatile facility that can accommodate anything from weddings to smaller private meetings”



Questions 9-13:

Demographics

Zip codes:

- Dominant: Ridge Communities (Paradise, Magalia, etc)
- Second: Chico
- Third: Oroville

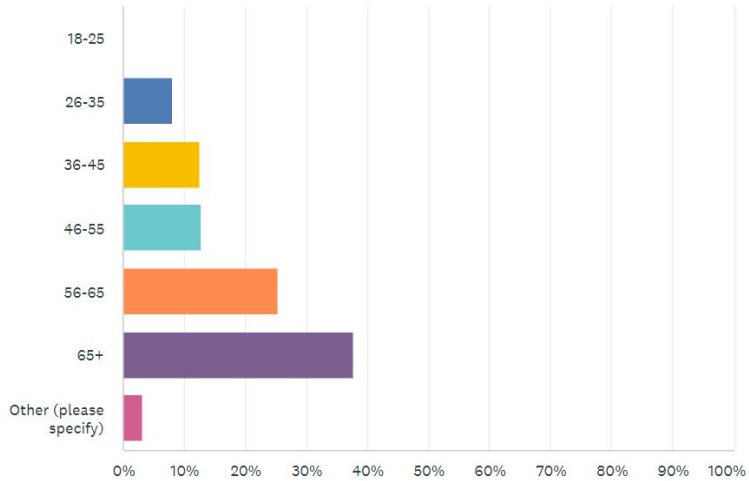
Occupation:

Q10 What is your occupation?



Questions 9-13:

What is your age?



ANSWER CHOICES		RESPONSES
65+		37.83% 199
56-65		25.29% 133
46-55		12.74% 67
36-45		12.55% 66
26-35		8.17% 43
Other (please specify)	Responses	3.23% 17
18-25		0.19% 1
TOTAL		526

Questions 9-13:

Q12 Are you currently involved in any Paradise Community Groups

back Gold Nugget Museum MOMS Paradise Stronger **currently** Paradise Rotary **club** time
group Guild Ridge fire **Paradise** Art Center **Yes**
Foundation **yet** Church Nope **community** Zone **volunteer** Rebuild
Moms ridge yet moved moved back Paradise Art Center Rotary





Capacity: **200+**

Design: **Auditorium + 3 rooms**

#1 Want: **Outdoor event space**

Conclusion:

The community is excited for the rebuild.

Overwhelmingly, the results are positive with respondents looking for a flexible space that serves all ages, is accessible for senior and those with disabilities, includes outdoor areas and a commercial kitchen.

There is a large demand for programmed events such as classes, game nights, cooking classes and more.





**thank
you**

(530) 210-2391

1222 Esplanade Ave Chico, California 95926

blueflamingomarketing.com