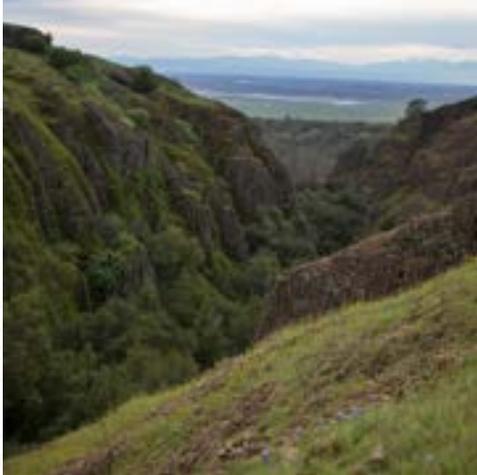
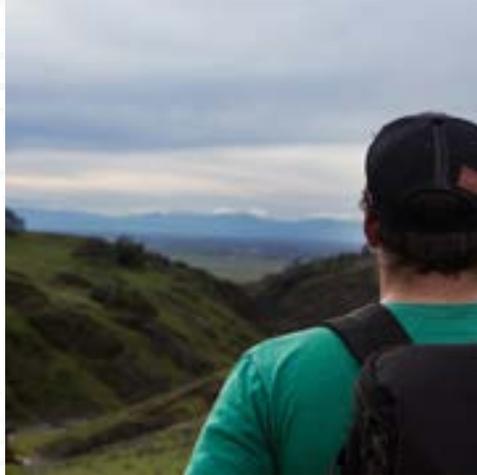


# Outline



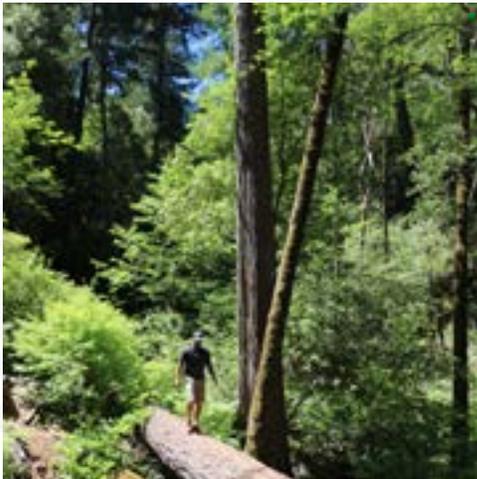
Welcome Letter



Explorers Welcome



Economics & Tourism



Regions



Map



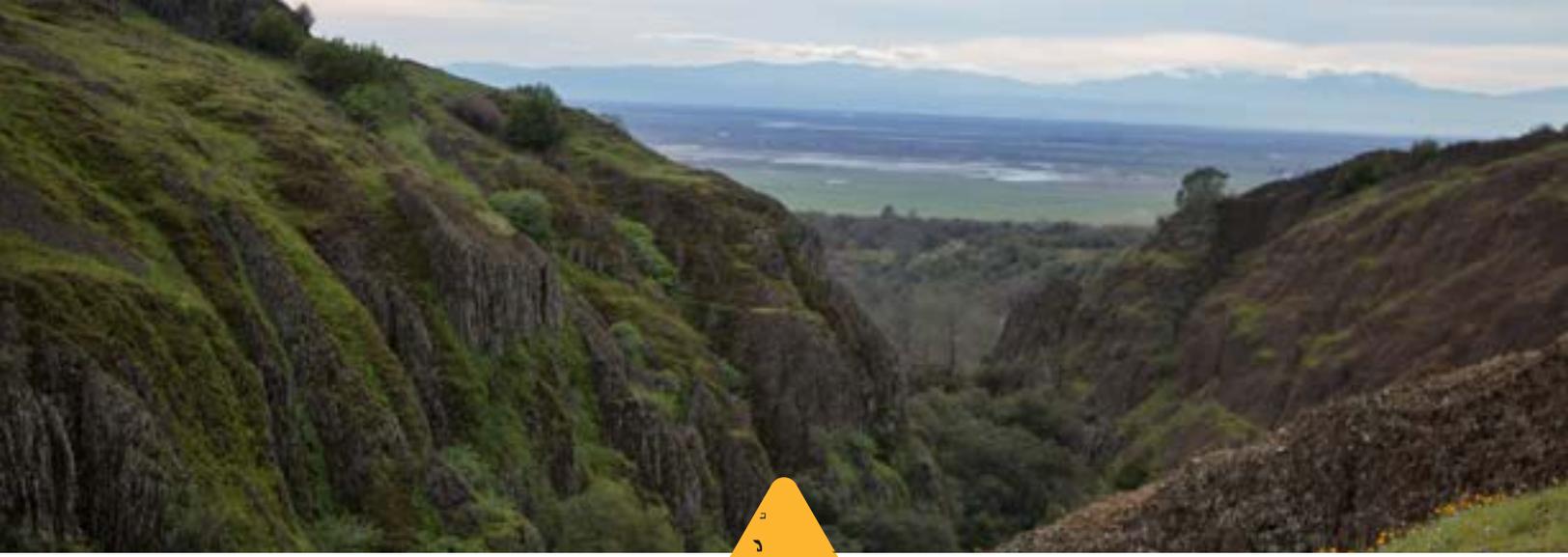
Contacts



**BUTTE**  
COUNTY  
CALIFORNIA



Explorers Welcome



# Welcome Letter

Distinguished members of the press,

We'd like to introduce you to Explore Butte County!

Butte County, located at the upper end of California's Central Valley, 75 miles north of Sacramento, offers a variety of recreation, authentic local culture and special events within the foothills of the Sierra Nevada. Explore Butte County consists of Chico, Oroville, Paradise, Biggs and the unincorporated areas of the county.

Visitors can find locally-grown produce and farm-to-table restaurants; an incomparable natural landscape for mountain biking, climbing and hiking; a dynamic performing arts scene; a nationally-ranked university with competitive sports programs; and the authenticity and unadulterated beauty that can only be found through exploration.

We use the word "explore" in our brand name, as it exudes curiosity, ambition and a sense of pioneering new lands. We believe everyone has a heart for exploration and a desire to adventure, whether physically, mentally or spiritually.

We invite you and all explorers to find your next adventure with us, and to Explore Butte County!

Sincerely,

Bruce Spangler  
President, Explore Butte County



# EXPLORERS WELCOME

Butte County is a landscape where the fertile valley floor meets the recreation-rich Sierra Nevada. Within it, warm and friendly towns like Chico, Oroville and Paradise beckon you to explore the unexpected in a corner of Northern California.

Explore Butte County's four brand pillars are Outdoor Recreation, Arts & Shows, Locally Grown and Regional Tastes.

## Outdoor Adventure



Whether you are looking for long days on the lake, whitewater or stunning waterfalls — Butte County is a place where outdoor adventure is as easily accessible as it is spectacular. Main attractions include:

- **Phantom Falls:** 164-foot seasonal waterfall at Coal Canyon
- **Feather Falls:** a 410-foot waterfall at the top of a 7 - 9-mile hike
- **Table Mountain:** a 1,582-foot plateau overlooking the City of Oroville
- **Lake Oroville:** a reservoir connected by the Feather River and premier destination for fishing, watersports and camping.
- **Bidwell Park:** the country's 14th largest municipal park covers 17 miles of the city. A

centerpiece of the community, the lower park is manicured and has a popular swimming hole and children's park. The upper park is in its natural wild state.

## Arts & Shows



From its proud college connection, Butte County has grown into a dynamic arts community, where street murals greet visitors and performances run year-round. Butte County's event calendar is packed with seasonal and recurring events. Dance through hop fields at one of the best Oktoberfests this side of Munich, celebrate thousands of Chinook Salmon returning to the Feather River and explore a California farmer's market like no other. The area's vibrant art community holds a collection of famous prints by Jake Early and numerous hand-blown glass studios for which the area is known.

## Locally Grown

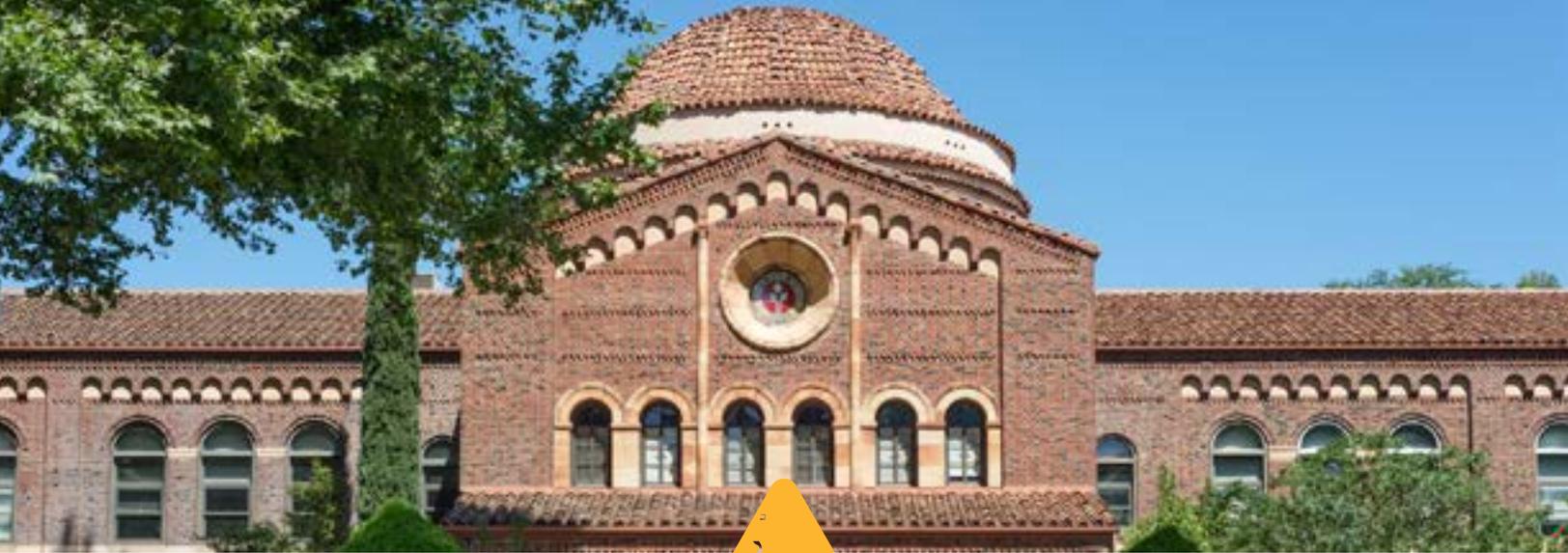


Butte County's deep agricultural roots reach back to the earliest innovations in California farming. Chico founder, John Bidwell, known as a "founding father of modern California agriculture," developed many of the innovations that would define California farming for decades to come. Freda Ehmann, who owned a small olive grove outside of Oroville, launched a nationwide olive industry. Today, farms large and small carry on the legacy of quality and innovation, producing some of the state's best olive oil, fruit, rice and nuts—and opening their doors for visitors to taste and experience Butte County agriculture.

## Regional Tastes



Butte County's world-class farms, vineyards and breweries translate directly to the plate, where fresh-from-the-farm produce is prepared by talented chefs, local wine and beer flows and a varied culinary experience greets visitors. Explore boutique wineries, dine on farm-to-table delicacies and taste the brew that put Butte County on the map for beer lovers around the world.



# Economics & Tourism

Total Population: 220,000

In 2015, Butte County tourism—a \$271.2 million industry—supported 3,590 jobs and generated \$23.9 million in state and local tax revenue. The formation of the Tourism Business Improvement District (TBID) generated funds from overnight stays, which continues to fund marketing efforts. By 2022, Explore Butte County projects an 18 percent increase in overall travel spending.

## What kind of explorer are you?

### College Connection

As an alumni, current or prospective student of California State University, Chico or Butte College, you enjoy the boutique, university-vibe of downtown Chico. You're the first in line at local sporting events, and you love the quick escape to surrounding mountain trails. Outdoor recreation and nightlife fuel your energy among peers and friends.

### Casual Adventurer

You fall somewhere between the competitive endurance athlete and the weekend relaxer. You love exploring the outdoors at your own pace, and you feel at home within Butte County's rivers, waterfalls, mountains and lakes. Your perfect weekend might include a waterski adventure at Lake Oroville or a hike up Table Mountain.

### The Getaway Artist

You are spontaneous, daring and ready to explore at any moment. Part foodie, part artist, part innovator, you'll book a last-minute trip to taste olive oil, beer or wine; or photograph the spray of Phantom Falls. You express yourself through all senses and enjoy the variety of creative activities and events that Butte County offers.

**Agriculture / Local Food Lover**

Farm-to-table fair is your forte, and you're fascinated by the history and origin of diverse, locally grown products. You immerse yourself in the rustic craft of olive oil and wine production, and eat according to the natural harvest season. You appreciate the craftsmanship of Butte County through boutique restaurants, farm tours, and conversations with farmers and chefs.

**Beer Lover**

You're in constant pursuit of a new microbrew, and you view Chico as an epicenter of North American brewing. While you love the flagship brewery, Sierra Nevada, you're also interested in less known brewmasters with unique stories. A trip into Butte County's beer country with friends makes the perfect weekend social endeavor. You might even ditch the car and grab a mountain bike—because your love of outdoor recreation almost parallels your love for cold beer.



# Regions & Main Attractions

## Chico

The most populous city and epicenter of culture, economy and education in Butte County. Chico offers an urban experience with a variety of shopping and dining options to complement the recreation activities of Bidwell Park.

### Main Attractions

- California State University, Chico
- Bidwell Park
- Sierra Nevada Brewing Co.
- Chico Wildflower Century
- Big Chico Creek
- Downtown Chico

## Oroville

Located off Highway 70, Oroville is considered the gateway to national resources, including Lake Oroville and Feather River recreation areas.

### Main Attractions

- Lake Oroville State Recreation Area
  - Forebay
  - Afterbay
  - Feather River Fish Hatchery
  - Lake Oroville Visitors Center

- **Table Mountain**
- **Phantom Falls**
- **Oroville Wildlife Area**
- **River Bend Park**

## **Paradise**

Ten miles east of Chico, Paradise extends northward to include the unincorporated town of Magalia. The area offers significant recreation opportunities including hiking and mountain biking.

### **Main Attractions**

- **Philbrook Lake**
- **Paradise Flume Trail**
- **Gold Nugget Museum**

## **Biggs**

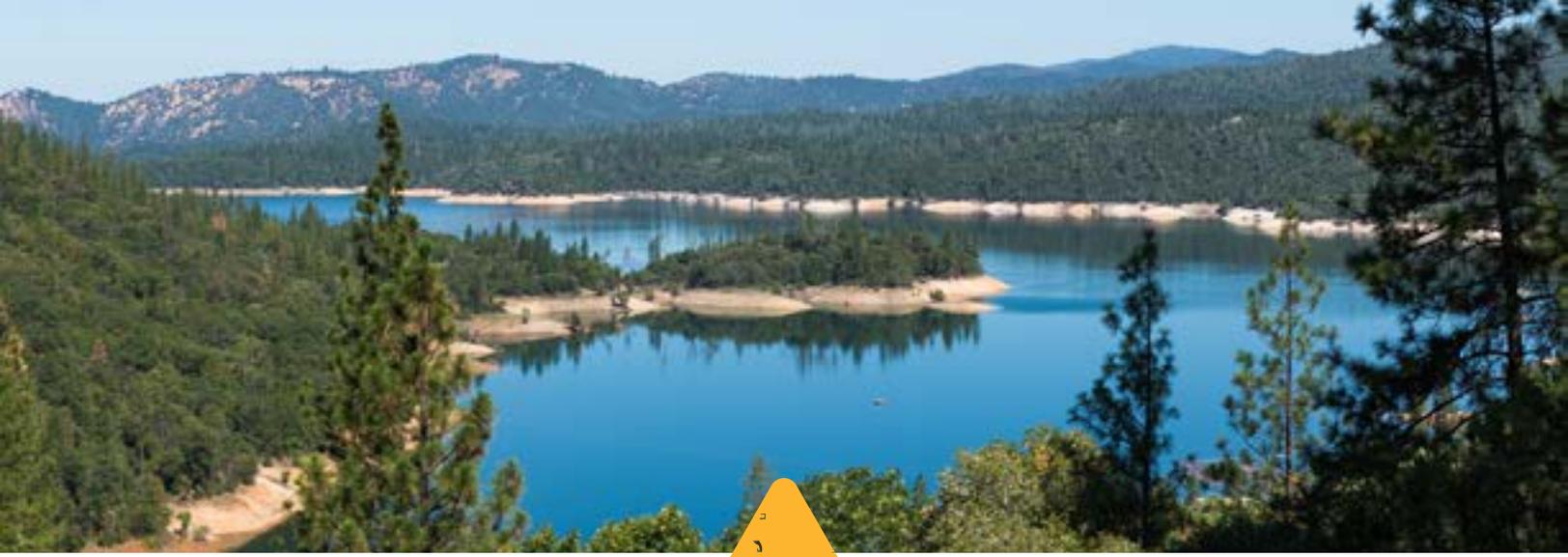
The key agricultural region that features rice and orchards (primarily walnuts), Biggs is a premier waterfowl and hunting area.

## **Unincorporated Butte County**

With a variety of recreation, lake views and rivers, the areas provide access to the United States Forest Service land, state-owned water land, and recreation and agritourism.

### **Main Attractions**

- **Feather Falls**
- **Sacramento River**
- **DeSabra Reservoir**
- **Lundberg Rice**



# Map of Butte County



Butte County is 2.5 hours from the Bay Area and 1 hour and 15 minutes from Sacramento, easily accessible on Highway 99 and Highway 70. It is also a morning's drive from northern Nevada, Redding and foothill towns throughout the Central Valley.



# Contacts

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## Website

[Home page](#)

## Social Media

 [facebook.com/explorebutteca](https://facebook.com/explorebutteca)

 [@explorebuttecountyca](https://www.instagram.com/explorebuttecountyca)

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Hashtag: [#explorebutteca](#)