



SUPPLEMENTAL BENEFITS FUND

1735 MONTGOMERY STREET -- OROVILLE, CA 95965-4897
(530) 538-2518 Fax (530) 538-2468

2018 / 2019 SBF Available Funds Allocation Workshop

Date: June 27, 2018
Time: 10:00 a.m. – 2:00 p.m.
Location: Centennial Cultural Center,
1931 Arlin Rhine Memorial Drive,
Oroville, CA 95965

*This meeting may be broadcast remotely via audio and/or video conference at the following addresses:
Cota Cole & Huber, LLP, 3401 Centrelake Dr., Suite 670, Ontario, CA 91761 (909) 230-4209*

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

Committee Members (voting): Victoria Smith, FRRPD; Gary Emberland, FRRPD; Linda Dahlmeier, City of Oroville; Linda Draper, City of Oroville; Scott Thomson, City of Oroville

Advisory Members (non-voting):

Committee Members DWR – Eric See; SWC – Tim Haines; American Rivers – Steve Rother; Chamber of Commerce – Kevin Zeitler; American Rivers Alternate – Dave Steindorf

10:10 am	Welcome/Introductions Housekeeping Items and Ground Rules Overview of Workshop
10:20 am	Power Point Presentation, (Dawn Nevers SBF Program Specialist)
10:50 am	Steering Committee Discussion
11:30 am	Break for Lunch
12:00 pm	Public Speakers
1:00 pm	Final Available Funds Allocation Discussion
2:00 pm	Workshop Closing

RECOGNITION OF INDIVIDUALS WHO WISH TO SPEAK ON AGENDA ITEMS

There is a designated time scheduled in the workshop in which the SBF Chairperson will invite anyone in the audience wishing to address the SBF on a matter that is on the agenda. When that item comes up on the agenda, you will be asked to step to the podium, repeat your name for the record, and make your presentation, or ask questions, regarding the agenda item. Following your remarks, the SBF Steering Committee and/or staff may respond to your comments or questions. *Under Government Code section 59454.3 the time allotted for presentations may be limited. Presentations may be limited to three minutes per person.*

REGULAR BUSINESS

1. ALLOCATION OF SBF CURRENT AVAILABLE FUNDS – staff report

The committee may review the current SBF available funds, identify allocations for the 2018/2019 fiscal year and provide direction to staff for a possible notice of funds available (NOFA). (Dawn Nevers, SBF Program Specialist)

Recommendation:

1. Discuss available funds, distribution potential, and a future NOFA and release date (or),
2. Provide direction to staff

CORRESPONDENCE

- Federal energy Regulatory Commission (FERC), RE: Designation of non-federal representative for consultation under the National Historic Preservation.
- Department of Water Resources (DWR), RE: FERC Project 2100 – Clarification to Request for Recreation plan Amendment to Implement Improvements
- Oroville Recreation Advisory Committee (ORAC), RE: Filing of Request for FERC Action in the matter of Lake Oroville Dam FERC Project 2100.
- Oroville Downtown Business Association (ODBA), RE Request for Funding
- Rotary of Oroville, RE: Request for Partial Funding for 2018 Fireworks Contract

ADJOURNMENT

The meeting will be adjourned. The next regular quarterly meeting of the Supplemental Benefits Fund Steering Committee will be held on Wednesday, July 25, 2018 at 5:30 p.m.

Accommodating Those Individuals with Special Needs – In compliance with the Americans with Disabilities Act, the City of Oroville encourages those with disabilities to participate fully in the public meeting process. If you have a special need in order to allow you to attend or participate in our public meetings, please contact the City Clerk at (530) 538-2535, well in advance of the regular meeting you wish to attend, so that we may make every reasonable effort to accommodate you. Documents distributed for public session items, less than 72 hours prior to meeting, are available for public inspection at City Hall, 1735 Montgomery Street, Oroville, California.

**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: DAWN NEVERS, SBF PROGRAM SPECIALIST
TOM LANDO, ACTING SBF FUND ADMINISTRATOR**

RE: ALLOCATION OF SBF CURRENT AVAILABLE FUNDS

DATE: JUNE 27, 2018

SUMMARY

The committee may review the current SBF available funds, identify allocations for the 2018/2019 fiscal year and provide direction to staff for a possible notice of funds available (NOFA).

DISCUSSION

Appendix B of the Settlement Agreement for the licensing of the Oroville Facilities FERC Project No. 2100 provided for the following funds to be released to the Supplemental Benefits Fund (SBF) Steering Company prior to license issuance and at license issuance:

1. \$1,935,000 at signing of the Settlement Agreement. Those funds were made available to the SBF Steering Committee starting on July 21, 2006 and have been expended on projects, community economic stimulus, studies and administration.
2. \$4,135,000 was to be made available as a lump sum payment at license approval. In 2011 the Fund Administrator negotiated with State Water Contractors (SWC) and the Department of Water Resources (DWR) to release, as an advance, \$100,000 annually to allow the SBF to function pending license approval. Since 2011 the SBF has received \$800,000 which has been utilized to fund several projects, two studies and provide for administrative expenses. \$3,435,000 remained in the lump sum payment.
3. On May 4, 2017, DWR announced at an Oroville Spillway Incident Public Meeting that DWR would be providing \$3,000,000 to the SBF prior to license approval from the remaining lump sum payment holding back \$435,000 to continue to fund \$100,000 per year to the SBF until license approval at which time any remaining balance would be funded to the SBF.
4. On June 15, 2017, the Fund Administrator received a check from DWR in the amount of \$3,000,000. The funds were deposited to the City of

Oroville investment account for the benefit of the SBF. Current earnings rate on the investment account is 0.925%.

The Regional Fund Strategic Plan (RFSP) which was approved by the SBF Steering Committee on April 25, 2018. The Mission Statement of the RFSP is, *“Investing in recreational and related projects with a nexus to the Feather River to improve the quality of life and stimulate economic development in the Oroville Region”*.

The SBF Project Consideration Priority Map was approved by the SBF Steering Committee on August 10, 2016. It delineates the Low-Flow channel of the Feather River and three (3) distinct consideration areas: (1) major; (2) moderate; and (3) low.

As funds are provided to the SBF and the RFSP recommends distributing them into the following categories:

1. Marketing/Community Benefit Fund (to include; marketing brochures, maps, signage, Event Coordinator for five major Oroville events), small requests from the community, a safety stipend for MLE program designated for park/river patrol)
2. Projects (as approved by the SBF Steering Committee using the formal NOFA process. A determination of type of project(s) and percentage of matching funds is also set.
3. Revolving Loan Fund (assumes that funds will be paid back and ultimately added to the projects category)
4. Reserve Fund (provides ability to protect against overrides in projects or other commitments)

On January 17, 2018, the SBF Steering Committee approved agreements with The Oroville Area Chamber of Commerce for \$50,000 to marketing and tourism of the Oroville Region and Maciniak Consulting Services not to exceed \$12,000. Additionally, on April 25, 2018, the SBF Steering Committee Approved the administrative budget in the amount for \$110,000 for fiscal year 2018/2019.

The SBF currently has \$2,992,870.38 in unallocated (available) funds. The RFSP recommends that the SBF Steering Committee “will need to disseminate information regarding the SBF and the funding process so the public and potential applicants understand the SBF Goals and Objectives, funding potentials, the selection process, and obligations of the funded entities. The first step in the process will be the solicitation of projects for SBF funding for the various categories (NOFA process). This step should encourage project proposals and the creative thinking of potentially funded applicants.

FISCAL IMPACT

None at this time.

RECOMMENDATION

1. Discuss available funds, distribution potential, and a future NOFA and release date (or),
2. Provide direction to staff

ATTACHMENTS

None

FEDERAL ENERGY REGULATORY COMMISSION
Washington, D. C. 20426

OFFICE OF ENERGY PROJECTS

Project No. 2100-000-California
Feather River Project
California Department of Water
Resources

May 18, 2018

Ms. Julianne Polanco
State Historic Preservation Officer
California Office of Historic Preservation
1725 23rd Street, Suite 100
Sacramento, CA 95816

Subject: Designation of non-federal representative for consultation under the National
Historic Preservation Act

Dear Ms. Polanco:

By letter dated May 10, 2018, the California Department of Water Resources,
licensee for the Feather River Project No. 2100, requested designation as our non-federal
representative for the purpose of consultation with the California State Historic
Preservation Officer (SHPO) under section 106 of the National Historic Preservation Act
(NHPA). The licensee proposes to implement a security hardening project, which will
involve various ground-disturbing activities. The project is located on the Feather River
in Butte County, California.

By this letter, we designate the licensee as our non-federal representative for the
purpose of conducting consultation with the SHPO, and other consultation parties
pursuant to the regulations at 36 C.F.R. §800.2(c)(4) implementing section 106 of the
NHPA and informal consultation with the appropriate Indian tribes. As our non-federal
representative, the licensee can perform tasks in support of our compliance with section
106. Such tasks may include, for example: performing cultural resource surveys and
studies, determining areas of potential effect, identifying eligible properties, determining
any adverse effects to those properties, proposing mitigation to address adverse effects if
needed, and developing a draft Memorandum of Agreement in order to memorialize any
proposed mitigation. However, the Commission remains ultimately responsible for all
findings and determinations made pursuant to section 106.

Project No. 2100-000

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We appreciate your assistance with this proposal. If you have any questions
concerning this matter, please contact Mr. John Aedo at (415) 369-3335 or by email at
john.aedo@ferc.gov.

Sincerely,



Thomas J. LoVullo
Chief, Aquatic Resources Branch
Division of Hydropower
Administration and Compliance

cc: Ted Craddock, Chief
California Department of Water Resources
P.O. Box 942836
Sacramento, CA 94236-0001

DEPARTMENT OF WATER RESOURCES

1416 NINTH STREET, P.O. BOX 942836
SACRAMENTO, CA 94236-0001
(916) 653-5791



June 23, 2017

Ms. Kimberly D. Bose, Secretary
Federal Energy Regulatory Commission
888 First Street, Northeast
Washington, DC 20426

FERC Project No. 2100 – Clarification to Request for
Recreation Plan Amendment to Implement Improvements to
Offset the Temporary Closure of Spillway Recreation Facilities

Dear Ms. Bose:

On June 1, 2017 the Department of Water Resources (DWR) submitted a request to amend the Recreation Plan for Federal Energy Regulatory Commission (FERC) Project No. 2100 to allow for early implementation of several recreation improvements that are anticipated to be included in the pending renewed P-2100 license. Implementing these improvements expeditiously will help offset the recreation impacts due to temporary closures of recreation facilities while emergency repairs to the Lake Oroville spillway are occurring. Upon closer assessment of how to implement these activities to allow for near-term benefits most expeditiously, DWR has determined that additional clarification of our proposed improvements and activities is needed.

Lime Saddle Boat Ramp Parking Lot Expansion

DWR would like to clarify that the parking lot expansion at the Lime Saddle boat ramp would be built in two phases. The first phase would include creating a gravel parking lot so that it is available sooner to users during the current recreation season. The second phase would include paving and finishing the parking lot during the recreation off-season this coming winter.

Bidwell Canyon Boat Ramp Parking Lot and Ramp Expansion

DWR is proposing to construct up to 195 new parking spaces, however site conditions such as geotechnical stability issues may reduce available parking around the perimeter of the proposed parking lot east of the Bidwell Campground Gold Flat Loop. It should be noted that the Settlement Agreement Recreation Management Plan (SARMP) developed during the Oroville Facilities relicensing process calls for approximately 215 new parking spaces at three separate locations (see SARMP page 6-21) for Bidwell Canyon. The 215 parking spaces called for in the SARMP are broken down as follows:

Ms. Kimberly D. Bose, Secretary

June 23, 2017

Page 2

- 80 spaces at the Stage 2 Bidwell Ramp
- 45 spaces at the Stage 3 Bidwell Ramp
- 90 spaces at the Bidwell Campground Big Pine Loop

Our current improvement proposal for Bidwell Canyon includes constructing up to 85 spaces at the Stage 2 Bidwell ramp. DWR previously constructed 50 spaces at the Stage 3 Bidwell ramp. Our current proposal for the parking lot east of the Bidwell Campground Gold Flat Loop includes up to 110 spaces. The 90 spaces at the Bidwell Campground Big Pine Loop is a project DWR is not proposing for early implementation in this Recreation Plan amendment request, but might be proposed at a later date.

Similar to the Lime Saddle proposal, both the parking lot at the Stage 2 Bidwell ramp and the parking lot east of the Bidwell Campground Gold Flat Loop would be completed in two phases. The first phase would include the construction of a gravel lot for use during this recreation season and the second phase would include paving and finishing the parking lot during the recreation off-season.

DWR's June 1 request for Bidwell Canyon also proposes adding a third lane to the boat ramp between elevations 781 feet and 745 feet above mean sea level (MSL). DWR would like to clarify that the third lane was previously added and that our current proposal is to add a fourth lane to the boat ramp between elevations 781 feet and 735 feet MSL and to add a fifth lane between elevations 802 feet and 735 feet MSL if technically feasible.

Enterprise Boat Ramp Extension

DWR's June 1 request for the Enterprise Boat Ramp proposed a 1-lane ramp extension to about 750 feet and constructing a gravel parking lot for up to 10 vehicles with trailers. This proposal needs to be updated to include a 2 lane ramp extension to about 750 feet, or lower if technically feasible, and constructing a gravel lot with up to 40 spaces. Although the SARMP includes gravel parking for 10 vehicles with trailers, the construction of up to 40 new spaces will make it easier for boaters and other recreationists to use the planned facilities and is thus an enhancement to the SARMP.

Saddle Dam Trailhead Parking Improvements

The proposal for the Saddle Dam Trailhead Parking Improvements will no longer include a single lane gravel road. However, DWR is proposing to construct a new gravel lot west of the Bidwell Saddle Dam. Please see revised Figure 5 (attached) for the updated site plan of the parking lot expansion.

Ms. Kimberly D. Bose, Secretary
June 23, 2017
Page 3

Conclusion

Appendix 1 provides updated details on the specific changes to the Recreation Plan that DWR is requesting, and supersedes Appendix B of our June 1, 2017 amendment request. DWR appreciates FERC's expedited review of these improvement proposals.

If you have any questions or would like to discuss this further, please contact me at (916) 557-4554 or your staff may contact Kevin Dossey of DWR's Oroville Recreation and Land Use Section at (530) 534-2329.

Sincerely,

A handwritten signature in blue ink that reads "Gwen Scholl". The signature is written in a cursive, flowing style.

Gwen Scholl, Acting Chief
Hydropower License Planning and Compliance Office
Executive Division

Attachments

Appendix 1

Specific Amendments to P-2100 Recreation Plan

Appendix 1 Specific Amendments to P-2100 Recreation Plan

DWR is requesting the following specific revisions to the existing 1994 Recreation Plan for FERC Project No. 2100 (Oroville Facilities). Deletions are shown in ~~strikethrough~~ and additions are shown in double underline.

Please note that we have found some discrepancies between the number of developed parking spaces shown in the 1994 Recreation Plan and the number of developed parking spaces that currently exist. It is important to note, however, that the proposed recreation improvements will substantially increase parking availability at Lake Oroville.

Page 12 (Table 1):

Picnic Sites	
<u>Enterprise</u>	<u>11</u>
<u>Saddle Dam</u>	<u>11</u>
Single Car Parking	
Bidwell Canyon	400 <u>up to 90</u>
Boat Ramps	
Bidwell Canyon	7 upper ; 3 <u>5</u> lower (Stage 1)
Car/Trailer Parking	
Lime Saddle	205 <u>up to 291</u>
Bidwell Canyon	300 <u>up to 364</u> upper; 400 <u>up to 210</u> lower
Enterprise	400 <u>up to 80</u>
<u>Saddle Dam</u>	<u>2 acres of graded/gravel area</u>

Page 13 (2nd full paragraph):

The launching ramp has 7 lanes and paved parking for up to ~~300~~ 364 cars/trailers. Another parking area with up to 110 vehicle/trailer parking spaces is located east of the Bidwell Campground Gold Flat Loop and below the high water elevation of the lake.

Page 13 (last paragraph):

Facilities include paved parking areas to accommodate ~~205~~ up to 291 cars/ trailers, a 5-lane boat launching ramp, 10 picnic sites, portable toilets, and a concessionaire-operated marina.

Page 14 (2nd full paragraph):

The Enterprise area includes a 2-lane paved launching ramp and parking for 54 up to 80 cars/trailers.

Chapter 3 – Facilities:

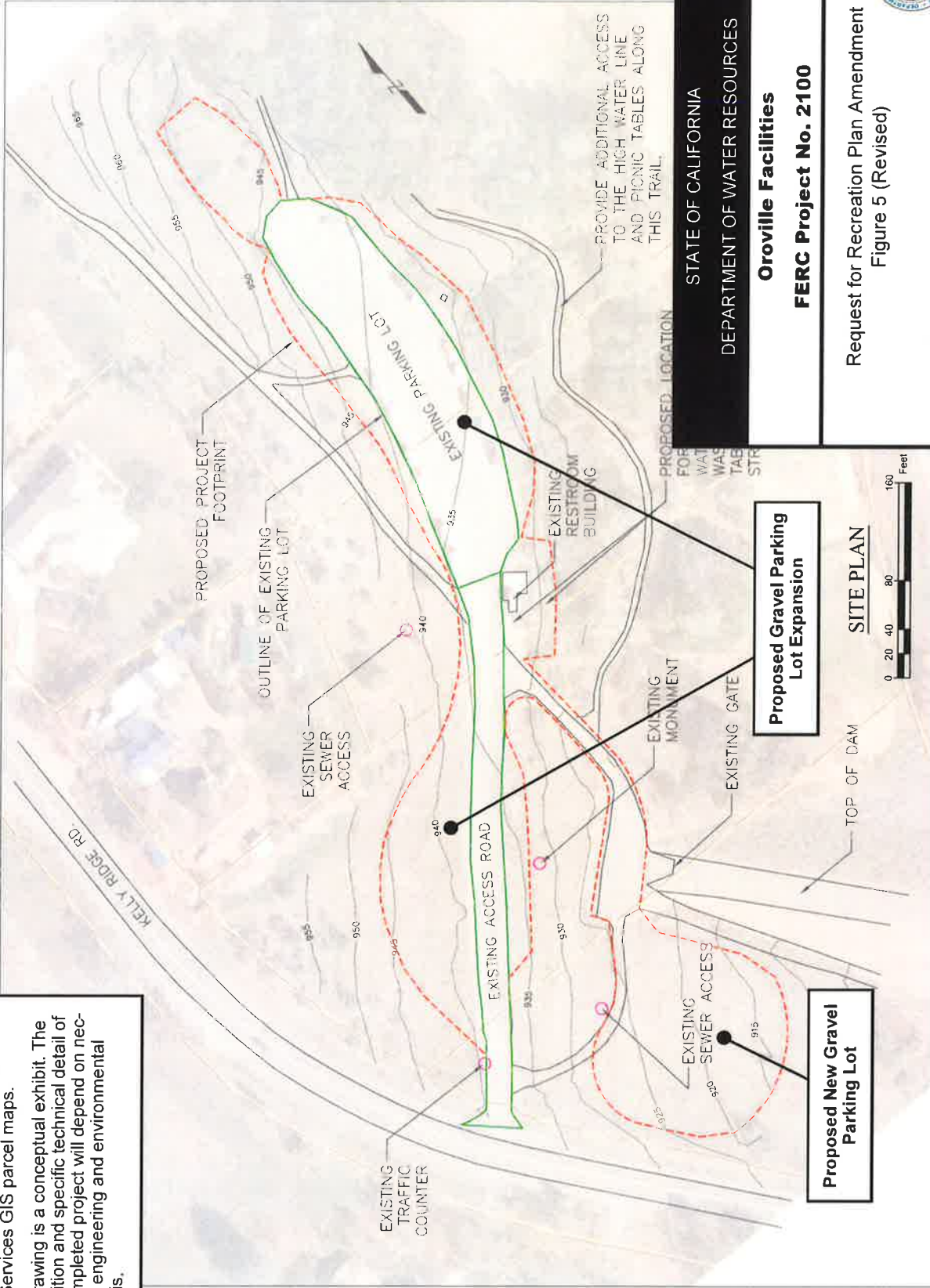
Saddle Dam Trailhead Access is located at the northwestern end of the Saddle Dam and consists of an approximately 2-acre graveled parking area, a second smaller parking area west of the Bidwell Saddle Dam, a vault toilet building, hitching posts, a stock water trough, a hand-washing sink with a French drain, a drinking fountain, hitching posts for horses, shade trees, 10 picnic tables with shade ramadas, and access trails from the parking area to the Lake Oroville shoreline. This site provides access to several trails and is a convenient location to off-load horses, access the nearby equestrian trail, and access the reservoir shoreline during high water.

Figure 5 (Revised)

Saddle Dam Trailhead Access Parking Lot Expansion

Note: Property lines are approximate and are based on the Butte County Development Services GIS parcel maps.

This drawing is a conceptual exhibit. The disposition and specific technical detail of the completed project will depend on necessary engineering and environmental analysis.



PROVIDE ADDITIONAL ACCESS TO THE HIGH WATER LINE AND PICNIC TABLES ALONG THIS TRAIL.

STATE OF CALIFORNIA
 DEPARTMENT OF WATER RESOURCES
Oroville Facilities
FERC Project No. 2100

Request for Recreation Plan Amendment
 Figure 5 (Revised)

Saddle Dam Trailhead Access
 Parking Lot Expansion



Proposed Gravel Parking Lot Expansion

Proposed New Gravel Parking Lot

Source: DWR, June 23, 2017

20170626-5035 FERC PDF (Unofficial) 6/26/2017 10:43:14 AM

Document Content(s)

20170623_DWR-FERC_P2100_Rec_Plan_Amend_Clarification.PDF.....1-8



OROVILLE RECREATION ADVISORY COMMITTEE
P.O. BOX 528
OROVILLE, CA 95966

May9, 2018

**Filing of Request for FERC Action
In the matter of LAKE OROVILLE DAM
FERC PROJECT 2100 by
OROVILLE RECREATION ADVISORY COMMITTEE**

Ms. Kimberly Bose, Secretary
Federal Energy Regulatory Commission
888 First Street, Northeast
Washington, DC 20426

Dear Members of the Commission;

Oroville Recreation Advisory Committee (ORAC) was created By FERC in 1994 in response to failure of the licensed operator for Project 2100, the California Department of Water Resources, (DWR) to live up to its license proscribed recreation mitigation obligations since it began operations in 1968.

As part of its obligations to the recreating public it represents, ORAC, at an officially noticed and properly conducted meeting on May 4, 2018 in Oroville CA, adopted a motion on a 6 to 4 vote (with all of the positive votes coming from the recreating public entities' authorized ORAC representatives) as follows:

“ORAC shall immediately, either through DWR, or itself directly, ask FERC to order that the Oroville Recreation Advisory Committee be continued into the new license term when it is granted and that all references to the License Coordinating Unit (LCU) and the Recreation Advisory Committee (RAC) be removed from the Settlement Agreement and Recreation Management plan.”

Given the experience of how DWR treats recommendations of ORAC with which it disagrees, ORAC is hereby itself filing this recommendation.

Since the time of ORAC's creation, it has been a “David vs Goliath” contest as unpaid volunteers representing the recreating public fought to get the proscribed facilities from one of the largest and most powerful bureaucracies in the state.

That imbalance of power was no more evident than when, almost 15 years ago, in the relicensing agreement settlement negotiations, the DWR chief negotiator proclaimed that the removal of ORAC and substitution of a “Recreation Advisory Committee (RAC) having no voting public participation” was a non-negotiable principle. Although, greatly concerned given the experience of almost 50 years of broken recreation promises by DWR, the public parties reluctantly agreed to a trigger mechanism that was then concocted and built into the settlement to “objectively” signal when new facilities were needed based on “turn-aways” at admission kiosks, wait times at launch ramps, crowding at camp sites, etc.

Fast forward 15 years to the present and almost everything has changed except DWR's philosophy of "DON'T BUILD IT AND THEY WON'T COME" and then using the lower attendance figures as justification for not building the proscribed facilities. This is a circular and economically destructive argument that has negatively affected the host communities and recreating public since the Lake Oroville Dam was built.

Among the changes in the intervening decade and a half:

- The recent history of repetitive, deeper and longer droughts cause much of even the recreation facilities that were built to be ineffectual. For instance, because of longer periods of low lake levels most of the approximately 40 launch lanes are reduced to 5 to 7 launch lanes during much of these years' prime lake recreation periods. The occurrence of low rain and snow accumulations are now more frequent and expected to continue
- The lower lake levels render the access from campgrounds to swimming entry points too far away and the accompany dryer and hotter temperatures in those years make Lake Oroville SRA camping undesirable at best.
- All the while, because of DWR's "sub-contracting" its recreational obligations to its sister bureaucracy, the California State Department of Parks, in order to sidestep certain license required funding obligations, admission prices are raised in response to lower attendance figures-something no business desiring to attract more public participation would reasonably do.

All of these act counter to the objectives of the recreation mitigation objectives originally proscribed by FERC in granting the license. And all this happened while there was a "David-ORAC" struggling to oversee "DWR-Goliath" to get the FERC ordered facilities for the recreating public.

Realizing that, if this was an uphill battle with an advisory committee on which the public did have a voting representation, then a scenario in which an ORAC type entity did not exist and only a "fox-in -charge-of-the-henhouse" committee such as RAC had control, the recreating public stood no chance whatsoever of being served. Experience made that a certainty in most of the public's minds.

Finally, the Commission should not be distracted or misled by the token projects from the "new license" era that DWR claims they have accelerated ahead of its issuance. This action was only taken as a desperate measure to assuage the deep community fears and resentment in the after math of DWR's Feb 12 2017 spillway debacle that was so harmful and dangerous. Virtually all of the cited projects were "asks" by ORAC for many years under the old license, but never initiated by DWR.

Accordingly, ORAC as the FERC authorized representatives of the recreating public respectfully requests that FERC issue the order requested herein to indefinitely extend the charter of ORAC into the new license term and entirely eliminate the LCU and RAC as requested.

Thank you for your kind and earnest attention to this request. If you have any questions, please contact us at the above address.

Sincerely,



Kevin Zeitler, ORAC Chair

cc: see attached

ORAC Members

US Senator Dianne Feinstein
331 Hart Senate Office Building
Washington DC 20510

San Francisco Office
One Post Street Suite 2450
San Francisco, CA 94104

US Senator Kamala Harris
112 Hart Senate Office Building
Washington, DC 20510

San Francisco Office
333 Bush Street Suite 3225
San Francisco, CA 94104

Assemblyman James Gallagher
District Office
1130 Civic Center Blvd.
Yuba City, CA 95993

District Office
2060 Talbert Drive Suite 110
Chico, CA 95928

Capitol Office
State Capitol Suite 2158
Sacramento, CA 94249

Senator Jim Nielsen
District Office
2635 Forest Avenue Suite 110
Chico, CA 95928

Capitol Office
State Capitol
Room 2068
Sacramento, CA 95814

Congressman Doug LaMalfa
322 Cannon House Office Building
Washington, DC 20151

District Office
2862 Olive Highway Suite D
Oroville, CA 95966

Congressman John Garamendi
2438 Rayburn HOB
Washington, DC 20515

District Office
795 Plumas Street
Yuba City, CA 95991

Oroville City Council
1735 Montgomery Street
Oroville, CA 95965



April 23, 2018

Don Noble, Chairperson
Supplemental Benefits Fund
1735 Montgomery Street
Oroville, CA 95965

Dear Mr. Noble,

The Oroville Downtown Business Association (ODBA) is requesting funding from the SBF "Marketing/Community Benefit Fund" for marketing and beautification projects for Downtown Oroville.

The ODBA lives and breathes Downtown Oroville. We own, manage, or sponsor most of the events and festivals that take place downtown such as First Fridays, The Farm to Table Community Dinner, Parade of Lights, as well as Feather Fiesta Days and Salmon Festival Street Fairs. The board is made up of local small business owners, all of whom volunteer their time to manage, plan, decorate, promote, and execute these local events. All of this work is done by board member volunteers without an office or a paid staff. The ODBA has also been working closely with community beautification volunteers to clean and beautify the downtown.

While we see some added interest in Downtown due to these efforts, we know there is more to be done. There are several factors that lead us to see an urgent need for funds to help promote and advertise downtown Oroville and its businesses to our community and surrounding areas.

We feel especially passionate about this due to the hardship that the spillway incident, resulting evacuation, and subsequent negative press has caused our downtown community along with the rest of our town.

That said, we feel there is a there is a huge opportunity to reach out to our community, surrounding areas, and beyond to let them know **Downtown Oroville is Open for Business** and it is a charming, safe, and fun environment. In order to do this we need funds to elevate the look and feel of downtown as well as creating and executing marketing campaigns.

We are the keepers of Historic Downtown Oroville's charm and future. It deserves the investment.

We feel that time is of the essence and have made it a 2018 priority to focus on the marketing and promotion of Downtown Oroville. Through researching the efforts of other communities similar to ours, we have identified several best practices and successful beautification and marketing tactics that we feel would also be effective in our community. As a result, we propose the following projects:

Digital Marketing: \$50,000.00

1. **Visit Downtown Oroville Marketing/Advertising Campaign.** We want to “show and tell” people that we are here and what we have to offer.
 - TV Commercial about Downtown Oroville that we can also share on Social Media. This would include a local media buy and focused target market Facebook ads.
 - **Hire local photographer and videographer to create imagery and videos of businesses.** Local business profile videos and images will be shared on Social Media and the ODBA website - an indepth look at what Downtown Oroville has to offer.

2. **Downtown Oroville Website and Management:** This website will be the “go to” website for all Historic Downtown Oroville information. All businesses zoned within the downtown area will be represented in a directory, while ODBA members will have more in-depth profiles. This site will also link to and share information with other area organizations such as the Chamber, City, and Riverfront.
 - **For Example:** Downtown Chico “Downtown Chico Business Association” has a great website that is sponsored by local businesses. They spend about \$22,000 a year on their website. <https://www.downtownchico.com/>
 - **Itineraries:** Where to stay and what do on a weekend getaway in Downtown Oroville.
 - **Real Estate:** What’s available to rent or buy. Bring your business to Downtown Oroville!

3. **Social Media:**
 - **Digital Content for Social Media: Hire local photographer and video producer for photoshoot and video/vlogs of downtown businesses** that create content for ODBA Facebook page. This content will promote sales, store specifics, events, and Oroville as a destination. This content will consistently engage, inform, and expand our reach on social media platforms such as Facebook and Instagram.

4. **Beautification:**
 - **Safety and decorative:** Solar lighting in trees and across streets
 - **Safety:** Gates to go around trees in sidewalk
 - **Safety:** Planters or fill in to replace more dangerous or missing tree holes
 - **Permanent Signage Myers St:** “Welcome to Historic Downtown Oroville” sign above the train tracks or painted on both sides of the bridge entering on Myers Street.
 - **Billboards:** Myers street @ Baldwin. This billboard is at the entrance to downtown and a perfect opportunity send a welcoming message to visitors.
 - Improve miners alley (arts showcase, usage for events, lighting)

Office/Part-time Employee & Downtown Guide: \$45,000.00

The ODBA manages a large portion of all of the Downtown festivals and First Friday events. Hundreds Of volunteer hours go into these community events. A staff and place to call home would give us a chance to elevate these events and make them event more profitable and enjoyable for the city.

1. **This office and support staff would be a place for vendor support and ticket sales as well as ODBA business:** *office \$5,000 + staff \$25,000*
 - Festival information including vendor support, applications, and payment drop off
 - Ticket Sale box office for all Downtown Oroville events
 - A place where visitors and community members can come to obtain information on the happenings of downtown; entertainment, food, drinks, shopping, and where to stay
 - Coordinate all logistics for festival infrastructure and organizing volunteers for all participants
 - Help organizations like the Oro Dam Cruisers and others who need help with online vendor and ticket sales and promotion.

2. **“What to do Downtown” guide:** *design, content and printing \$15,000* Production of flyers and brochures for downtown businesses, historic sites, events, festivals, and museums. Design and content creation for event and festival promotional material.

About ODBA 2018

Mission: The Downtown Oroville Business Association is a non-profit organization dedicated to enhancing and restoring Downtown Oroville as a thriving and diverse retail and cultural center. It serves as an independent advocate actively engaged in the promotion of a prosperous downtown community, and a catalyst for a vibrant and welcoming downtown, which deserves much greater recognition for its entrepreneurial opportunities and historic beauty. We also focus on providing tourism promotion and easy access to information for out of town visitors.

Vision: Our vision is to become a recognized and respected organization within the community. Our long-term vision is to become a Downtown Improvement District (DID).

ODBA Goals for 2018

1. Update and modify the existing By-Laws and establish robust, effective organizational processes.
2. Grow relationships with downtown businesses, City, Chamber, and the Riverfront District.
3. Deliver an integrated website marketing package to increase the profile and economic activity of Downtown Oroville.
4. Elevate, organize, and promote downtown events and festivals to create a sense of local pride in our downtown, while also attracting visitors.
5. Increase downtown occupancies by identifying open spaces and promoting Downtown Oroville as a place of opportunity and growth for entrepreneurs.

Rotary of Oroville

P.O. Box 6227, Oroville Ca.95966
Serving Oroville since 1924

Rotary



May 11, 2018

Scott Thompson, Chairperson
Supplemental Benefits Committee
1735 Montgomery Street
Oroville California 95965

Chairperson Thompson and Committee Members,

Rotary of Oroville needs your **HELP!**

For many years Rotary of Oroville has organized a fundraiser to pay for the July 4th Independence Day Fireworks contract and celebration, which happened on Lake Oroville, using top of Oroville Dam for 10,000 plus spectators and another 10,000 boat spectators.

The current Spillway Incident has hindered any ability to have the Fireworks display using the Oroville Dam, due to construction/repair activity.

Consequently, last year we moved the Fireworks Display to the Oroville North Forebay next to Hwy 70 as you leave Oroville northbound. This also diminishes our Fireworks contributors from Lake Oroville Bidwell Marina, Kelly Ridge homesites and houseboat owners who heavily contributed in past. Last year DWR reached beyond its annual support and funded the Fireworks contract for 2017. This year DWR is providing its annual support, but **not** funding the Fireworks contract (\$20,000).

Rotary with partners of the past planned last year's July 4th celebration at North Forebay and it turned out a huge Family event on the Nelson ballpark greens, North & South Forebay State Park beach & picnic lawns. Family's enjoyed fireworks from boats, kayaks, canoes and floats from the Forebay water. Forebay and Nelson ballpark were both filled to capacity, including the South Forebay facility were additionally viewing locations for the celebration.

Rotary of Oroville in support of its community service mission to Oroville has decided May 1 meeting to lead on the Fundraising campaign for the Fireworks Contract cost and associated expenses.

Contract minimum for fireworks is \$15,000, we strive for \$20,000.

Consequently, we are reaching out for contributors of the past and others that may assist with the Fireworks contract display for Oroville's celebration of our Nation's birthday!

FYI Rotary of Oroville serves as Funding coordinator the actual contract is done through **Upstate Community Enhancement Foundation a 501 3 C Tax Exempt FIN # 68-0483893**. So any contributions are tax deductible under.

We ask that the SBF consider a partial funding toward the 2018 Fireworks Contract.

Thanks for your time and consideration!

Please use and share the donation letter included,

"Lake Oroville Fireworks" Facebook will have updates on fundraising and event details.

Have a Wonderful July 4th Celebration

Scott Seymore, President
David W. Pittman, Coordinator Fireworks

Rotary of Oroville

P.O. Box 6227

Oroville California 95966

Pittmandw5@comcast.net

Cc: 2018 Poster & Donation letter

A handwritten signature in black ink that reads "David W. Pittman".



*Onoville Fireworks
over Thermalita
North Forebay*

Independence Day

WEDNESDAY, JULY 4TH 2018

FIREWORKS DISPLAY

30 MINUTES AFTER SUNDOWN

**ENJOY THE FIREWORKS AT NELSON SPORTS COMPLEX,
NORTH FOREBAY STATE RECREATION AREA,
AND FOREBAY AQUATIC CENTER!**





2018 Fireworks – Fundraising Campaign

We need your support with fundraising for the 2018 Fourth of July Fireworks Celebration to be held at North Forebay State Park

Due to continued construction on the Dam we're making arrangements similar to last year to have the Celebration Fireworks over the North Forebay at the North Forebay State Park next to Nelson Avenue Ball Park Complex. We expect to lose a number of past contributors from Oroville Lake and Kelly Ridge residents, consequently we have to expand the fundraising efforts to reach others and encourage all to contact friends, relatives, business associates and neighbors to help!!

Please join the Oroville Community and donate to the 2018 July 4th Celebration. The Rotary Club of Oroville is leading the fundraising efforts and would like to Thank you for your help in celebrating our nation's 242nd Independence Day.

We're thrilled for the Community and we're working closely with the Chamber, California State Parks, California Highway Patrol, Butte County Sheriff, Cal Fire/Butte County Fire, Butte County STARS, City of Oroville, Feather River Recreation and Park District, DWR and many other Agencies to make the Event possible.

Rotary also thanks **Upstate Community Enhancement Foundation** for providing Media Support, Insurance, Logistics and Fireworks Display.

At the new location the Fireworks Display can be viewed from a number of areas including the North Forebay State Park, Aquatics Park, Nelson Ave. Ball Park and South Forebay (by boat if you wish) parking lot and many other locations around Oroville.

Mark your Calendar: July 4th at North Forebay/Nelson Ave. Softball Complex.



OROVILLE
CHAMBER
COMMERCE

Donation Information	Date: _____	Mail Donations to: Rotary-Fireworks P. O. Box 6227 Oroville, Ca. 95966
Name/Company _____		
Address _____	City _____ Zip _____	
Amount _____	\$50 _____ \$100 _____ \$250 _____ \$500 _____ \$1,000 _____	

Rotary Club of Oroville
P.O. Box 6227
Oroville California 95966



For more details contact the Oroville Chamber of Commerce @ 530-538-2542 or visit Facebook: Lake Oroville Fireworks or Rotary Club of Oroville