



ORLAND ECONOMIC DEVELOPMENT COMMISSION SPECIAL MEETING AGENDA

Tuesday, January 30, 2024 at 4:00 PM
Carnegie Center, 912 Third Street and Via Zoom

P: (530)-865-1600 | www.cityoforland.com

Commission: Ronald Lane | Russell Pierce

Dee Dee Jackson | Dennis Hoffman | Brandon Smith

City Officials: Jennifer Schmitke, City Clerk

Virtual Meeting Information:

<https://us02web.zoom.us/j/87504835828>

Webinar ID: 875 0483 5828 | Zoom Telephone: 1 (669) 900-9128

Public comments are welcomed and encouraged in advance of the meeting by emailing the City Clerk at jtschmitke@cityoforland.com or by phone at (530) 865-1610 by 2:00 p.m. on the day of the meeting

1. CALL TO ORDER - 4:00 PM
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

Public Comments:

Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chairperson. However, no formal action or discussion will be taken unless placed on a future agenda. The public is advised to limit discussion to one presentation per individual. While not required, please state your name and place of residence for the record. (Public Comments will be limited to three minutes).

5. ITEMS FOR DISCUSSION OR ACTION
 - [A.](#) Local Events and Visitor Outreach (Discussion)
6. FUTURE AGENDA ITEMS
7. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on January 26, 2024.

A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, in Orland or on the City's website at www.cityoforland.com where meeting minutes and audio recordings are also available.

In compliance with the Americans with Disabilities Act, the City of Orland will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's Office 530-865-1610 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



CITY OF ORLAND STAFF REPORT
MEETING DATE: January 30, 2024

TO: EDC Chair and Commission Members

FROM: Pete Carr, City Manager

SUBJECT: Local Events and Visitor Outreach (Discussion)

BACKGROUND:

The Orland Economic Development Commission (EDC) in November 2023 and again in January 2024 explored the concept of the economic potential for local events to generate visitor traffic, business activity and sales tax revenue. Current local community events include:

- Avenue of Lights
- Craft Fair
- Queen Bee Festival (2019 and 2024)
- OktoBEEfest (2018, 2019)
- Old Fashioned 4th of July parade and park activities
- Chamber Downtown Christmas Preview, Tree Lighting, parade
- Orland Free Library and Arts Center special programs and events
- Friday Farmers Markets
- Honeybee Discovery Center honey tasting and other special programs
- First Friday open houses for the Art Center, Alta Schmidt Museum, and HDC
- Business special events like Treat Street, Shop & Hop, etc.
- OHB Hobby Day
- Glenn County Fair, Friends of the Fair dinner, and parade
- Fire Department Spaghetti Feed and dessert auction, Fireman's Ball
- Farm Bureau, FFA and 4H fundraiser dinners
- Orland High School and Orland Otters athletic events
- Car shows and 5k/10k races organized by various groups
- National Night Out (hosted by Orland Police VIPS)
- Orland Flag Society recognition on patriotic holidays

It is noted that many events previously held at the fairgrounds have been curtailed by closure of the grandstands. Also, Covid scuttled several programs and events, some of which are coming back.

Potential new events mentioned in previous EDC meetings include:

- Races (running, bicycle, fast cars...)
- Cultural / historical theme events
- Something that could grow in regional interest (i.e., Red Bluff round-up, Gilroy Garlic Festival, Woodland Honey Festival, Chico Farm Days, Oroville Salmon Festival, Corning Olive Festival...)

Commissioners expressed an interest in branding the City and in exploring opportunities to leverage the emerging Queen Bee Capital brand. Highlighting opportunities with Black Butte Lake also drew interest.

While it is acknowledged that chambers of commerce typically drive visitor outreach and reception activities, EDC commissioners mentioned interest in a printed and/or digital visitor guide to Orland, and an updated Orland map. These publications offer advertising opportunities for Orland Area Chamber members and other businesses. Restaurants, stores, Glenn Grows, Butte College Glenn Center and possibly freeway-oriented businesses could be distribution points; likewise, the HDC, Arts Center, Museum and library tend to already have visitor outreach and contact.

ANALYSIS

The EDC seeks a sole-agenda meeting in which to expand its discussion of these topics, and to solicit input from the public. The special meeting January 30 is scheduled for this purpose.